A guide for leaders

Your people have AI. The work hasn't changed yet.

Four steps that take a leadership team from AI tools to redesigned work, measured results, and people who carry it on.

What leaders tell us

Sound familiar?

From above

“We need to see results from AI this year.”

From your team

“Is this about cutting jobs?”

From above

“We're paying for licences. What are we getting?”

From your team

“I don't have time to experiment.”

What you're seeing

Work that comes back longer, not better.

In your own head

“I'm meant to lead this. Am I ahead of my team?”

What the research says

Licences lift usage. Changed work lifts results.

6%

Nearly nine in ten organisations now use AI regularly. Only about 6% get significant value from it.

McKinsey, The State of AI, 2026

3 in 4

of the organisations getting real value have redesigned workflows around AI. Among everyone else, it's one in four.

McKinsey, The State of AI, 2026

15→55%

Employees who feel positive about AI, without and with strong support from their leaders.

BCG, AI at Work, 2025

So the program starts with leaders, moves into the work, and ends with your people running it.

The program

Four steps, from leading it to owning it.

01 · A leader and their leads

Lead the change

Leaders build and test a new way of working, make two decisions, and share them with their teams.

Half-day + team kit · ~~$7,500~~ $5,000

02 · One team

Find where it pays

Where your team's time goes, sorted: stop it, redesign it, or leave it alone.

2 weeks · ~~$10,000~~ $7,500

03 · One team · We lead

Redesign one workflow

Built with the people who do it, and run live against a baseline.

About 4 weeks · from $15,000

04 · Your team · We coach

Own what comes next

Your team redesigns the next two or three workflows.

3 months · ~~$8,500~~ $6,500 a month

Champions Intensive — A separate cohort for the people who'll carry it · ~~$4,500~~ $3,450 per person

After each step, you decide: go on, change course or stop.

Founding prices, ex GST

01

Lead the change

For the leader of a function and their leadership team.

"What do we tell our people, and how do we show them?"

Do

After a short questionnaire, you and your leads build and test a new way of working, and see what's possible.

Decide

Two decisions in the room: what AI is for first, and what's off-limits, including an honest line on jobs.

Tell

A kit for each lead's next team meeting: the story, what they tried, and the two decisions. Optional: share it with peer leaders.

Half a day of leaders' time · 10 working days Co-owned by one of your leads

~~$7,500~~ $5,000 founding

02

Find where it pays

"What should this team stop, redesign or leave alone?"

Sort

Where time goes, activity by activity, against what the team is for. We sort work, never people.

Measure

15 minutes with each person, plus calendars, shows where time goes on low-value work.

Choose

A stop-now list, ranked redesigns, where freed-up time goes, and one workflow for step 3.

2 weeks One team, e.g. Profit Protection or Customer Insights

~~$10,000~~ $7,500 founding

03

Redesign one workflow

“Can this piece of work really run differently?”

Redesign

With the people who do the work. Some steps go, some get AI, people keep the judgement calls.

Run it live

Two weeks on real work, in your approved tools and within your AI policy, measured against the baseline.

Make it stick

Once it passes, leaders tell the team this is how the work is done now, and the old way is retired.

About 4 weeks We lead, the team takes part From $15,000

04

Own what comes next

“Can we keep redesigning work without outside help?”

Your team leads

The next two or three workflows from the shortlist, with the same method.

We coach

Weekly coaching and review. We step in only where you're stuck.

Check at 90 days

Usage, quality and the measure, to catch any drift back to old habits.

3 months You lead, we coach ~~$8,500~~ $6,500 a month founding

What you'll have after each step

How you'll know it worked.

Step 1

Leaders use AI themselves, and the team knows the direction

Step 2

Baseline set, next steps prioritised

Step 3

AI is part of how the work is done, and the team knows how it fits

Step 4

Your team redesigns its own work

Your AI target probably measures use. We measure the work: the result your team is already judged on.

A separate track

Champions Intensive

A cross-organisation cohort for the one or two people who'll carry this in your team. Six weeks on their own live workflow, not prompt training. Then they run a short clinic back at work, so it spreads.

Next cohort Feb-Mar 2027 Half-price seat with step 3

~~$4,500~~ $3,450 per person founding

Register interest → cam@newrules.com.au

Before you ask

The questions leaders raise first.

Is this about cutting jobs?

We redesign tasks, never people, and make no headcount recommendations. Step 1 says plainly what AI means for roles.

My team doesn't have time.

It runs on work they already have to do. The point is to give time back.

AI output isn't good enough.

Often true. AI does the groundwork; people keep judgement and voice. Quality is checked where the work lands.

We've done the Copilot training.

Then they know the buttons. This changes a real workflow and measures it, so the habit has somewhere to stick.

Data, privacy and governance?

Only your approved tools and policies. We've taken AI through IT, legal and governance in a large organisation.

Do we need to consult staff?

Often, especially in public bodies. Step 1 gives you a clear position to start that conversation, within your agreements.

Recent work

Your team's work is different. The method holds.

- Product management
- Innovation
- Visual merchandising
- Digital product
- Accounting

100+

Store teams · AI

A team member AI assistant, from first idea to production.

Cam led it from “how could AI help in our stores?” to a working assistant used by 100+ team members and managers in one store. Fabio steered it through IT and AI governance. It's now in production for managers and team members at Kmart.

60–70%

Corporate team · AI

From up to 2 hours a product to exceptions only.

Thousands of products, 50+ RFID label types. AI now reads each spec, picks the type and routes it. Most go straight through; people open only the exceptions.

Two senior partners, on your challenge.



Fabio Oliveira

Vision + commercial

Former Head of Innovation and Design, Kmart and Target Australia. Former Director, Innovation Centre, WorkSafe Victoria.



Cam Birrell

Strategy + design

Former Innovation Strategy and Capability Manager, Kmart. Former Acting Director, WorkSafe Victoria.

Start with step 1. It can finish before Christmas.

Half a day of your leaders' time, done in ten working days. ~~$7,500~~ $5,000 for founding clients. Or start with a 30-minute call: tell us the outcome you own and what's in the way, and we'll tell you which step fits, or whether none does.

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Prices in AUD, excluding GST. Founding prices apply to the first three organisations booked by 31 March 2027, in return for a case study and a reference. Each step stands on its own.