

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.

BRIDGING THE GAP

Ensuring Fairness in AI-Powered Video Coaching

As AI becomes an integral part of workplace training, organizations must carefully balance technological advancement with fairness and inclusivity. While AI-powered coaching tools offer significant benefits—such as scalable learning and personalized feedback—concerns around bias and ethical AI usage remain at the forefront. Video coaching, in particular, presents unique challenges, including the potential for bias in speech recognition, transcription accuracy, and AI-driven feedback. Addressing these risks requires a proactive approach, ensuring that AI enhances learning outcomes without reinforcing existing disparities.

While safeguards help reduce bias in AI-powered coaching, it is important to examine the potential risks that remain. Even with responsible AI implementation, certain challenges—such as perceived fairness and unintended bias in feedback—can still arise.

Rehearsal, an asynchronous coaching platform, is designed with these concerns in mind. By prioritizing fairness, transparency, and privacy-conscious AI implementation, Rehearsal minimizes bias while delivering an equitable learning experience.

POTENTIAL IMPACTS

of Bias in Artificial Intelligence

Bias, even when unintentional, can affect user experience, trust, and the overall effectiveness of the platform. If left unaddressed, these biases could impact perceptions of fairness, create legal risks, and influence participant engagement. Below are the key areas where AI bias may be present in video, audio and coaching tools, similar to Rehearsal.

Perceived Fairness

User trust is critical for any AI-powered coaching tool. If participants feel that the platform's feedback disproportionately favors certain accents, speech patterns, or communication styles, they may question the system's objectivity. Bias in the transcription or interpretation of responses can result in unfair assessments of communication skills, particularly for individuals with diverse linguistic backgrounds. This can create frustration and reduce confidence in the platform's ability to provide equitable feedback.

Legal Risks

The use of biometric data—such as voice recognition—comes with strict ethical and legal considerations. If biometric data were misused, whether through voice or facial recognition, it could violate data privacy and anti-discrimination regulations. Additionally, if organizations were to use AI-driven feedback for employment decisions, such as hiring or promotions, they could face claims of discriminatory practices if the AI exhibits bias in its assessments. Ensuring that the platform is used strictly as a coaching and training tool rather than for employment-related decisions helps mitigate these risks.

Exclusion or Alienation

AI bias can also affect user participation and engagement. If certain speech patterns, inflections, or accents are not recognized or judged differently, participants may feel excluded or unfairly assessed. This can reduce motivation to engage with the platform, ultimately limiting the effectiveness of coaching efforts. Ensuring that AI models are designed to accommodate linguistic diversity and provide equitable feedback is essential for fostering an inclusive learning environment.

By recognizing these potential impacts, organizations can take proactive steps to monitor and address AI bias, ensuring that video coaching remains a fair and effective tool for skill development.

HOW REHEARSAL

Safeguards Against Bias

To recognize the risks of AI bias in video coaching, Rehearsal implemented a series of safeguards to ensure fairness, accuracy, and transparency in its feedback mechanisms. By prioritizing ethical AI usage and maintaining strict privacy measures, the platform reduces the likelihood of biased outcomes while maintaining its effectiveness as a coaching tool. Below are the key strategies that Rehearsal employs to mitigate bias.

1. Avoiding Biometric Analysis Beyond Transcription

Rehearsal intentionally limits its use of biometric data to voice-based transcription, ensuring that the AI does not analyze speech for personal identification or behavioral assessment. This approach avoids sensitive areas such as facial recognition and emotional analysis, which are prone to bias and privacy concerns.

Additionally, Rehearsal explicitly does not incorporate features like eye contact tracking, interpretation of facial expressions, or body language analysis, even though some companies express interest in them. By avoiding these subjective measures, Rehearsal reduces the risk of biased feedback while aligning with user expectations and privacy best practices.

2. Transparency in AI Usage

Rehearsal ensures full transparency about the AI models used within the platform. This helps users gain a clear understanding of how their responses are processed and analyzed.

While AI models are trained on diverse datasets, it is important to recognize their limitations, particularly in handling nuanced inflections, accents, and regional speech patterns. By maintaining transparency, Rehearsal allows users to make informed decisions

about AI-driven feedback and encourages continued improvements in AI fairness.

3. Ethical Usage Policy

To ensure fairness, Rehearsal is explicitly designed as a skill development and coaching tool rather than a platform for employment-related decisions. The system must not be used for hiring, firing, or any managerial decisions that could materially impact a user's employment status. This safeguard ensures that AI-driven feedback remains a learning aid rather than a determiner of professional outcomes.

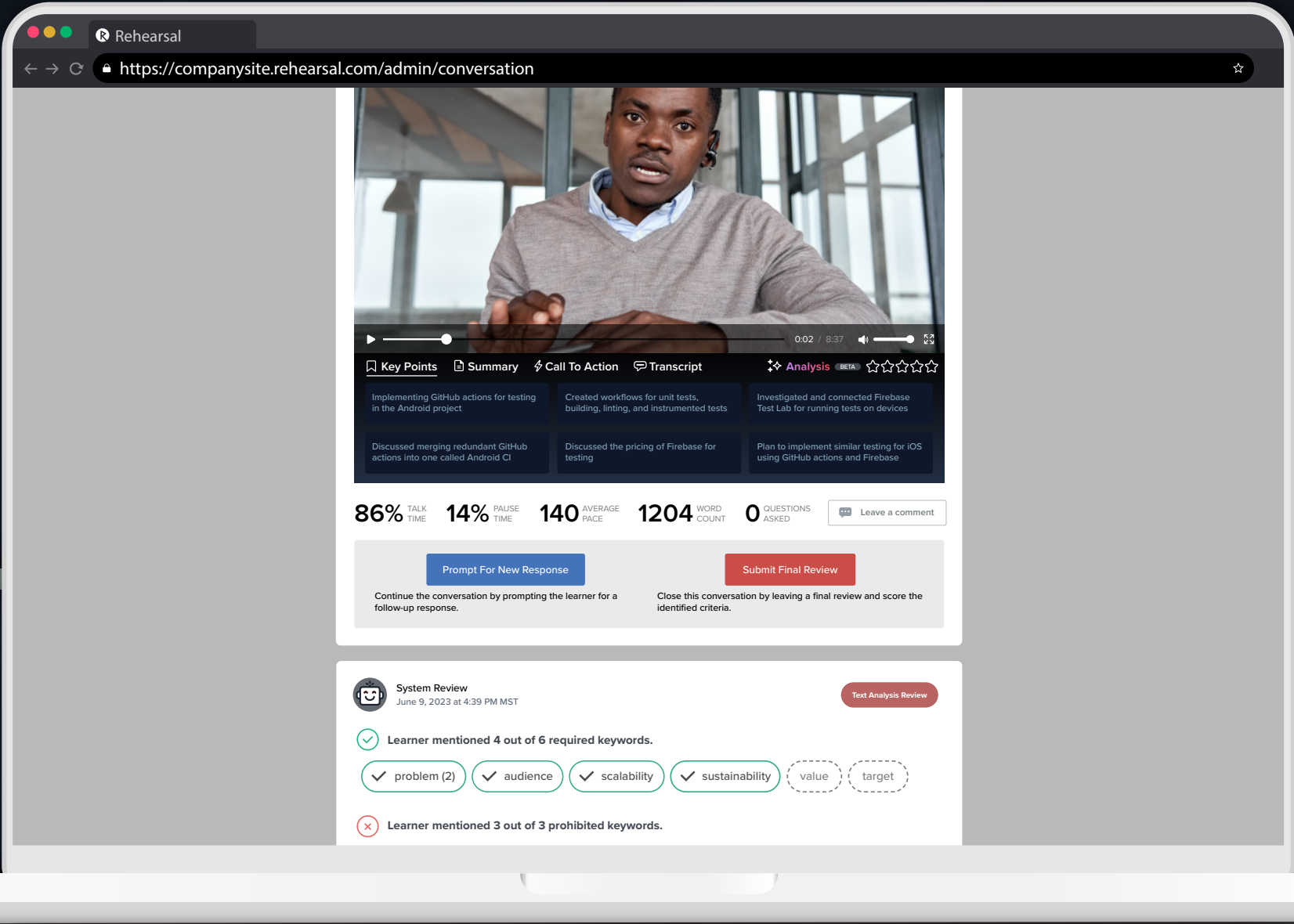
4. Focus on Content and Context

Rehearsal’s feedback mechanisms are structured to evaluate communication skills based on scenario-specific content rather than relying on biometric indicators. This approach emphasizes clarity, engagement, and adherence to best practices rather than subjective factors like intonation or accent. By focusing on objective measures, Rehearsal ensures that all users receive fair and contextually relevant feedback, regardless of their speech patterns.

5. Inclusive Data Practices

In addition to limiting biometric analysis, Rehearsal’s design avoids storing unnecessary personal or biometric data. This practice not only reduces privacy risks but also ensures compliance with widely accepted

data protection best practices. By minimizing the collection of sensitive information, Rehearsal enhances user trust and reduces the potential for bias-related concerns.



RECOMMENDATIONS

for Further Safeguards

While Rehearsal has taken significant steps to mitigate AI bias, ongoing refinement and proactive bias management are essential to maintaining fairness. Below are additional best practices that can further enhance Rehearsal's AI-driven coaching approach.

Bias Auditing & Testing

Regular bias audits of Rehearsal's AI models ensure that feedback mechanisms remain fair and effective. Periodic testing allows developers to identify and correct unintended biases that may emerge over time. Expanding training datasets to include a wider range of accents, speech patterns, and communication styles can also improve transcription accuracy and feedback consistency.

Customizable Feedback Settings

Recognizing that communication styles vary across industries and cultural contexts, Rehearsal can benefit from customizable feedback settings. Providing users with the ability to tailor feedback criteria ensures that assessments align with specific training objectives rather than enforcing a narrow, one-size-fits-all approach.

User Education

AI bias is best addressed when users are well-informed about the technology's functions and limitations. Training users on identifying bias and establishing appropriate awareness and distrust when reviewing AI-generated content and feedback as part of Rehearsal's AI processes can set realistic expectations and reduce the likelihood of misunderstandings or misapplications of AI-driven feedback.

Third-Party Review

External validation is a critical component of ensuring AI fairness. Collaborating with third-party experts to review AI processes and compliance standards can help Rehearsal continuously refine its approach to bias mitigation. Independent audits further enhance the platform's credibility as a trusted and equitable coaching tool.

By proactively addressing these potential areas of bias and continuously refining its safeguards, Rehearsal positions itself as a responsible, inclusive, and ethical video-based coaching platform. These measures reinforce trust in AI-driven feedback, ensuring that organizations can leverage AI-powered coaching without compromising fairness or equity.

CONCLUSION

The Future of AI in Workplace Coaching Depends on Ethical Design

AI is not just a tool for efficiency—it is a shaper of workplace culture, decision-making, and professional growth. As organizations increasingly integrate AI into training and coaching, they must recognize that the technology itself is not neutral. AI reflects the data it is built upon, and when biases exist in that data, they can have far-reaching consequences—affecting employee development, organizational trust, and even long-term business outcomes.

The challenge is no longer just about eliminating bias where it exists but rather about designing AI systems that actively promote fairness and inclusivity. Companies that invest in transparent, bias-aware AI tools today are not just reducing risk—they are future-proofing their workforce. In a rapidly evolving business environment where regulations around AI ethics are becoming more stringent and employees expect fairness in workplace technology, ethical AI is no longer optional; it is a core component of a sustainable business strategy.

Beyond compliance, organizations that champion fair AI-driven coaching are promoting a more engaged, diverse, and high-performing workforce. They foster trust, encourage innovation, and set a precedent for responsible AI adoption in the broader industry. AI should not be a gatekeeper of opportunity—it should be an enabler of equitable professional growth.

The companies that lead in AI-driven workplace learning will not be those that adopt AI the fastest but those that implement it the most responsibly. The future of AI in coaching depends on proactive leadership, continuous refinement, and a commitment to fairness.

Rehearsal by ELB Learning is built with fairness, transparency, and privacy at its core, ensuring that AI-powered coaching remains ethical and effective.

By minimizing bias and prioritizing content-driven feedback, Rehearsal empowers organizations to develop skills equitably.

[EXPLORE REHEARSAL TODAY](#)

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