

# AI IN VIDEO COACHING

Enhancing Training While Mitigating Bias



# Understanding the Challenges and Best Practices for Fair and Ethical AI in Workplace Learning



# INTRODUCTION

Artificial Intelligence (AI) is revolutionizing workplace learning and development, offering organizations powerful tools to enhance training, performance evaluations, and coaching.

However, concerns about inherent biases have emerged as AI-driven solutions become more prevalent. AI models—even those trained on vast and diverse datasets—can reflect and amplify societal biases, leading to unintended discrimination in areas such as hiring, performance assessment, and employee development. Studies have shown that biased AI can disproportionately impact underrepresented groups, reinforcing existing workplace inequalities and exposing organizations to ethical and legal risks. Addressing these concerns is essential to ensuring AI remains a force for progress rather than a source of exclusion.

AI bias is particularly evident in speech and communication-based tools, where variations in accents, dialects, and speaking styles can affect the accuracy of transcriptions and feedback. Research has highlighted how voice recognition systems tend to perform better for some demographic groups than others, leading to disparities in assessments and opportunities. To mitigate these risks, organizations must implement AI systems with fairness and

transparency in mind. This includes improving training data diversity, continuously auditing AI models for bias, and ensuring AI-driven decisions are used to support—not replace—objective human judgment.

This eBook explores the complexities of AI bias in video-based coaching and training platforms, highlighting the safeguards necessary to create a fair and equitable experience for all users. By examining key challenges—such as biometric data use, voice recognition limitations, and the ethical implications of AI-driven feedback—we outline best practices for leveraging AI responsibly. The following sections will introduce how AI-powered coaching tools can be designed to foster inclusivity, ensuring that technological advancements empower all employees equally while maintaining trust and compliance.