Case Study

Technology / AI





EMEA PARTNER TEAM OFFSITE

COMPANY OVERVIEW

One of the world's largest technology companies — and one of the most AI-forward organisations in the world.

CHALLENGE

A team that already used AI every day, but mainly for email and document review — rarely for the high-judgement work at the heart of their role. The brief: no tool tutorials, no generic productivity tips, no AI-and-jobs clichés.

SOLUTION

Tailored keynote: **SuperCollaboration™: Cyborgs, Centaurs and the Rise of Human+AI Collaboration**

AUDIENCE

55 strategic partner managers and senior leaders from across EMEA

LOCATION

Paris, France

RESULTS

The team left with a shared language for both AI hesitation and over-reliance, plus practical tools for mapping stakeholders before a pitch and clearing space for the relationship work only they can do. Team feedback was strong.

CYBORGS, CENTAURS AND THE RISE OF HUMAN+AI COLLABORATION: SHIFTING HOW A GLOBAL TECHNOLOGY LEADER'S PARTNER MANAGERS WORK WITH AI

ABOUT THE ENGAGEMENT

One of the world's largest technology companies brought its strategic partner managers from across EMEA, together with senior leadership, to a team offsite in Paris. These 55 attendees manage the company's most important partner relationships — work built on complex negotiation, influence without direct authority, and connecting partners with the right people and products inside a large, siloed organisation. The organisers wanted a shift in mindset: a session that raised ambition and changed behaviour.

The Preparation

- Research calls with the event organisers and a member of the partner manager team, which revealed that even highly capable people were using AI mostly for low-judgement tasks.
- Full keynote walkthrough with the organisers, refined on their feedback.
- Bespoke additions — when organisers raised concerns about the quality risks of over-reliance on AI, James added new material on cognitive atrophy.

The Delivery

The keynote opened with Nobel Prize winners, who tend to cross boundaries between disciplines, and applied the idea to the team's role as the connective tissue of their company. It then examined why capable people hold back from AI: Competency Penalty research shows identical work is rated lower when reviewers believe AI was involved, while cognitive atrophy research — from surgeons to an MIT brain-imaging study — shows the cost of leaning on it too far. James's answer: use AI on purpose, not on autopilot, through the Centaur / Cyborg Model. The session closed on practical ground — AI prediction engines that simulate synthetic stakeholders as digital twins, a modern companion to force field analysis; the Three Lists exercise to remove, reduce or simplify work; and a closing story about climbing a Scottish mountain.

The Results

TAILORED FROM THE INSIDE
Conversations with team members before the event shaped the language, examples and structure of the session.

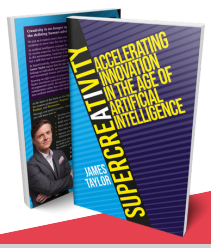
A SHARED LANGUAGE FOR AI HABITS
Competency Penalty and cognitive atrophy research gave the team a way to discuss both hesitation and over-reliance.

MAP BEFORE YOU PITCH
AI prediction engines and force field analysis showed how to anticipate allies, blockers and hidden champions before a proposal reaches a client.

INTENT OVER SPEED
The Centaur and Cyborg models and the Three Lists exercise gave attendees a way to decide what to hand to AI and what to keep.

"James was absolutely phenomenal! He was so easy to work with, very collaborative, was responding quickly to emails and he really listened and understood the brief and provided an amazing session for us. Our team provided great feedback about James and we would certainly consider working with him again in a future event."

— Event Owner and Senior Partner Manager, Global Technology Company



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

SuperCreativity: Accelerating Innovation in the Age of Artificial Intelligence



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.