Become an AI-capable leader.

Private, one-to-one advisory for senior executives and board directors. We work on the real decisions in front of you - using AI, talking honestly about what you find, and building the judgement and capability AI now asks of leaders.

You're expected to lead on AI while you're still working it out yourself.

You're accountable for AI decisions, conversations and investment while your own understanding is still forming. You can't lead what you don't understand. More reading won't close the gap. Working through real questions, in your own context, will - with someone who has navigated this transition herself.

It can be hard to say what you don't yet know in the rooms you lead. So I create a different room – confidential, one-to-one, and built around your role and the decisions in front of you.

THIS IS FOR YOU IF

- You're accountable for AI decisions and conversations while you're still learning what's possible and what's risky.
- You can hold your own in AI conversations, but you can't keep up with every development - and want to know what actually deserves your attention.
- You find it hard to know what to trust - a convincing AI answer, a vendor demonstration or advice from your team.
- You've picked up AI in bits and pieces, but you don't yet see how it fits together, or where it offers genuine strategic value.
- You sit on a board and need to ask management the right questions about AI value, risk and readiness.

HOW I WORK WITH YOU

Think

Work through what is really going on.

A confidential sounding board for your real questions and challenges. Examine competing advice, test assumptions and work through situations you are not ready to take elsewhere.

Decide

Make deliberate choices.

Make strategic choices you can explain and advocate for. Examine value, priorities and consequences, including what you will pursue, test, hold back or keep human.

Do

Build judgement from real experience.

Apply AI in your own role and test what it produces. Take your choices into leadership conversations and action, then reflect on what you learn.

Every engagement blends strategic advice, executive coaching and hands-on AI work, shaped by what you need. My Five Judgement Calls™ provide a practical framework for building your AI judgement.

HOW IT WORKS

Private 60-minute sessions, weekly or fortnightly. Between sessions, put the thinking into practice. We return to what happened, what you learned and what needs attention next.

After each session, you receive a tailored advisory note, usually two to four pages, with relevant resources and recommended next steps. You have direct email access between sessions. Engagements can be privately commissioned or organisation-funded.

THE VALUE OF THE WORK

Every engagement builds your AI judgement, practice and leadership confidence. We agree where to go deeper around your role and priorities.

Sharper AI judgement - Understand what AI can and cannot do, what it means for your role and organisation, and how to assess the advice and outputs in front of you.

Practical AI capability - Use AI more effectively in your own work, with approaches you have tried, tested and can trust.

Strategic choices worked through - Bring your real questions and challenges to an experienced adviser. Test alternatives and develop recommendations you can explain and advocate for.

Greater confidence to lead - Ask sharper questions, contribute your own view and understand more of what you are asking of others as their work changes.

THE COST OF WAITING

Putting off building your own AI capability can mean:

- Relying on advice you cannot confidently assess when you are expected to make the call.
- Holding back questions or views in conversations you would normally help lead.
- Continuing with time-consuming work because you haven't found an approach you trust to improve it.
- Asking others to change how they work without firsthand understanding of what that involves.

The cost can be time and opportunities lost - and less say in how AI changes the work you lead.

CHOOSE THE DEPTH THAT SUITS YOU

Three or five sessions, with the option to go further.

Three sessions

A focused start on the questions that matter most.

Build your AI capability and work through the questions in front of you. Examine what AI means for your role and organisation, and make deliberate choices about how you use it.

- Three private 60-minute sessions
- A tailored advisory note after each session
- Direct email access between sessions

Five sessions

More room to apply, reflect and build.

Deepen your AI practice, explore strategic applications and risk, and work through the leadership challenges you face as you and your people change how you work.

- Five private 60-minute sessions
- A tailored advisory note after each session
- Direct email access between sessions

Leading your organisation's response to AI?

Strategic AI Advisory is for senior leaders making strategic choices about AI and leading the changes those choices require, with regular one-to-one support over three or six months.

Read about Strategic AI Advisory

WHY SUE

I haven't just studied this transition. I've lived it.

Sue Cunningham
Founder and Principal Advisor

I've spent my career leading through uncertainty - 25 years across organisations of $50M to $3B, including the Black Summer bushfire response, a $70M COVID program and securing $500M to redesign a statewide ambulance service. I know what it means to make hard decisions when the way forward isn't clear.

In 2025 I stepped away from executive life to build an AI-enabled practice from scratch. I had to decide what AI could do, what I wanted to keep human and how I would work differently. I bring that lived experience into the work I do with you.

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

WHAT CLIENTS SAY

I've worked with more than 120 leaders from 43 organisations across 14 sectors - through organisational engagements, Circles and private advisory.

"Sue helped me build an AI leadership position I could stand behind. Within five weeks, I had taken it into a senior networking conversation, written it into my resume, and used it to propose AI-enabled outcomes in a major government tender. It is genuinely the thing that may get me my next job."

Sam Dureau · Senior public service executive · The Reorientation

"Sue helped me move from dabbling with AI to deploying it deliberately into my working week - building my tech stack, applying guardrails, managing data. She has been a patient and wise partner to work with, making suggestions and challenging my thinking without telling me what to do."

Jo-Anne Bloch · Chair and non-executive director

"Alongside the Circle, I also completed three coaching sessions with Sue, which were invaluable in turning ideas into implementation. Those sessions gave me the space to look specifically at my own business model, identify where AI could create the greatest leverage, and develop practical strategies to embed it into my day-to-day work."

Margot Andersen · Founder and CEO, Insync Network Group

"Sue's advisory approach enabled the essential transition and confidence to apply AI for my personal productivity. The hands-on approach helped me understand the shifts in the way of working that we are imposing on our teams at scale when we introduce AI into the workplace."

Sundeep Singh · Group Officer, BHP

Start with a confidential conversation.

Tell me what you want to understand, do differently or work through as a leader. In a short conversation, we'll explore what would be useful and whether private advisory is the right next step.

Book a conversation

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I work with a small number of private clients at a time, so each engagement receives the attention it deserves.