



DREAM CLINIC

AI For Thought Leadership
Build Once. Scale Intelligently.

Build Once. Scale Intelligently. AI is not the strategy. It is the accelerator. For founders, speakers and expert-led brands who want leverage without losing voice.

AI For Thought Leadership

I've spent over a decade working behind the scenes of expert-led brands, global organisations and founder-driven businesses. I've watched talented teams drown in strategy decks with no ownership.

I've seen underdogs overlooked while louder competitors dominate the room. I've seen intellectual property diluted because it was never structured properly.

Now AI is entering that landscape. Used poorly, it will amplify noise. Used strategically, it will level the stage. This workshop is not about chasing tools. It is about building infrastructure.

Strategic Framework

Expert-led brands are operating in lean, fast-moving environments. Visibility expectations are high. Personalisation is expected. Output must be consistent.

At the same time, founders are stretched. Teams are small. Intellectual property sits scattered across keynote decks, client calls and half-finished documents.

That imbalance matters.

I care about levelling the stage. Not by making people louder, but by making them clearer. By giving structure to substance. By helping underestimated voices compete on depth rather than noise.

AI, when embedded inside a clear strategic framework, becomes the engine that protects and multiplies that depth.

These sessions demystify AI and turn it into a structured growth tool inside your existing thought-leadership system.

We apply the Dream Clinic framework to AI itself.

Reality:

Where is your thinking currently sitting? What content exists? Where are you losing time? Where is your IP under-leveraged?

Objectivity:

Which processes genuinely benefit from AI? Where must human judgement remain central? What balance protects originality?

Creativity:

How do we design AI workflows aligned to your voice, positioning and ambition? How do we build systems that support visibility without diluting authority?

This is not performative innovation. It is strategic integration.

What We Will Build

Option1: AI Infrastructure Design Session

90-Minute Strategic Intensive

- A clear map of where your intellectual property currently sits
- An AI leverage blueprint aligned to your positioning
- One high-impact workflow designed and structured live
- Guardrails defining where AI supports and where human authority leads
- A 30-day activation roadmap for implementation

Participants Leave With

- A documented AI leverage audit
- One structured, ready-to-use AI workflow

- Foundational prompt architecture aligned to voice
- Defined integration priorities
- A 30-day action plan

Option 2: AI Integration Intensive

Half-Day Strategic Build

- A structured intellectual property map
- A customised AI workflow ecosystem (content, research, outreach)
- Voice-aligned prompt architecture that protects authority

- A repeatable content repurposing engine
- Oversight and quality-control framework
- A visibility engine integration plan

Participants Leave With

- A fully mapped AI workflow system tailored to their business
- Two to four implemented AI workflows
- A documented prompt stack aligned to brand voice
- Governance guardrails protecting originality
- A detailed 30-day AI-enabled execution plan

Option 3: Strategic AI Leadership Lab

Full-Day Integration (Teams & Corporates)

- Cross-team IP consolidation framework
- Department-level AI workflow architecture
- Role clarity and ownership structure
- Content and research pipeline systems
- AI governance and authority protection framework
- 90-day implementation roadmap

Participants Leave With

- A consolidated intellectual property map across teams, identifying under-leveraged assets and duplication risks
- A documented AI workflow architecture aligned to departmental roles (marketing, research, leadership, content, client teams)

- Clearly defined ownership and oversight structure for AI-enabled processes
- Structured content and research pipelines designed for repeatability and scale
- An AI governance framework protecting authority, originality and brand integrity
- Defined quality-control checkpoints to prevent dilution of expertise
- A prioritised 90-day implementation roadmap with role accountability
- A decision framework for evaluating future AI tools without reactive adoption

Created For

- ✓ Founders rebuilding or repositioning their visibility with intention
- ✓ Speakers ready to structure and protect their intellectual property
- ✓ Expert-led brands whose ideas are strong but under-leveraged
- ✓ Lean or global teams needing strategic leverage without expanding headcount
- ✓ Leadership teams seeking clarity before scaling AI adoption

Format

Available as:

- 90-minute AI Infrastructure Design Session (Virtual)
- Half-Day AI Integration Intensive (Virtual or In-Person)
- Full-Day Strategic AI Leadership Lab (Teams & Corporates)

Designed for founders, speakers and expert-led organisations.

Cost:

90-Minute Strategic Intensive (Virtual)

£995

Half-Day AI Integration Intensive

£3,050

Full-Day Strategic Leadership Lab

Pricing available on request. Travel expenses apply for in-person delivery.