

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 a proposal 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.
- You want a confidential space to think through your organisation's response, or your own next professional step.

HOW I WORK WITH YOU

Think

Work through what is really going on.

The assumptions, the difficult decisions and the questions you're not ready to take elsewhere.

Decide

Make deliberate choices.

Where AI creates real value, what deserves attention now and what you'll pursue, test, hold back or keep human.

Do

Build judgement from real experience.

Use AI on your own work, test what actually works and build the quiet authority that comes from doing it, not reading about it.

Every engagement blends strategic advice, executive coaching and hands-on AI work, shaped by what you need. Whatever approach we take, I'll introduce you to my **Five Judgement Calls™** - a practical framework for building your AI judgement and deciding what you can stand behind.

HOW IT WORKS

We start with a short, free, confidential conversation to agree the focus. Sessions are 60 minutes, weekly or fortnightly - whatever pace works for you. After each session, you receive a tailored advisory note, usually two to four pages, capturing what we discussed, relevant resources and recommended next steps. You have direct email access between sessions. All engagements can be privately commissioned or organisation-funded.

WHAT YOU LEAVE WITH

Every engagement builds your AI judgement, practice and leadership confidence. We agree where to put the greatest depth around your starting point and priorities.

Sharper AI judgement - what AI can and can't do, and what it means for your organisation, your sector and your role.

A personal AI practice you trust - using AI safely and well in your own work, so you understand what you're asking of others.

Clearer strategic decisions - worked through and pressure-tested before you make them.

A considered AI leadership position you can stand behind - how you'll use AI, the risks you're prepared to carry, what stays human, how you'll keep learning without chasing every development, and how you'll lead others through it.

Greater confidence to lead AI conversations - you can ask better questions, challenge advice and explain your position to your executive team, board, peers and people, grounded in your own experience.

CHOOSE THE DEPTH THAT SUITS YOU

Three ways to work together.

All three give you the opportunity to deepen your AI practice, build your AI leadership position and explore the strategic questions AI is raising. The difference is the depth of exploration.

AI Leadership Foundations

Build your AI judgement and confidence.

Build a strong foundation across your AI practice and leadership position. Explore my Five Judgement Calls™, examine what AI means for your role and organisation, and work through the questions you want to address. Build the confidence to make deliberate choices about how you use and lead with AI.

Three 60-minute sessions
\$3,000 + GST

AI Leadership Advisory

Deepen your practice and build a leadership position you can stand behind.

Five sessions give us room to explore, apply and refine: deepening your AI practice, examining strategic applications and risk, and working through how you lead your organisation's response. You build a considered position from what you've experienced and tested - ready to take into your executive team, board and leadership conversations.

Five 60-minute sessions
\$5,000 + GST

Strategic AI Counsel

A confidential thinking partner as you lead your organisation's response to AI.

One-to-one sessions at a cadence that suits you, blending strategic advisory, executive coaching and practical AI work. Think out loud, pressure-test ideas and explore what is not yet ready for the executive room or boardroom. Build the confidence to judge where AI can create value, what needs to stay human and how to lead your people through the AI transition - while continuing to deepen your own practice and judgement.

Three or six months
Price on application

WHY SUE

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

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 Services Medal



Sue Cunningham
Founder and
Principal Advisor

WHAT CLIENTS SAY

I've worked with more than 110 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. A patient and wise partner, challenging my thinking without telling me what to do. An expert guiding hand to get me through any uncertainty."

**JO-ANNE BLOCH · CHAIR AND
NON-EXECUTIVE DIRECTOR**

"Sue helped me move from using AI in a curious, ad-hoc way to building structured workflows aligned to my brand, my IP and the way I deliver to clients - strategic, ethical and genuinely value-adding."

**MARGOT ANDERSEN · FOUNDER
& CEO, INSYNC NETWORK GROUP**

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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Places are limited. I work with a maximum of five private clients at a time, so each engagement receives the attention it deserves.