



GENAI For The Public Sector

From Fear to Fearless:
Lead GenAI Before It Leads You

The conversation around AI has started. The real question remains: what now?

Most councils are exploring GenAI – from Microsoft Copilot rollouts to small pilots. But many still face the same dilemma: where to start, how to scale, and how to lead with purpose.

You don't need another tech-heavy AI session. You need leadership alignment, workforce confidence, and clarity of intent.

The question isn't what AI can do. It's: What are we trying to solve and how do we do it wisely, ethically, and together?

That's where we come in.

Our From Fear to Fearless support has already helped councils shift GenAI from just a technology issue to a strategic people and leadership priority.

Now it's time to move from talk to action.

Why now, and why you

Generative AI is not just another digital tool, it is a shift in how we work, think and lead. But adopting it in local government is not straightforward. The workforce is under pressure. Structures are shifting. Resources are tight. And yet, the opportunity is real.

Tech nor people alone will transform the public sector. Together they will.

Even with tools like Copilot, we know that every service will have differing needs. The best strategies let services identify where GenAI fits best so the tools can then help with how to deliver

"Mind blown. Just stepped out of a game-changing 'Prompt like a pro' workshop. This session was specifically designed for non-technical professionals who want to embrace AI in meaningful ways. As someone working in a local authority I was amazed to discover how AI can enhance our public service delivery without replacing the human touch. The workshop addressed those common anxieties we all share while providing hands on experience with various AI tools. What really clicked for me was seeing how these tools could help us create more inclusive and accessible services for our communities and workforce."

Samreen Allam, Dudley MBC

What can we help you with?

We offer flexible consultancy, facilitation, and training support tailored to your council's people, services and goals.

- › Leadership insight and executive briefings
- › Strategy workshops to define your "why"
- › Whole-organisation engagement sessions
- › Jargon-free staff training and hands-on demos
- › Microsoft Copilot awareness & ethical use
- › Policy development and governance support
- › Workforce planning in the age of AI
- › Ongoing consultancy for safe scaling

**You choose what matters most.
We'll help you make it happen.**

From curiosity to capability: A pathway that grows with you

Every council's journey with GenAI is unique.

Our flexible support is shaped around your people, services and context, not a one-size-fits-all programme.

Our support aims to:

- 1 Inspire curiosity** – with organisational realities in mind
- 2 Define the why** – so AI has purpose, not just presence
- 3 Build capability** – skills for now and what's next
- 4 Set the right guardrails** – for safe and confident use
- 5 Enable whole-organisation readiness** – from frontline to leadership
- 6 Think for the future** – strategic workforce planning in the age of AI

Our 9-phase roadmap

We help organisations move from isolated pilots to joined-up progress, supported by OD consultancy, expert facilitation and change management.



Your all-in-one Partner in Progress for GenAI

Our spark, stretch, shift GenAI Conversations are keynote-style sessions for senior leaders, HR, OD and IT and your wider workforce. They are not training sessions as such – they are provocations designed to spark curiosity, challenge assumptions, and open-up bold new thinking.

1

Inspire Leadership: Strategic Insight & Speaking

For Chief Executives, Boards & Senior Leaders

High-impact sessions that reframe GenAI as a leadership issue.

They spark alignment, action and organisation-wide conversation grounded in confidence, clarity and care.

3

Build confidence: practical staff training

For Staff at All Levels

Jargon-free, practical and role-relevant. We show how GenAI can enhance, not replace, real work and move people from 'worry to wow'. We also unlock the value of Microsoft Copilot safely and ethically.

2

Align your organisation: council-wide facilitation

For Leadership Teams, OD, Transformation & Service Leads

Inclusive, energising sessions using our #BuildAWindmill framework to surface insight, curiosity and shared direction. We help people understand the 'why'.

4

Create lasting impact: OD-led consultancy

For Strategy, HR, Digital, OD & Policy Teams

We support you to embed GenAI through governance, roles, policies and people-first implementation.



How it works: a simple process



Step 1: Discovery

Let's talk. We explore where you are, what's needed, and what's possible.

Step 2: Tailored Proposal

You receive a clear, practical plan aligned to your capacity, priorities and pace.

Step 3: Delivery with Impact

From keynotes to workforce capability, we deliver flexibly with your team, not to it.

No fixed programme. Just expert support, shaped around you.

From HYPE to HOPE to HABIT with support that turns intent into impact

Whether you're just starting or already experimenting, our support helps you lead with confidence, clarity and care. We help you create the right internal conditions across leadership, systems and culture to embed GenAI the right way and not as a bolt on.

We support you to move:

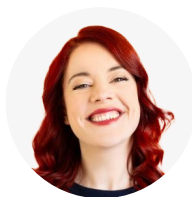
- From pilots to pathways
- From advice to action
- From risk avoidance to responsible experimentation

Why Us? A unique blend of expertise



Michelle O'Neill, OD Expert, Futurist, Change Navigator

Helps councils reimagine the future of work, grow internal capability, and lead people-first transformation.



Heather Murray, GenAI Trainer, Global Voice, AI-for-Non-Techies Founder

Renowned AI educator with a global following. Makes GenAI clear, safe and useful for non-technical professionals.

Together, they're the team that says:
You can do this and here's how.

Ready to move from talk to action?

The pace of change is picking up. But that doesn't mean rushing.

It means leading with purpose, and choosing your next step wisely.

Whether you want to test ideas, support your workforce or create a long-term plan, we're ready.

Let's have a conversation:

info@wmemployers.org.uk



Part of Something Bigger:

#BuildAWindmill

Our GenAI support is part of our wider mission to help councils future-proof leadership, workforce and service models.

Through our **#BuildAWindmill** movement, we help local authorities move:

- › **From reacting to shaping**
- › **From overwhelm to opportunity**
- › **From uncertainty to structured action**

GenAI is just one force in the weather system.

How we engage with it now will shape the future of public service.

Find out more at
[wmemployers.org.uk/our-services/
leadership-organisational-development](https://wmemployers.org.uk/our-services/leadership-organisational-development)