



## European Bank

### James Taylor helps a leading European bank's Technology leadership team move from AI anxiety to AI architecture at their senior management meeting

#### COMPANY OVERVIEW

The client is a leading European financial services group serving millions of customers across the EU. Its Technology division drives digital innovation and AI capability across all markets.

#### CHALLENGE

Help a post-reorganisation leadership team see AI as a colleague rather than a threat, and build a unified culture of human-AI collaboration across newly integrated divisions.

#### SOLUTION

A customised 60-minute closing keynote — "SuperCollaboration: Cyborgs, Centaurs and the Rise of Human+AI Collaboration" — built around the division's reorganisation context and emotional temperature.

#### AUDIENCE

~80 senior leaders and extended management across technology functions.

#### LOCATION

Europe.

#### RESULTS

The audience departed with a clear, research-backed framework for leading AI adoption, renewed confidence in their strategic value, and a shared vision for human-AI collaboration.

#### ABOUT THE ENGAGEMENT

The client's Technology division had recently undergone a significant reorganisation, bringing together teams from different markets and cultures under unified leadership. Approximately 25% of the division's leadership was new, having been shifted from other parts of the organisation. While the division was already a front-runner in banking AI — actively deploying agentic AI in production — the post-reorganisation environment created both opportunity and challenge. Leaders knew each other professionally but not deeply, and the group needed alignment around a shared strategic vision.

The company hosted a senior management meeting and invited James Taylor to deliver the closing keynote, with the primary objective of helping this diverse, newly integrated leadership team understand how AI adoption could strengthen organisational culture rather than fragment it.

##### The Preparation

To ensure the message resonated deeply with a leadership group carrying both excitement and anxiety about AI's role in their futures, James engaged in a thorough customisation process:

- **Discovery & Briefing:** An in-depth pre-call with the organisation's Head of Transformation to understand the division's reorganisation journey, current state of AI adoption, and the specific emotional temperature of the leadership group.
- **Psychometric Audience Analysis:** James mapped the profile of the leadership team to calibrate content for evidence-based, strategically-minded professionals — ensuring the message would land as a peer-to-peer conversation, not a lecture.
- **Bespoke Content Build:** The keynote was constructed to directly address the division's context, weaving in banking-specific data from PwC Strategy& and Morgan Stanley alongside seven real-world case studies — Klarna, IKEA, Bradesco, Zillow, Siemens, Anthropic, and GE Healthcare — all chosen to illustrate augmentation over replacement.

##### The Delivery

James delivered the 60-minute keynote as the closing segment of the day, positioned to anchor the intellectual and emotional content of the meeting to organisational strategy. The session followed James's signature persuasion framework, moving through four stages: establishing the strategic context of AI in banking; addressing the people-side barriers that slow adoption, including the Competency Penalty and three actionable fixes; exploring how high-performing human-AI teams actually work; and closing with the 6Ps of Innovation framework (People, Product, Purpose) — giving leaders immediately deployable thinking tools.

The keynote drew on research from Harvard, Boston Consulting Group, and other leading institutions, combined with real-world case studies demonstrating how organisations have successfully navigated human-AI collaboration. The closing metaphor positioned AI adoption as a shared organisational journey, with higher innovation peaks yet to be discovered together.

##### The Results

###### Clear Framework for Leading AI Adoption

Actionable understanding of human-AI collaboration, grounded in research and real-world examples.

###### Renewed Strategic Confidence

Leaders left with clarity that their role as strategic partners remains vital in an AI-augmented organisation.

###### Permission to Address Hidden Barriers

Research-backed validation of the people-side challenges slowing adoption, with practical next steps.

###### Organisational Alignment

A unifying narrative for the post-reorganisation division, positioning AI as a vehicle for shared innovation rather than disruption.

###### Clarity on the Human Advantage

Recognition that creativity, judgement, cultural leadership, and the ability to ask the right questions are enduring human strengths — not concerns to be anxious about, but capabilities to cultivate and amplify.



**SuperCreativity:**  
Accelerating Innovation in the Age of Artificial Intelligence

**Creativity is no longer optional. It is fast becoming the defining human advantage.**

