



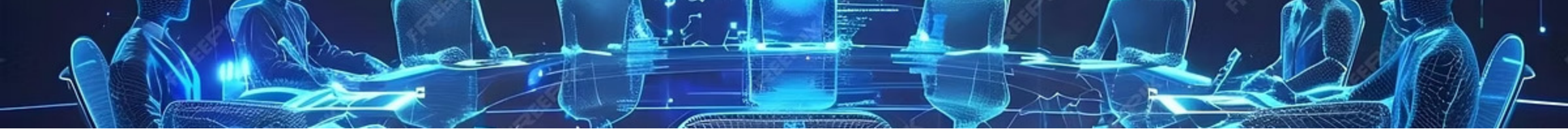
Case Study: AI Consultant

Artificial Intelligence is reshaping industries. Organisations are under pressure to adopt AI, **yet most lack clarity** on what it means for their **strategy, people,** and **long-term competitiveness**.

Our client, an AI strategy consultant, helps companies move forward by providing clear frameworks, leadership training and organisational guidance to ensure businesses harness AI responsibly and profitably.

Through a structured acquisition system and advisory methodology, this consultant secured multiple corporate clients, delivered governance and readiness programmes and established long-term advisory partnerships. Results included reduced risk from shadow AI use, improved strategic clarity for leadership teams and measurable operational efficiencies across client organisations.


Business 737



The Challenge: Urgency Meets Uncertainty


The consultant began their career in financial services, developing a strong foundation in risk management, data-driven decision-making and business strategy. With this expertise, they recognised AI disruption is both a threat and an opportunity for businesses.

Together on our discovery, three themes consistently emerged:




Shadow AI

Employees experimenting with unapproved tools, raising risks in compliance and data governance.



Hype vs. Reality

Leaders overwhelmed by vendor promises and unsure how to prioritise meaningful use cases.




Organisational Readiness

Companies unprepared for the redesign of roles, workflows and governance AI adoption demands.


Without intervention, many risked wasted spend, poor adoption and falling behind competitors embracing AI strategically.

The AI Consultant's Goals




Improve Workplaces

Help organisations adopt AI responsibly




Establish Revenue Streams

Create scalable and stable revenue through corporate contracts



Professional Growth

Address new and complex challenges in the market



Build Credibility

Establish reputation as a trusted advisor in a fast-evolving market

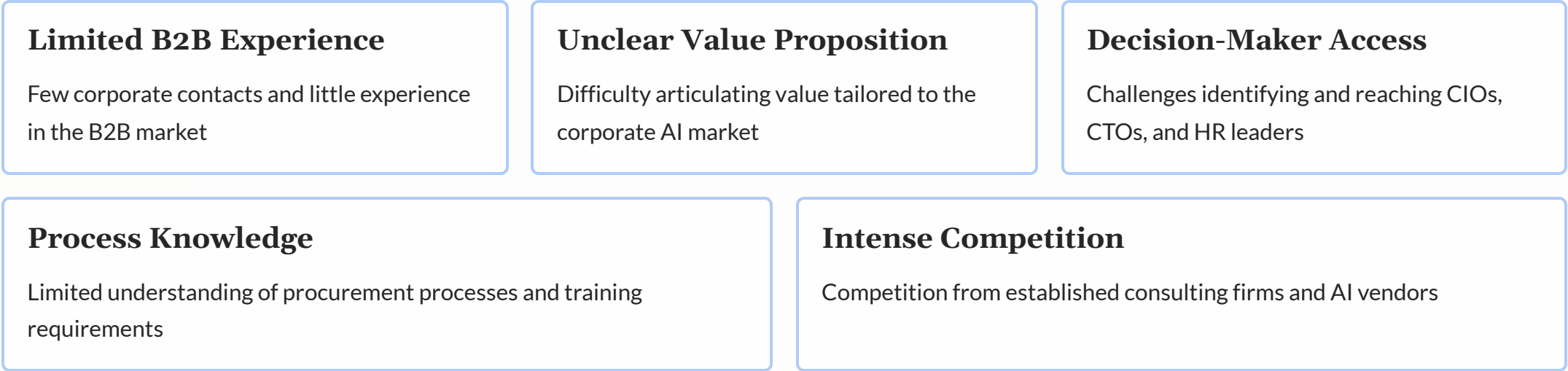
Together we identified particular benefits in targeting SMEs (500–5,000 employees): the chance to influence larger audiences, win higher-value contracts, establish recurring business opportunities and form long-term partnerships.



The Approach: Strategic Advisory Over Quick Fixes

Early Challenges

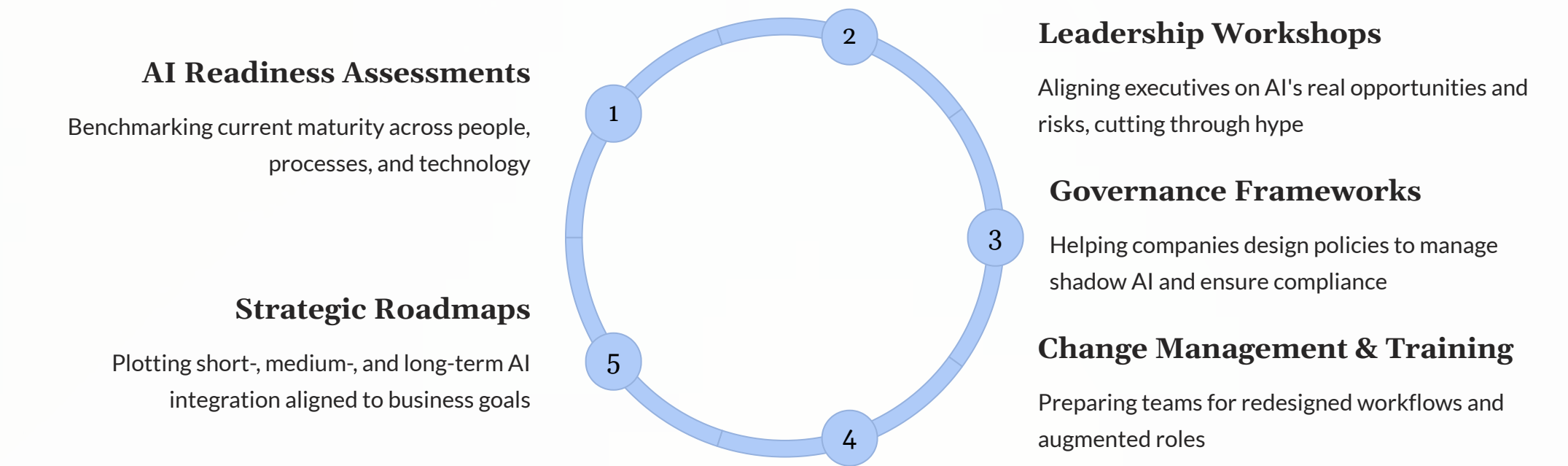
Like many independent consultants entering the corporate market, the AI consultant faced several early challenges:



The AI field itself posed hurdles: hype-driven vendor promises made differentiation difficult. Organisations often misunderstood whether they needed AI scientists or strategic advisors. Standing out required not only expertise but also **a distinct approach rooted in business outcomes.**

Strategic Methodology

Rather than focusing on tools or one-off training, the consultant positioned themselves as a strategic partner, guiding organisations through the macro shifts of AI. Their methodology included:





Implementation: The 3-Pillar Client Acquisition System

To get consistent clients we implemented a 3-Pillar Client Acquisition System

Create

Defined the Ideal Client Profile (ICP): SMEs in finance, professional services, and retail with 500–5,000 employees. Developed multiple unique value propositions (UVPs), including AI readiness assessments, governance frameworks, leadership workshops, and workflow redesign. Crafted tailored content to address pressing corporate needs, from compliance risk to operational efficiency

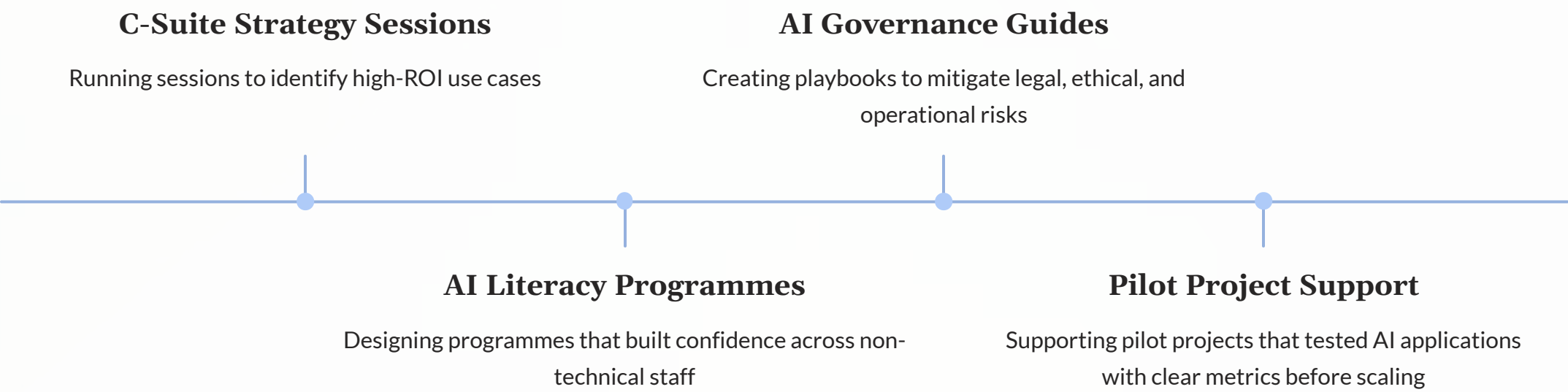
Communicate

Built a professional brand around "AI strategy, not hype". Designed multi-channel outreach strategies: LinkedIn campaigns, targeted emails, networking at industry events, and collaborations with HR and L&D networks. Published thought leadership via webinars, whitepapers, and articles. Learned to address both gatekeepers and decision-makers, tailoring language to CIOs, CFOs and HR executives.

Convert

Structured proposals and presentations around business ROI, not technical features. Handled objections by demonstrating measurable outcomes such as cost savings, compliance risk reduction, and productivity gains. Closed initial deals through pilot programmes with clear success metrics. Secured repeat and extended engagements by proving value and scaling pilot successes into enterprise-wide programmes

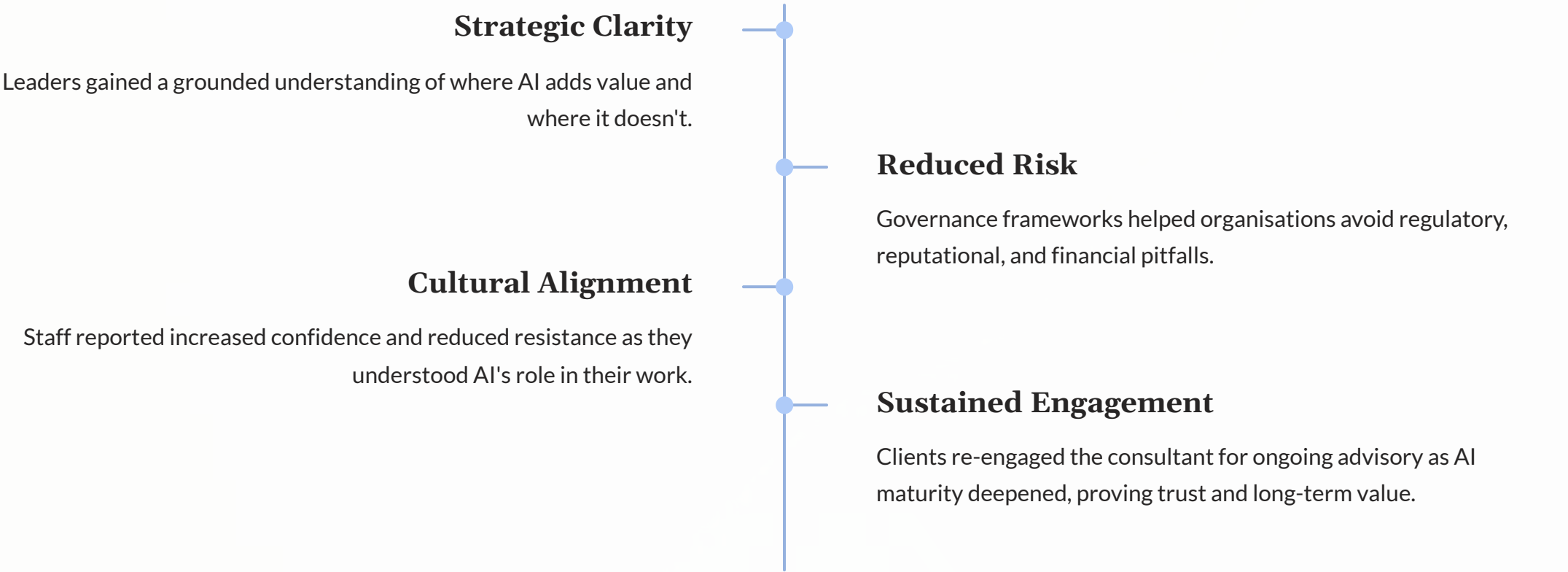
Hands-On Client Work





Results: Tangible and Transformational

This advisory-led approach delivered both immediate and lasting outcomes:



Measurable Impact

30%

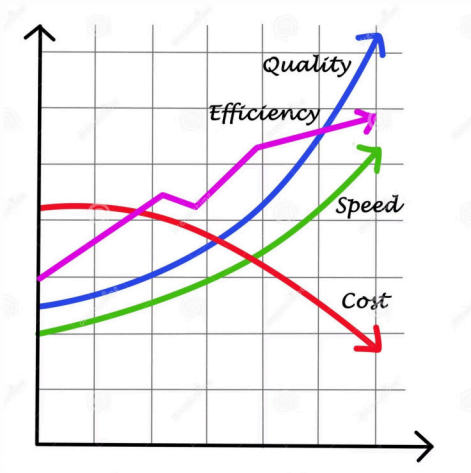
Response Time Reduction

A retail client redesigned customer service workflows with AI augmentation, cutting response times whilst improving customer satisfaction

£2M

Cost Avoidance

One financial services client avoided a costly contract after the consultant's evaluation revealed no ROI, reallocating funds into smaller, more effective pilots



These outcomes built the consultant's reputation as a trusted, long-term partner for organisations navigating AI transformation.



Real Examples

Financial Services Firm

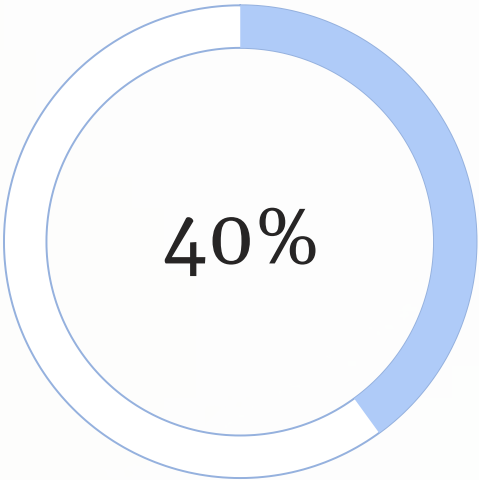
Avoided a costly £2M AI vendor contract after the consultant's evaluation showed no measurable ROI. Instead, they reallocated budget to smaller AI pilots that delivered immediate cost savings.

Global Professional Services Company

Rolled out an AI governance framework across 15 countries, reducing shadow AI use by 40% within six months.

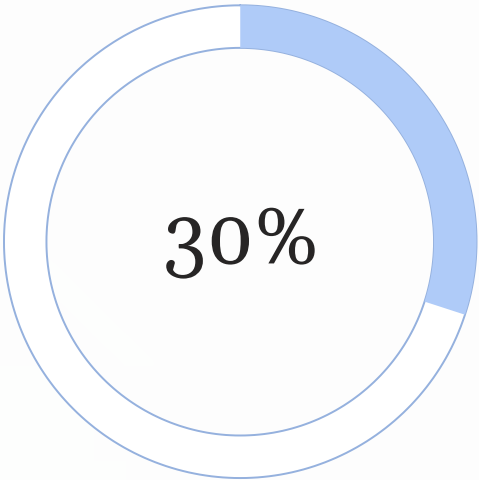
Retail Client

Redesigned customer service workflows with AI augmentation, cutting response times by 30% whilst improving customer satisfaction.



Shadow AI Reduction

Decrease in unauthorised AI tool usage across global operations



Response Time Improvement

Faster customer service through AI-augmented workflows

Client Perspective

"We didn't need another vendor pitching us tools. We needed clarity. Our consultant gave us the frameworks, governance, and strategic direction to integrate AI confidently. It saved us time, money, and a lot of mistakes."

— *Corporate Client*

📌 **Key Insight:** Clients value strategic guidance over technical solutions. The focus on frameworks, governance, and clear direction proved more valuable than tool recommendations.

Time Savings

Avoided lengthy evaluation processes and implementation delays through expert guidance

Cost Efficiency

Prevented costly mistakes and poor investment decisions in AI technology

Strategic Confidence

Gained clarity on AI integration approach and long-term planning



Key Lessons

Several key lessons emerged from the consultant's journey:

Business-Critical Solutions

Corporations don't buy "services"—they buy solutions to business-critical problems. The focus must always be on outcomes tied to profitability and growth.

Financial Metrics Matter

Success is measured in one language: hard dollars that show up on EBITDA and other financial metrics.

Tailored Offerings

Tailored, collaborative offerings are essential; generic programmes fail to resonate.

Strategic Persistence

Persistence and strategic outreach are critical when breaking into new markets.

Professional Guidance

Professional guidance and structured systems accelerate credibility and client acquisition.

Effective AI advisory is less about technology itself and more about aligning AI with organisational goals, culture, and measurable impact.



Conclusion: Preparing for the Future

For consultants considering a move into AI strategy and corporate advisory, several recommendations stand out:

01	02	03
Explore Diverse Needs	Adopt a Consultative Approach	Focus on Adaptability
Companies require everything from literacy training to governance, workflow redesign, and ethical guidance. Understanding sector-specific challenges expands relevance.	Go beyond pitching services—listen, diagnose, and co-create solutions tied to business objectives.	The AI landscape evolves rapidly; staying current and continuously learning is essential.
04	05	
Leverage Transferable Skills	Seek Guidance	
Skills like analysis, communication, and facilitation are highly valued and can bridge the technical-business gap.	Mentorship, business consulting support, and professional networks can accelerate market entry and reduce common missteps.	

AI consulting involves strategy, governance and organisational transformation. Consultants who position themselves as strategic partners, grounded in measurable business impact, will be best placed to thrive in this evolving landscape. By blending leadership alignment, governance design, and practical execution, they're helping organisations prepare not just for today's AI disruption, but for the workforce and business models of the future.