

IV

1:1 executive coaching. *How it works.*

For senior leaders bringing themselves, and their people, through the AI transition. A small number of engagements at a time, held properly. This is the quiet document — what working together actually looks like.



Hold the team in the learning zone — *while doing the same work on yourself.*

There is a model from sports psychology — comfort zone, learning zone, panic zone — that explains more about an enterprise AI rollout than any change-management framework we've seen.

The leader's job is to hold people in the learning zone for as long as the change demands. Not push them into panic. Not let them drift back into comfort. Hold the line, in public, while privately working through what the change means for you.

It is the most psychological part of the job, and the part nobody is trained for. That is the coaching.

The combination the work rests on: someone who builds these systems, and understands what carrying a leadership role actually costs.

WHO IT'S FOR

C-suite and EGM-level leaders in large organisations making consequential decisions about AI — often privately tired, usually carrying it alone. Andrew currently coaches senior executives at one of Australia's largest banks through exactly this.

WHY ANDREW

Coach, working AI engineer, transformation operator and program designer at once. The coaching is grounded in building production AI systems the same week — not in a framework from 2019.

WHAT IT IS NOT

Not mentoring on tools. Not therapy. Not a standing meeting that drifts. Every engagement has named outcomes and an end date.

Named outcomes. *An end date.*

Step 1

The chemistry conversation — 45 minutes, no charge

What is actually happening in your role and your organisation, and whether this is the right work with the right person. Roughly a third of these conversations end with a referral elsewhere. That is the system working.

Step 2

Contracting — outcomes, cadence, confidentiality

2 or 3 named outcomes we would both recognise as done. A standard engagement is 6 months, fortnightly 60-minute sessions, with between-session access for the moments that won't wait for the calendar.

Months 1–6

The work

Sessions move between the strategic (what decisions only you can make, where accountability sits when AI is in the chain) and the personal (what this transition costs, where your own value now sits). Notes stay between us. Where a sponsor funds the engagement, they receive themes you have approved — never content.

Month 6

Close, or renew deliberately

We review against the contracted outcomes and end well — or renew for a further period against new outcomes. No engagement rolls over by inertia.

FEES

Scoped in the contracting conversation — they vary with seniority, sponsorship and cadence. Everything is agreed in writing before the first working session.



The work happens in conversation — held properly, with an end date.

Start with the chemistry conversation

45 minutes, no charge, and an honest answer about whether this is the right work. A small number of engagements run at a time; if there is a wait, you will be told plainly.

contact@peakstate.global · 1300 635 830 · peakstate.global