

Case Study

Management Consulting Industry

Global Strategy Consulting Firm



James Taylor delivers a bespoke SuperCollaboration keynote for a leading global strategy consulting firm at their Europe All-Hands Meeting in Amsterdam

COMPANY OVERVIEW

A leading global strategy consulting firm — one of the world's foremost strategy houses, advising boards and C-suites across every major industry on their most consequential strategic decisions.

CHALLENGE

To deliver a credible, cross-industry perspective on AI and the future of strategy consulting for a senior audience that advises Fortune 500 CEOs — and has heard most AI keynotes already.

SOLUTION

A bespoke 30-minute keynote — SuperCollaboration — built from scratch around three executive alignment calls and deep audience research.

AUDIENCE

600–700 strategy consultants from Associate to Partner level, plus internal leadership, drawn from different European countries. Average age ~30.

LOCATION

Amsterdam, Netherlands.

RESULTS

The audience left with a reframed understanding of their competitive advantage in the age of AI, and three immediately actionable takeaways for client work.

ABOUT THE ENGAGEMENT

A leading global strategy consulting firm gathered its full European team in the Netherlands in May 2026 for the first time in many years. James was commissioned to deliver the opening keynote under the event's Growth pillar — speaking to 600–700 strategy consultants and internal leaders drawn from different European countries.

The challenge with this audience is that generic doesn't land. These are professionals who advise boards on their most complex strategic decisions, follow AI developments closely, and have attended enough keynotes to know within the first two minutes whether a speaker has done their homework.

The Preparation

James conducted three in-depth alignment calls with senior executives ahead of the event — with the Europe Managing Director, Head of Marketing and Communications, and a senior Partner — building a detailed picture of the audience's world: their clients, their concerns, and the specific questions they were carrying into the room.

What those conversations revealed went beyond the formal brief. The firm was navigating a pivotal moment: AI was reshaping client expectations about who does analytical work and at what cost. Younger consultants were asking not just whether they'd have jobs, but what their competitive advantage would be. And the firm held an underused asset — a deeply collaborative culture that consistently outranked competitors in client satisfaction — that had never been explicitly connected to the AI opportunity. James's preparation turned that insight into the spine of the keynote.

- **Executive Alignment Calls:** Three sessions with senior leadership to map audience pressures, current client themes, and the exact questions the room would be carrying in.
- **Psychometric Audience Analysis:** James profiled the audience to calibrate content to the way this group thinks — evidence-based, intellectually rigorous, and peer-to-peer in tone rather than prescriptive.
- **Bespoke Content Build:** Stories, data, questions, and three specific takeaways were constructed from scratch around what this audience needed — not repurposed from a generic deck.

The Delivery

James delivered a 30-minute bespoke keynote — SuperCollaboration — following his 4P framework: Position, Problem, Possibilities, Proposal. The keynote opened with a story that established the existential question the audience was already asking but hadn't said out loud, then moved through the specific structural and human challenges facing strategy consultants in the age of AI.

The Possibilities section brought four cross-industry examples of SuperCollaboration working at the highest level — drawn from technology, manufacturing, and professional services — each chosen for direct applicability to consulting work. The keynote closed with three takeaways the audience could act on the following Monday. The content was built to feed directly into a client panel discussion that followed, with deliberate provocations left open for panellists to pick up.

The Results

The engagement delivered on the programme committee's primary objective: an externally credible, intellectually sharp keynote that left 700 senior strategy consultants with specific, applicable insights and a reframed understanding of where their competitive advantage lies. Several of the keynote's arguments were referenced directly in the client panel that followed.

The firm's collaborative culture — an asset they had been reluctant to promote publicly — was repositioned as a structural competitive moat in an era where AI is increasingly commoditising the analytical work the traditional consulting model is built around.



SuperCreativity:
Accelerating Innovation in the Age of
Artificial Intelligence

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



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.