

The STEP 1 Programme Guide

What 350+ leaders did in their first sessions

The Incremental Pathway

Mindset + Method = Money + Momentum

STEP 1: Creating Time for Change

STEP 1 builds AI fluency in your leadership team and reclaims approximately 20% capacity. Every session produces measurable outcomes from day one. Whether you're starting as an individual or building shared language across your team, STEP 1 creates the foundation for sustained AI-driven transformation.

Session	Duration	Group	What Happens
PERSONAL	2 hours	Individual	First GenAI experience. Personal use cases.
TEAM	3 hours	Up to 16	Shared language. Daily habits. ≈20% capacity
ACCELERATE	2 half days	4-8 people	Real bottleneck. Working prototype. Scaling ro
FUNCTION	3 x 4 hours	Function team	AI-enabled roadmap. Refreshed team charter.
STRATEGIC	3 hours	CEO/Chair	Customer-back lens. Enterprise decisions.
ENTERPRISE	1 day	CxO group	Decision rights. Enterprise AI governance.

NPS Guarantee

If your team's average NPS on a PERSONAL or TEAM session is 6 or below, you don't pay.

What the evidence shows

Flagship Proof Point

£513k invested → £1.8M to £3M in-year returns (3.5x to 6x ROI)

Global insurer, ~1,000 FTE, 350+ leaders trained, 18-month programme

Average NPS: 8.6

Typical Outcomes

- L0/L1 to L3 AI fluency in weeks
- ≈20% leadership capacity reclaimed
- Self-delivery capability through COACH2COACH
- Sustainable competitive advantage through collective AI capability

Your Next Step

Start with a PERSONAL session. 2 hours, one-to-one, working on your real problems. No slides, no pitch. We'll show you exactly what STEP 1 delivers.

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