

Case Study

Software Industry



CONNECTWISE™

COMPANY OVERVIEW

ConnectWise is a leading software company dedicated to the success of Technology Solution Providers (TSPs). Its "IT Nation" division builds community through events and peer groups to help partners run better businesses.

CHALLENGE

To shift MSP leaders from an internal focus on efficiency (automation) to an external focus on growth—specifically, helping them overcome "pilot purgatory" and confidently sell AI solutions to their own clients.

SOLUTION

A customized 90-minute interactive keynote and workshop on "**SuperCollaboration**" and **Agentic AI**, followed by the moderation of an Expert Panel.

AUDIENCE

150-200 MSP business owners and leaders (average revenue \$5-6M) from the APAC region (Australia/NZ).

LOCATION

Auckland, New Zealand.

RESULTS

The audience was equipped with actionable playbooks to transition from "keeping the lights on" to becoming strategic business transformation partners.



ABOUT THE ENGAGEMENT

ConnectWise hosted its Q4 "IT Nation Evolve" Community Day in Auckland. The audience consisted of Managed Service Providers (MSPs) who meet quarterly to share best practices. While the group is technically savvy, the primary challenge was that most members were viewing AI solely as an internal efficiency tool. The goal of the event was to pivot their mindset toward "External AI"—using AI to drive revenue and solve problems for their clients.

The Preparation

To ensure the message resonated with an audience facing "commoditization" and burnout, James engaged in a deep customization process consistent with his "Classic James" approach—thorough, strategic, and tailored.

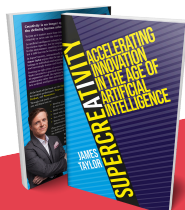
- **Stakeholder Briefing:** An in-depth discovery call with the Community Director to define the "Internal vs. External AI" pivot.
- **Member Interviews:** One-on-one calls with attendees to uncover "2am problems"—such as the struggle to move from technical roles to strategic advisory roles.
- **Psychometric Analysis:** James utilized AI tools to map the psychometric profile of the audience, identifying them as a group that values data and practicality, ensuring the content would be evidence-based rather than "fluff."

The Delivery: Keynote, Workshop & Panel

James delivered a high-energy session titled "**SuperCollaboration**," blending a keynote with interactive workshop elements. The session followed a structured arc: Position (Current State), Problem (Pilot Purgatory), Possibilities (Case Studies), and Proposals (Actionable Steps). James introduced cutting-edge concepts like **Agentic AI**—autonomous agents that can plan and prioritize—and **Digital Twins** to show the future of scaling a business. To break the "passive listening" mode, the session included the "**10 Minute Rule**" for brainstorming and the "**Outrageous Statements**" exercise (e.g., "MSPs will become fully autonomous"), forcing attendees to radically reimagine their business models. Following the keynote, James **moderated an expert panel** featuring ConnectWise members. This session bridged the gap between theory and practice, allowing members to share their own "in-the-trenches" experiences with AI implementation. This peer-to-peer validation cemented the strategies introduced in the keynote, making them immediately applicable to the audience's reality.

The Conclusion

The engagement concluded by directly addressing the "commoditization" fear many MSPs face. By providing practical playbooks—such as Creative Pairs (Human+Human) and Centaur Managers (Human+AI)—James empowered the audience to stop viewing themselves as IT support and start viewing themselves as strategic partners for their clients.



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James Taylor
KEYNOTE SPEAKER

About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.