COACH · INTERNAL CAPABILITY TO WORK DIFFERENTLY

Grow the expertise inside. Create capacity for change.

Equip your leaders and internal coaches to help colleagues think better, communicate better and work differently in the era of AI. COACH transfers the TIP method through real delivery, supported practice and feedback, so the capability grows inside your organisation.

The challenge: turn individual learning into everyday practice

A course can build awareness. Sustained change needs people who can coach the work, respond to uncertainty and reinforce better habits. COACH develops those people inside your organisation, close to the teams and priorities they understand.

THE EXPERTISE YOUR PEOPLE LEARN TO PASS ON

Better thinking and engagement

Build curiosity, creativity and critical thinking. Frame the problem, explore alternatives and challenge assumptions. Understand the audience and personas, then consider how the message will land.

A repeatable way to work

Combine technical and adaptive learning. Use POC, IMP and V&V alongside psychological safety, judgement and reflection. Rethink the work before deciding how AI can help.

WHAT CHANGES FOR THE ORGANISATION

DEEPER ADOPTION

Leaders coach live work and reinforce practice between sessions.

CAPABILITY INSIDE

Learn while delivering real work. Build internal reach and reduce dependence on external delivery.

CAPACITY FOR CHANGE

Leaders protect the time released and decide where it will create value.

Five days' work in four. Not six days' work in five.

STEP 1 creates time for change. Leadership protects it through priorities, workload choices and permission to use that capacity on change.

IDEAL FIT: a People or business leader seeking practical AI adoption, nominated internal coaches and less ongoing reliance on external delivery.

HOW IT WORKS · LEARN THROUGH REAL DELIVERY

Experience it. Co-coach it. Earn the confidence to lead it.

Start with a small nominated group and the offer that matches your need. We agree the learning route, live delivery opportunities and evidence of readiness before starting. Progress is based on observed practice.

A SUPPORTED TRANSFER, OFFER BY OFFER

1	**EXPERIENCE**	Take part as a learner. Apply the method to your own work and reflect on what changes.
2	**CO-COACH**	Prepare with TIP, lead parts of a live session and receive specific feedback.
3	**LEAD WITH SUPPORT**	Run the agreed offer with observation. Practise questions, group dynamics and quality checks.
4	**REVIEW AND EXTEND**	Agree readiness, remaining support and boundaries. Reinforce practice, then extend to another offer.

PERSONAL · TEAM · ADVANCED · ACCELERATE

Coaches can develop to deliver each offer, with readiness agreed separately. PERSONAL, TEAM and ADVANCED build better ways of working and capacity. ACCELERATE applies the method to workflow and service redesign.

TIP provides

Reusable delivery packs, co-coaching and observation. Consented transcript intelligence surfaces questions, assumptions and learning needs to guide feedback and the next practice.

You provide

A sponsor, nominated coaches, protected practice time and live delivery opportunities. Leaders reinforce adoption and protect released capacity.

READINESS: can the coach facilitate the offer, draw out thinking, check the work and recognise when to ask for help? Agree scope, cohort, cadence and support before launch.

SUCCESS: coaches can lead the agreed offer; colleagues reuse the method in real work; accepted outputs improve; leaders can show how released capacity is used.

NEXT STEP **Choose the first coaches and agree their supported delivery route**