

3.5x–6x ROI Within 12 Months

350+ leaders coached across 12 enterprises. Evidence-based AI transformation measured through Money, Mindset & Momentum.

350+

LEADERS COACHED
across multiple organisations

8.6

AVERAGE NPS
range 7.5 → 10

20%

TIME-CAPITAL UNLOCKED
"5 days into 4"

L1 → L3

FLUENCY IN WEEKS
not months or years

TRUSTED BY

Unum · Unilever · Sky · Travelopia · Arcadis · Jacobs · Prudential · British Heart Foundation · LNER · Saga · Northumbrian Water · The Marketing Society

"I thought AI was a thing that happens over there. IT does something to processes or systems that are somewhat removed from me. I couldn't see how it was going to help me personally. I didn't appreciate the tools or the capability from a self-perspective." — Jane Hulme, HRD, UNUM

● Coaching Quality — No value, we don't charge

- **Average NPS 8.6 (range 7.5 → 10)**
Consistently above industry benchmark across all sessions
- **NPS 9.1 — Executive Coaching with GenAI**
1:1 sessions rated in the top percentile
- **Coaching Scores: 7.6 – 9.0 across all sessions**
Consistent quality across organisations and formats

→ Led by experienced leaders, not consultants

● Behaviour Shift — The change happens in the room

- **L1 → L3 fluency within weeks***
Basic literacy to workflow redesign in a single quarter
- **AI-by-default decision making**
Leaders use GenAI before every key conversation and decision
- **Workflow redesign, not automation of old work**
Functions restructuring how work flows, not bolting AI onto legacy

AI first mindset & transcript-driven insight become default

● Productivity & Value Creation

- **20% leadership capacity unlocked**
"5 days → 4 days" — time reinvested in strategic priorities
- **Board packs & reporting: weeks → hours**
Cycle time collapsed through AI-enabled workflows
- **Supplier dispute & purchased services reduction**
AI-standardised scopes reducing variation and third-party spend

→ Evidence-led operational gains

● Why TIP — Operating Model Reset

- **Transcript-driven insight engine**
AI as independent challenger — every session analysed for patterns and risk
- **NPS guarantee: score ≤6 = you don't pay**
Removes procurement friction. Proves quality commitment.
- **COACH2COACH: insource delivery at scale**
Build internal facilitators — no long-term dependency

→ We combine coaching + transcripts + operating model governance

* TIP AI FLUENCY MODEL — WHERE ARE YOUR LEADERS?

<p>L0 Unaware</p> <p>No AI literacy. Fear & uncertainty.</p>	<p>L1 Literacy</p> <p>Basic awareness. Occasional use.</p>	<p>L2 Integration</p> <p>Daily AI habits. 20% time-capital.</p>	<p>L3 Redesign</p> <p>Workflow shifts. Insourcing gains.</p>	<p>L4 Transformation</p> <p>AI-native model. Agents + people.</p>
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— TIP MOVES LEADERS FROM L0/L1 TO L3 IN WEEKS, NOT YEARS —

What is TIP?

- ✓ A flexible **productised 5-STEP system** delivering consistent, measurable outcomes
- ✓ **Transformation infrastructure** that builds lasting organisational capability
- ✓ **Evidence-governed:** funding follows proof via quarterly draw-down
- ✓ Transformation delivered **doing real work, in real time**

"We don't train people. We produce outcomes. Change in months, not years."