

*Philosophy of Coaching: An International Journal*

# Philosophy of Coaching

---

An International Journal

Volume 9, Issue 2

November 2024

 Association  
for Coaching

## Editor's Introduction

---

Welcome to the sixteenth issue of the *Philosophy of Coaching* journal. After a lengthy break from running the journal, during which time it has travelled around the world, with Paul Lawrence and Gordon Spence in Australia and Andrea Giraldez-Hayes and Ana Paula Nacif in the UK taking the reins for the past five years, I am happy to be back in the chief editor role. I would like to acknowledge the hard work that Paul, Gordon, Andrea and Ana have done to keep the journal alive and to build its reputation globally as an interesting and valuable source of new ideas for coach practitioners, coach educators, and coaching researchers.

In this issue, which includes papers by leading scholars in the field, as well as emerging ones, I am struck by how diverse the field of coaching has become. Two of the papers in this issue focus on topic areas that have traditionally been associated with therapeutic interventions – body image and domestic abuse – with the authors, Juleen K. Buser and Jemma Harris Bawden respectively, making strong cases for why these topics are relevant to coaches and should be addressed in coach training programs.

New and traditional understandings of coaching come under attack, with Tatiana Bachkirova taking on AI coaching, arguing that we need more human intelligence, not disembodied artificial intelligence that is incapable of meaning-making or real dialogue, to advance the field. Meanwhile Julius Weinberg makes a strong case that coaching is not a high-risk profession, or even a profession at all. Unlike medical professionals, for instance, who do things to others, like cut open bodies, that would be seen as unethical or immoral in most circumstances, coaching does not need a “carve-out” from common morality and consequently does not need a Code of Ethics.

Pooja Khatija and her colleagues bring a delightfully broad interpretation to DEI initiatives in coaching, arguing for an all-encompassing cultural humility that allows us “to remain open to the vast, often uncharted differences each individual brings.” This is a welcome extension to the often-narrow social identity politics that informs not just coaching but public discourse more generally at this time.

Maria Feddeck and Tracey Messer argue that coaching should be taught and integrated into undergraduate leadership education, offering two quite different examples of how this can be done effectively, as a short-term, one-off intervention, or as a more substantial, semester-long course.

And lastly, my own paper looks at what normal means in the context of professional service firms, from the perspective of contemptuous philosophers and a more compassionate, if pathologizing, psychoanalyst.

Our next issue, out in March 2025, is guest edited by Pauline Fatien. You can find the Call for Papers for that issue on our website at [philosophyofcoaching.org](http://philosophyofcoaching.org). While you're there, please sign up for our email list so you can be the first to hear about new issues as well as invitations to write for the journal.

We are, as always, grateful to our sponsors: Association for Coaching (AC), who provide valuable typesetting and marketing resources, and the Graduate School Alliance for Executive Education (GSAEC), who help with the costs of production.

We are also extremely grateful to our authors and peer reviewers, without whom the journal wouldn't exist.

It's hard work bringing ideas-rich, well-written academic articles sourced from around the world together to address our common interest in coaching – but it is ultimately extremely rewarding. I hope you find what you are looking for within this issue.

Julian Humphreys PhD

Founder and Editor-in-Chief, *Philosophy of Coaching: An International Journal*



Graduate School Alliance for Education in Coaching

## **Editorial Board**

---

### **Editor-in-Chief**

Julian Humphreys Ph.D.

### **Associate Editors**

Pauline Fatien Diochon PhD

Charline S. Russo EdD

### **Senior Advisory**

Tatiana Bachkirova Ph.D. - Oxford Brookes University

Richard Boyatzis Ph.D. - Case Western Reserve University

Joan M. Batista Foguet Ph.D. - ESADE

Konstantin Korotov Ph.D. - ESMT Berlin

James Pawelski Ph.D. - University of Pennsylvania

Sunny Stout-Rostron Ph.D. - University of Stellenbosch

### **Publishing Advisory**

Suzi Pomerantz – Library of Professional Coaching

### **Editorial Panel**

Geoff Abbott PhD

Judie Gannon PhD

Andrea Giraldez-Hayes PhD

Yannick Jacob

Travis Kemp PhD

Liz King PhD

Tom Krapu PhD

Renee Lockwood PhD

Amanda Matejcek PhD

Elizabeth McCourt JD

Sean O'Connor PhD

Ana Paula Nacif DCM

Reinhard Stelter PhD

Eve Turner

Simon Western PhD

Angela Wright

## Table of Contents

---

<b>Editor’s Introduction</b> .....	2
<b>Editorial Board</b> .....	4
<b>Why Coaching Needs Real Intelligence, Not Artificial Intelligence</b> by Tatiana Bachkirova PhD .....	6
<b>Cultural Humility and Social Identity in Coaching</b> by Pooja Jetho Khatija, Maria V. Feddeck and Erica M. Johnson .....	16
<b>Coaching Extremely Normal Clients in Professional Services Firms: Contemptuous and Compassionate Perspectives from Philosophy and Psychoanalysis</b> by Julian Humphreys PhD .....	25
<b>Coaching Interventions for Body Dissatisfaction: Preventing Eating Disorder Symptoms</b> by Juleen K. Buser PhD .....	34
<b>Coaching in the Presence of Acknowledged and Unacknowledged Domestic Abuse: Implications for Coaching Practice and Training</b> by Jemma Harris Bawden PhD .....	47
<b>The Case for Peer Coaching in Undergraduate Leadership Education</b> by Maria V. Feddeck and Tracey E. Messer .....	55
<b>There is No Such Thing as Coaching Ethics: An Opinion Piece</b> by Julius Weinberg DM .....	66