COMPANY BROCHURE · 2026

Make intelligence operational

ITAA.ai is an independent AI consultancy. We help organisations redesign how they operate so that AI works in the real world: safely, confidently and at scale.

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WHO WE ARE

Turning AI ambition into organisational reality

Many organisations are investing in AI at speed, but few are set up to realise its full value. Too often, AI is added onto outdated structures, legacy processes and decision models that were never designed for intelligent systems. ITAA.ai was founded to change that.

The problem we solve

Intelligent technologies are being applied to hierarchies, linear processes and siloed decision-making built for a different era. The result is fragmented pilots, unclear governance, limited adoption and strategies that never scale. AI exposes these weaknesses quickly. Without clarity, capability and the right foundations, progress stalls and value stays on the table.

What we do about it

We redesign organisational operating logic so AI can work. We align strategy, governance, data, people and intelligent systems, and we do it through structured assessment, purpose-led strategy, responsible governance, capability building and hands-on implementation support. The aim is always the same: move from experimentation to confident, scalable adoption.

Who we work with

Leadership teams in professional bodies and associations, professional services firms, SMEs and mid-sized organisations, and the public and third sectors. Some are taking their first deliberate step with AI. Others already have tools in the building and need them to work in the work.

How we are different

We are independent and vendor-neutral. We start with organisational logic, not technology. Governance is built in from day one. And delivery is senior-led: our founder Alan King sets the approach, and a team of experienced transformation, governance and technology specialists carries it through.

Our purpose is simple. Help organisations build the internal logic to make AI work, not just deploy the tools. Independent, vendor-neutral and human-centred.

WHAT YOU GAIN

Clarity & Direction

A purpose-led AI strategy with a realistic, evidence-based maturity path.

Confidence & Control

Governance frameworks and operating logic that enable responsible, low-risk deployment, and a major step in EU AI Act compliance.

Capability & Culture

Leaders and teams equipped with the skills and mindset to work effectively with AI.

Real Progress

Hands-on support, and working tools built in your own platforms, that turn strategy into delivery and measurable outcomes.

OUR PHILOSOPHY

AI is an organisational logic challenge, not a technology project

Tool-centric adoption fails. Logic-centric transformation succeeds. Organisations that thrive with AI are the ones that rethink how decisions are made, how people collaborate and how intelligence flows. Seven principles run through everything we do.

1 Organisational logic first

We start with how the organisation needs to operate for AI to succeed: decision systems, workflows, governance and people before platforms. It produces strategies that get acted on, not filed.

2 Independent and vendor-neutral

No commercial relationships with any AI platform or vendor. We recommend what fits, help you hold suppliers to account, and stop you being sold a solution that does not fit.

3 Governance-led

AI without governance creates risk. Every strategy includes a governance framework and an acceptable use policy as standard, not as an add-on.

4 Human-centred

People first, AI second. We design strategies that bring staff with them. Organisations with real buy-in deploy faster, use AI better and sustain it longer.

5 Evidence-based

We do not theorise. We discover, assess and then recommend. Every finding is grounded in what we have seen in your organisation.

6 Senior-led delivery

Every engagement is led by senior practitioners and backed by the wider ITAA.ai team and specialist partners. No layers of junior consultants between you and the people doing the work.

7 Measurable outcomes

Every recommendation is tied to an outcome you can measure. Strategy that cannot be measured cannot be defended at board level, so we do not deliver it.

THE SHIFT WE HELP YOU MAKE

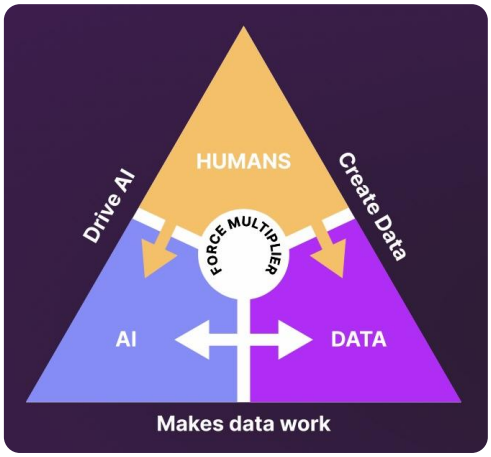
INDUSTRIAL-AGE LOGIC	AI-NATIVE LOGIC
Task supervision and hierarchy	**Orchestration and clear decision rights**
Linear processes designed for human speed	**Feedback loops designed for intelligent systems**
AI bolted onto legacy operating models	**AI as part of the operating logic itself**
Tool-led adoption, one licence at a time	**Purpose-led strategy from mission to metrics**
Governance added after deployment	**Governance and responsible use built in from day one**
Pilots that never scale	**Capability, culture and structure that compound**

> *AI strategy succeeds when organisational logic evolves. The future belongs to organisations that rethink how decisions are made, how people collaborate, and how intelligence flows.*
>
> **Alan King, CEO and co-founder of ITAA.ai**

OUR FRAMEWORKS

Three models that turn thinking into a method

Developed by Alan King and set out in his books, these frameworks shape how every ITAA.ai engagement is designed and delivered. They give leadership teams a shared language, and they give our work a repeatable structure.



The Human–AI–Data Triangle

THE DEPENDENCY MODEL

Humans set goals, values and oversight. AI makes data work. Data creates capability for both. Value comes from the multiplicative effect of the three together, and no single element succeeds alone.

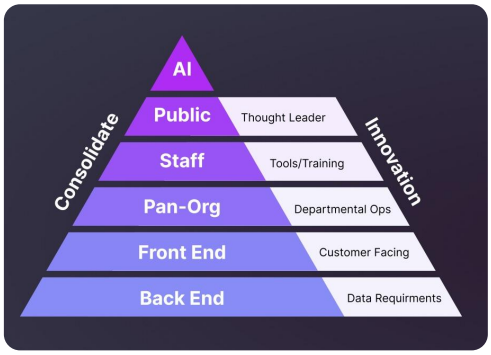
In our work: shadow AI audits, workflow and tool builds, manager enablement and governance policies all start by asking who decides, what the AI drafts or checks, and what data it needs.

The AI Strategy Pyramid

PURPOSE, STRATEGY, EXECUTION

Eight layers in three tiers, from mission and ethical principles at the top to roadmap, success metrics and governance at the base. Information flows both ways, so execution feeds back into strategy.

In our work: strategy sense checks, long-term strategy development, board-ready roadmaps and the executive masterclass follow its three tiers from purpose to metrics.



The Five-Layer Integration Model

WHERE INTELLIGENCE LIVES

Back end, front end, staff, pan-organisational and public. Each layer builds on the one below, and each has its own risks and opportunities. Nothing gets built on sand.

In our work: readiness and maturity assessments, implementation planning and the assurance retainer use the layers to decide what to build first and what to protect.

Shared language matters. Leadership teams that adopt these models stop debating tools and start deciding how the organisation should work. That is where value comes from.

HOW WE WORK WITH YOU

Start free. Choose a starting point. Then pick and mix.

We do not propose until we have listened. Every relationship starts with a conversation, and every service is scoped with you before you commit.

1

Start free

A one-hour discovery session. You talk, we listen, and you receive a written read-back of what we heard and where we think the priorities lie. No commitment.

2

Choose your starting point

For small businesses, AI Kickstart (£4,950) or AI Kickstart Plus (£9,950): fixed-fee programmes that train your team, audit shadow AI and brief your board. A major step in EU AI Act compliance, in weeks.

3

Pick and mix

Then any of our services, in any order, as you need them: assessment, strategy, technology evaluation, implementation, tool builds, training, and ongoing advisory and assurance.

- **Fixed fees, agreed up front.** Every service is scoped after discovery and priced as a fixed fee before you commit. No surprises.
- **Built in your environment.** Where we build, we build inside the platforms and licences you already have, and recommend a specialist platform where it serves you better.
- **Plain language.** Board-ready outputs your leadership team can read, challenge and act on.
- **Senior-led delivery.** Senior practitioners lead every engagement, with the wider ITAA.ai team and specialist partners behind them.
- **Governance from day one.** Policy, data handling and review points are part of the work, not an afterthought.
- **Simple contracting.** A short letter of engagement for fixed-fee work; a full services agreement where the scope calls for it.

WHAT AN ENGAGEMENT LOOKS LIKE

STEP 1
Discovery session
One hour, free. You talk, we listen.

STEP 2
Written read-back
What we heard, and where the priorities lie.

STEP 3
Scope and fixed fee
Agreed with you before any work starts.

STEP 4
Delivery
Senior-led, evidence-based, in plain language.

STEP 5
Handover
Board-ready outputs, runbooks and training.

STEP 6
Assurance
Ongoing advisory and oversight, if you want it.

The EU AI Act. The AI literacy duty already applies to every organisation using AI systems. For small businesses, our training and Kickstart programmes deliver key components of compliance. For larger organisations, an AI Compliance Review maps every AI system to its obligations under the Act, with governance scored against NIST AI RMF and ISO/IEC 42001.

OUR SERVICES

Eight service families, one journey

Everything we offer sits in one of three categories: Planning & Strategy, Implementation, and AI Native & Beyond. The matrix on the next page shows where each service fits.

1 **AI Kickstart & AI Kickstart Plus**
Fixed-fee starting points for small businesses: team AI literacy, a shadow AI audit, a findings report and an in-person board session. Plus adds a governance policy, roadmap and priority use cases.
A major step in EU AI Act compliance, in weeks

2 **AI Assessments**
Readiness (high level) and maturity (deep dive) assessments of governance, data, leadership and organisational logic, plus an AI Compliance Review (EU AI Act, NIST AI RMF, ISO/IEC 42001).
A clear, evidence-based starting point with priorities that matter

3 **AI Strategy & Development**
A strategy sense check or a full long-term strategy and roadmap, grounded in readiness, objectives, ethics, governance and value.
Practical strategy aligned to organisational goals

4 **AI Technology Evaluation & Vendor Selection**
Independent assessment of tools, platforms, vendors and infrastructure to guide selection and integration decisions.
Confident decisions without vendor lock-in

5 **AI Implementation Planning & Integration**
Practical, hands-on support to activate your AI strategy, embedding new capabilities, governance and operating model changes into real operations.
Faster execution and stronger adoption

6 **AI Workflow & Tool Build**
Bespoke AI workflows and tools built inside the platforms you already use, tested on your own data and handed over with runbooks and training.
Working tools, not slide decks

7 **AI Training & Enablement**
A self-serve AI Literacy Online Course (£49 per learner), plus workforce training, manager enablement and an executive masterclass.
A confident workforce using AI effectively

8 **AI Advisory & Assurance**
On-demand senior advice and structured, ongoing oversight: performance monitoring, governance audits and vendor oversight. Retainers from £1,750 a month.
Sustained value with reduced risk

WHERE EACH SERVICE SITS

Planning & Strategy

Assess where you are, set a governed strategy, align leadership.

- AI Readiness Assessment (High-Level)
- AI Maturity Assessment (Deep Dive)
- AI Compliance Review
- AI Strategy Sense Check
- AI Long-Term Strategy Development

Implementation

Deliver governed solutions, build what you need, equip your people.

- AI Technology Evaluation & Vendor Selection
- AI Implementation Planning & Integration Support
- AI Workflow & Tool Build
- AI Literacy Online Course, Workforce Training, Manager Enablement, Executive Masterclass

AI Native & Beyond

Ongoing oversight and assurance. Retainers from £1,750 a month.

- AI Advisory Support
- AI Assurance Retainer

NOT SURE WHERE TO START?

Small business, first deliberate step
AI Kickstart or AI Kickstart Plus. Trained, audited and briefed in six to twelve weeks, at a fixed fee.

Larger organisation, AI on the agenda
An AI Readiness Assessment, or an AI Compliance Review for the EU AI Act, then strategy.

Already using AI at scale
An AI Maturity Assessment to establish the baseline, then implementation support and an assurance retainer.

THE ITAA.AI SERVICE JOURNEY

Your AI Journey, from Kickstart Onwards

Every service and where it fits. Start with AI Kickstart or AI Kickstart Plus, then pick and mix, in any order.

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Scan for full service details

1 · Start free: one-hour discovery session	2 · Choose your starting point: a major step in EU AI Act compliance		3 · Then pick and mix from our services, in any order, as you need them		
Our services	**AI Kickstart** DIAGNOSE & COMPLY £4,950 fixed · 6 weeks	**AI Kickstart Plus** DIRECT & FUTURE-PROOF £9,950 fixed · 12 weeks · **best value**	**Planning & Strategy**	**Implementation**	**AI Native & Beyond** Retainers from £1,750 a month
INCLUDED IN AI KICKSTART AND AI KICKSTART PLUS					
AI Literacy Online Course (20 learners included)	Included	Included			
Shadow AI audit	Included	Included			
Risk & findings report	Included	Included			
In-person board session	Included	Included			
EU AI Act: key compliance components	Included	Included			
ADDED IN AI KICKSTART PLUS, OR ADD LATER FOR £6,000 (CHOOSE PLUS UPFRONT AND SAVE £1,000)					
Board-ready AI roadmap		Included			
AI Governance Policy		Included			
Three priority AI use cases		Included			
AI TRAINING & ENABLEMENT					
AI Literacy Online Course · £49 per learner	–	–		✓	
AI Workforce Training	–	–		✓	
AI Executive Masterclass	–	–		✓	
AI Manager Enablement	–	–		✓	
AI ASSESSMENTS					
AI Readiness Assessment (High-Level)	–	–	✓		
AI Maturity Assessment (Deep Dive)	–	–	✓		
AI Compliance Review (EU AI Act)	–	–	✓		
AI STRATEGY & DEVELOPMENT					
AI Strategy Sense Check	–	–	✓		
AI Long-Term Strategy Development	–	–	✓		
AI IMPLEMENTATION & DELIVERY					
AI Technology Evaluation & Vendor Selection	–	–		✓	
AI Implementation Planning & Integration Support	–	–		✓	
AI Workflow & Tool Build (bespoke)	–	–		✓	
AI ADVISORY & ASSURANCE					
AI Advisory Support	–	–			✓
AI Assurance Retainer	–	–			✓

Start free
One-hour discovery session, no commitment. **Beyond Kickstart every service is tailored:** scoped with you after discovery, fixed fee agreed before you commit.

AI Kickstart · £4,950
6 weeks. Training, shadow AI audit, findings report, in-person board session. **A major step in EU AI Act compliance.** 20 learners included, extra £39 each.

AI Kickstart Plus · £9,950
12 weeks. Kickstart plus roadmap, governance policy, three use cases. **Compliance steps, plus a plan.** £1,000 less than adding later.

Planning & Strategy
Assess where you are, set a governed strategy, align leadership.

Implementation
Deliver governed solutions, build what you need, equip your people.

AI Native & Beyond
Ongoing oversight and assurance. **Retainers from £1,750 a month.**

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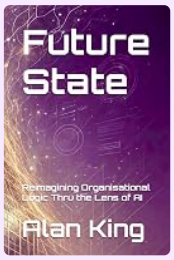
OUR FOUNDER

Alan King, CEO and co-founder

Alan King is the CEO of ITAA.ai and one of the UK's leading practitioners in organisational AI strategy. He is the author of *Future State*, a practitioner's guide to AI adoption for leaders and organisations, and of *Harnessing the Power of AI in Organisations*, where the Human–AI–Data Triangle and the Five-Layer Integration Model were first set out.

He is Strategy Director for the Global AI Association, responsible for governance, ethics and responsible AI policy, and a regular speaker and podcaster on responsible AI adoption across professional services, industry, enterprise, retail, membership bodies and the third sector. He specialises in AI strategy, organisational redesign, governance and intelligent systems, helping leaders understand how AI reshapes decision-making, operating models and organisational logic.



Future State sets out the thinking behind ITAA.ai: why industrial-age structures cannot carry intelligent systems, how organisations should redesign decision-making and collaboration around the Human–AI–Data Triangle, and how the AI Strategy Pyramid links purpose to measurable execution. Our services are that book put to work.

Why ITAA.ai

- Built around reshaping organisational logic so AI can be used safely, effectively, and at scale.
- Independent, vendor-neutral, and focused on your interests.
- Governance-led with responsible AI at the core.
- Human-centred with deep expertise in capability and culture.
- End-to-end support across the full AI maturity journey.
- Structured frameworks including the Human–AI–Data Triangle and Five-Layer Integration Model.
- Clear, measurable outcomes that leadership teams can validate.
- Practical, plain-language guidance that removes complexity.
- Trusted expertise from Alan King and the ITAA.ai team.

Ready to start the conversation?

Book a free one-hour discovery session. You tell us where you are and what is getting in the way. We listen, and you receive a written read-back with our view of the priorities. From there, you decide.

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Scan for full service details and downloadable sheets