



FOR AGENCY & MARKETING LEADERS

Faster thinking and delivery. The *taste* stays human.

For agency owners and marketing leaders: use AI to sharpen research, strategy, reporting and first drafts - without flattening the judgement clients come to you for.

Designed for leaders. Beyond tool tips, you'll build the understanding to see what AI means for your role, your team and your client work - and develop your own AI vision and action plan for the business.

WHERE IT HELPS, DAY TO DAY

- **Client prep** - get sharper before a meeting, pitch or review.
- **Search & content shifts** - understand what AI changes in discovery and demand.
- **Reporting & synthesis** - turn scattered inputs into useful client-ready structure.
- **Team confidence** - move beyond one or two power users to calmer shared practice.

Useful without becoming generic

AI can speed up the blank page, the research trawl and the reporting grind. The creative call, the client judgement and the standard of taste still need leadership. Lessons help you draw that line clearly for yourself and the team.

Taught and advised leaders at **Google, Microsoft, SAP, Adobe** and **Vodafone**. Writing on AI in **Fast Company** and **The Guardian**.

Book a 1-to-1 call

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