Internal Coaching Discussion Forum

A webinar series for L&D, OD, and talent leaders

May – November 2026 | 6 sessions | Register to attend

What to expect

Research-led. Discussion-driven.

Each session opens with a focused presentation drawing on published research, named case studies, and 25 years of practical experience. But the real value is in what follows: dedicated time for you to share your own experiences and for the group to learn from each other.

Our intention is to provoke thought and real conversation.

Who is it for?

Heads of L&D, OD, and Talent
who already know what coaching is and want to talk about what actually works

HR Directors and People leaders
making the case for coaching as a strategic capability

Internal coaching leads and scheme managers
building, sustaining, or rescuing a coaching programme

Six sessions. Six questions.

Session 1	Why do coaching culture programmes fail?
Session 2	Can AI assess coaching better than humans?
Session 3	Should you even build an internal coaching faculty?
Session 4	Is it possible for coaching to be culturally neutral?
Session 5	How should we measure ROI in organisational coaching?
Session 6	How can we truly make coaching how we do business around here?

Session 1 MAY

Why do coaching culture programmes fail?

Most organisations have invested in coaching skills training. Almost none believe they have a coaching culture. This session explores why, using Hawkins' five levels of culture as a diagnostic, evidence from organisations that succeeded (GSK, HSE Ireland, SGX Group), and the failure patterns identified by St John-Brooks and Bonneywell's doctoral research. Includes a live self-assessment exercise.

REGISTER

20 May, 10am | 27 May, 2pm

Session 2 JUNE

Can AI assess coaching better than humans?

In some respects, the answer is yes. This session explores what AI coaching assessment can measure (and what it cannot), the rapid rehearsal loop it enables, and what happens to coaching development when instant objective feedback sits alongside reflective human supervision. We showcase the top three AI-based coach assessment tools available today.

REGISTER

17 Jun, 2pm | 23 Jun, 10am

Session 3 JULY

Should you even build an internal coaching faculty?

Most literature assumes the answer is yes. It is not obvious that it should be. This session presents the genuine strategic choice between building a coaching faculty and training all managers in a coaching style. Covers the economics (the BBC's £57/hr figure), the ethical dilemmas (37% of internal coaches face clients preparing to leave), and the supply/demand trap.

REGISTER

21 Jul, 10am | 22 Jul, 2pm

Session 4 SEPTEMBER

Is it possible for coaching to be culturally neutral?

Most coaching models were developed within Western, individualist contexts and assume coachees want personal goals, value autonomy, and are comfortable with self-disclosure. Carr and Seto's research with Rosinski's Cultural Orientations Framework offers a concrete alternative. Key finding: difference creates insight, not just discomfort. Also covers neurodiversity-affirming practice.

REGISTER

16 Sep, 10am | 29 Sep, 2pm

Session 5 OCTOBER

How should we measure ROI in organisational coaching?

Only 36% of organisations evaluate their coaching. This session surfaces the tension between the demand for ROI (MetrixGlobal's 529–788%) and the argument that financial metrics miss what coaching actually does. Hawkins' output/outcome distinction is central. Examples include a financial services control group study and a law firm using retention as its single metric.

REGISTER

20 Oct, 10am | 21 Oct, 2pm

Session 6 NOVEMBER

How can we truly make coaching how we do business around here?

Hawkins' final step: coaching becomes how the organisation does business with all its stakeholders. Almost no organisation has achieved this, but the examples are striking: Boeing's 777 co-design with airlines, Oxfam extending coaching into international development, and Huthwaites' SPIN research showing a 17% sales increase. The session that lifts the series from the operational to the strategic.

REGISTER

24 Nov, 3pm | 25 Nov, 2pm

How it works

FORMAT

20 minutes of content

40 minutes of discussion

PLATFORM

Zoom

Recorded and available

for 14 days

FREQUENCY

Monthly

May to November 2026

DURATION

One hour per session

Your host

Tom Battye

EMCC Global Master Practitioner | Accredited Supervisor | EMCC Global Supervision Award winner



Tom has spent 25 years training internal coaches across the public and private sectors. He is the founder of Tom Battye Coaching and the creator of CoachInsights, an AI-powered coaching assessment platform.

His programmes include the Certificate in Executive Coaching (EMCC Practitioner, AC accredited) and the Leader as Coach programme (EMCC Foundation, AC accredited). Both are grounded in person-centred and nondirective principles.

tombattye.co.uk

Register now

Each session is offered twice. Choose a time that suits you.

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