Agree which AI decisions matter most for your organisation.

Know what to decide now, what to investigate further, and what can wait.

A focused engagement for CEOs and executive teams. You leave with agreement around the executive table on the AI decisions that matter most right now - and a written advice note on how to work through each one: the evidence you need, the risks to weigh, who should be involved and when.

THIS IS FOR YOU IF

- AI could change where your organisation's future value comes from, and you're not yet sure what that means.
- You're committing money, people and time to AI, but you're not sure it's going to the right places.
- Important AI decisions aren't being made, or are being made too slowly - and opportunities are slipping by.
- Your leaders see AI differently, and conversations keep circling without reaching a decision.
- You're not sure you're asking the right questions about AI.
- Your board, your people or your regulators are asking what you're doing about AI.

> *Have you established the strategic decisions your organisation actually needs to make?*

> *Do you have the understanding, perspectives and evidence to make them well?*

> *And the commitment to carry them through?*

WHAT WE WORK THROUGH TOGETHER

1 · ORGANISATION AND ECOSYSTEM
How is AI changing where value lies in our sector - and the role we should play?

2 · SERVICES AND VALUE
What will people need from us - and what should we offer in response?

3 · PEOPLE AND WORK
How might AI change what we do and how we work - and where will human judgement matter most?

→

Your AI Decision Agenda

The most important strategic decisions, with:

- Evidence
- Alternatives
- Risks and trade-offs
- Priorities
- Ownership
- The best way to approach each

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WHERE THEY MAY LEAD

- Invest
- Redesign
- Protect
- Defer

The consequential decisions and investments you go on to make.

WHAT'S AT STAKE

Decisions that aren't made deliberately get made by default.

AI has created more possibilities than any organisation has the resources to pursue. The harder task is deciding which deserve your attention - and which don't. Some organisations aren't making those decisions at all. Others are making them one at a time, as each new tool, vendor or request arrives. *AI can make us remarkably efficient at things that may no longer be valued.*

If you're not focused on the right decisions	What your AI Decision Agenda gives you
Money and capacity are committed without clarity about their strategic impact.	Clarity on which decisions deserve investment first - and what can wait.
Shifts in your competitive environment go unnoticed until they've already happened.	The right questions, asked early - about your competition, relevance and differentiation.
Services become more efficient while their relevance quietly declines.	A clear view of where to revisit your products and services.
Work is sped up rather than redesigned.	Early thinking about how work, and your workforce, may need to change.
Opportunities slip by while everyone waits for someone else to decide.	The three to five decisions that matter most, each with an owner and the best way to approach it.

HOW IT WORKS

Two things: which decisions matter most, and how best to make them.

Prepare

Sponsor conversation and leadership survey.

We clarify the outcome you need. I review selected materials, and each leader answers a short confidential survey, so different views surface before the workshop.

Explore

A two-hour workshop with your leadership team.

We explore the decisions facing your organisation, test assumptions and alternatives, and work through different views. Together, we agree which deserve attention first, why, and the best approach to making them.

Advise

Your written advice note.

Your priority decisions, why each matters now, the risks, the evidence you need and who should be involved - and the best way to approach each one: research, a pilot, market testing, a workshop, or a decision you can make now.

Debrief

A 45-minute sponsor debrief.

We walk through the advice note together, answer your questions and agree how you'll take it forward.

INVESTMENT

$7,500 + GST

Sponsor conversation, materials review, confidential leadership survey, two-hour workshop, written advice note and sponsor debrief. **Compare it with the cost of one AI initiative that doesn't connect to your strategy.**

Need to go deeper?

AI Strategic Discovery - sector evidence, a review of your internal realities and confidential leadership interviews, brought together into findings, recommendations and a sequenced roadmap. Find out more

Need support to make the decisions?

Strategic AI Advisory - ongoing one-to-one support for the leader carrying the organisation's AI response, through the decisions and the change they require. Find out more

WORKING WITH SUE

Why work with Sue

I help organisations make consequential decisions about AI and build the leadership capability to act on them.

I bring more than 25 years of executive leadership in organisations from $50 million to $3 billion, where people, trust and reputation matter. I've designed strategy, led transformation and carried responsibility through crisis - securing $500 million for a statewide service redesign, leading international transitions across seven countries, and leading through Black Summer and COVID-19.

I work with executive teams, boards and individual leaders across many organisations and sectors, so I bring a view of what others are trying, what is working and what isn't. My advice is independent, with no ties to technology vendors. I've also made this transition myself, as a human-led, AI-enabled practice.



Sue Cunningham
Founder and Principal Advisor

GAICD · B.Eng (Hons) · MIT Sloan · Oxford Saïd · INSEAD (Distinction) · Certified NLP Master Coach · Certified AI Trainer

120+ leaders
43 organisations
14 sectors

Across organisational engagements, AI Leadership Circles and private advisory

"The AI discovery process led by the Uncertainty Lab brought clarity to what had previously felt like a broad and somewhat abstract conversation about AI. It has sharpened our discussions by reframing AI not as a technology initiative, but as a question of strategic risk appetite and long-term positioning ... Sue brought a deeply strategic lens and a strong focus on the human implications of AI ..."

Ruth Kestermann · Chief Operating Officer, Plan International Australia · AI Strategic Discovery

"By the end, we had developed a deeper shared understanding of AI, where it could add value and had become more thoughtful and deliberate in how we used it in our work."

Trudi Mitchell · Chief Executive Officer, Australia for UNHCR · AI Leadership Circle

"I genuinely got so much value from the sessions. They've changed the way I work with AI day to day, but more importantly they've shifted my thinking about what's possible at an organisational level."

Executive AI Leadership Circle participant

Start with a confidential conversation.

Bring the AI questions and decisions in front of your organisation. In a complimentary, confidential conversation, we'll look at which decisions matter most for you - and whether the AI Decision Agenda is the right way to work through them.

Book a conversation

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Not ready to talk? Take the free AI Value Scorecard - ten questions on whether AI is creating real value for your organisation, with a practical guide to the decisions that matter most.