ICF Tennessee *Charter Chapter*

COACHES CONFERENCE

2024

CONNECT. ENGAGE. GROW. TOGETHER.

A PREMIER EVENT FOR OUR COMMUNITY OF COACHES

WEEKLY SPOTLIGHT OF SPEAKERS

AI AND COACHING



DIANE WATSON, PCC
EXECUTIVE COACH
SESSION FACILITATOR

Curious about how to effectively integrate AI with Coaching? Not certain where to start? Join Nina Morel, John DeMarco and Diane Watson for a conversation on AI and coaching. They will share how Chat GPT and other tools can support you as you identify your target audience, develop your website, blog, workshop descriptions and so much more. They will also share an overview of how coaches are currently using AI to develop their skills, enhance their coaching sessions, reflect on coaching dilemmas, address current research on how AI will likely impact the future of coaching, and provide resources to clients.

Diane is an accomplished Executive and Team Coach known for serving as a trusted partner for executives creating their distinctive leadership approach. Through her coaching, Diane supports her clients to unlock their thinking, develop the ability to step into complex situations with confidence and courage, communicate with clarity, and approach conflict as an opportunity. Her approach is built on a 30 + year career working across a broad industry spectrum which provides her with insight into the internal politics, challenges, and opportunities in those climates.

For over 10 years as an executive coach, Diane has worked with executives in the music industry, health care, higher education, banking, non-profit, family business, and technology. Her clients face complex business challenges, lead multi-generational teams, and create excellence across a growing work portfolio. Through their work together, her clients develop into executives that lead with intention, fortitude, and heart.



JOHN DEMARCO, PCC
PHR, M.DIV.

John M. DeMarco is a seasoned executive coach and leadership development professional with nearly two decades of experience. As a Professional Certified Coach (PCC) with the International Coaching Federation (ICF), John has honed his craft by working extensively with a diverse array of leaders, including directors, senior managers, and C-suite executives across various industries. His coaching practice focuses on helping leaders navigate complex, nuanced problems, fostering authentic human leadership that aligns with organizational goals.

Using an approach deeply rooted in a human-centered, design thinking strategy, John demonstrates empathy, active listening, and a client-centered mindset. With certifications in Hogan Assessments, Myers-Briggs Type Indicator (MBTI), and CliftonStrengths, he skillfully integrates assessment-based insights into his coaching to drive meaningful growth and development. Over his 19-year career, John has guided numerous professionals toward successful promotions and cross-functional skill enhancements, particularly in fields such as healthcare, telecommunications, financial services, and higher education.

Through his thought leadership and multi-disciplinary mindset, John continues to inspire and equip leaders to tackle the challenges of today's dynamic business environment.

ICFTN has a shared commitment to diversity, inclusion and belonging as we work to make coaching an integral part of a thriving society.