

Pure Non-Directive AI coaching, a daily companion - rooted in humanistic coaching principles.

Alcoach.chat Launches a Groundbreaking Pure Non-Directive AI Self-Coaching Platform to Support Individuals Facing Workplace Anxiety, Self-Doubt and Personal Well-Being.



London, United Kingdom May 29, 2025 ([Issuewire.com](https://www.issuewire.com)) - In response to rising stress, workplace anxiety, and imposter syndrome among the UK's workforce, **Alcoach.chat** has launched a **pure non-directive AI coaching platform** that offers early-career professionals a **sparring partner** and **affordable access** to build confidence, clarity, and resilience, on their own terms.

Unlike productivity apps or other AI tools offering advice or performance hacks, Alcoach.chat introduces **pure Non-Directive AI coaching**, a quiet, judgment-free daily companion that guides users through powerful questions rooted in **humanistic coaching principles**, as upheld globally by ICF (International Coaching Federation).

It offers a new level of customisation and personalisation for its users, allowing them to create a coach that matches their exact needs and grows with them. Alcoach.chat also allows users to **create different coaches** - aimed at 'trying out' a range of coaching techniques for different perspectives and mindset challenges.

This new platform is specifically designed to address the growing gap in **leadership support** and **mental well-being** for young professionals - many of whom are silently struggling to find their voice, set boundaries, and manage self-imposed pressures in a constantly changing and increasingly complex workplace without quality and consistent support.

"So many people, especially men, are expected to deal with our increasingly complex and changing world without effective support. I built Alcoach.chat to make high quality coaching available at any time. Our Alcoach helps you reflect, reframe, and think through roadblocks without judgement. It is affordable and provides a great sparring partner for people who look for effective support, but don't need anyone telling them what to do." said [Boas Loeb](#), founder of Alcoach.chat.

* Addressing a Pressing Need

Recent UK studies show that:

- 74% of young workers report feeling overwhelmed at work
- A third of men aged 25–39 say they don't feel comfortable asking for help with well-being or leadership support
- Coaching is still largely inaccessible for early-career employees due to cost

Alcoach.chat was built to address this head-on, with scalable, accessible, and private support that aligns with how this generation prefers to engage: **on demand, without pressure, and with psychological safety**.

* Key Features & Benefits

- **Reflective Intelligence** – Smart, human-like questioning designed to spark insight, not give answers
- **Mini Breakthroughs** – Bite-sized, asynchronous reflections to support daily growth
- **Self-Alignment** – Prompts and patterns that help users reconnect to their values, goals, and authentic voice
- **Fully customized to Personal Cadence** – On-demand support that adapts to the user's rhythm, not the other way around
- **A Daily Quiet Sparring Partner** – A distraction-free space for thinking, challenging, and reframing, not reacting

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Source : <https://www.aicoach.chat/for-you/>

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