Certified Advanced
AI Leader

DATE ISSUED

November 2026

Lead with AI

VALID UNTIL
MAY 2027

This Certifies That

Tracy Butterworth

Has Demonstrated Practical Expertise By Implementing
A Minimum Of Six AI Assistants.

Hereby Recognized As A

**Certified Advanced
AI Leader**

CONDUCTED BY



Henrik Jarleskog

MD, EUROPE, LEAD WITH AI

CONDUCTED BY



Phil Kirschner

TRANSFORMATION PARTNER, LEAD WITH AI

TOOL
BOARD OF ADVISORS

Board

Helps me pressure-test decisions and see what I'm missing.

(1 hour per week)

TOOL
AI INSIGHT ASSISTANT

Weekly Scan

Tells me what's changing in government and what it means.

(2 hours per week)

TOOL
AI RESEARCH ASSISTANT

Policy Briefings

Turns reform reports into OD briefings and spots patterns across them.

(4 hours per month)

TOOL
AI RESEARCH ASSISTANT

Academic Scan

Keeps me current on how change happens, from group to global.

(3 hours per month)



Tracy Butterworth

Humane organisations, built with presence and compassion.

TOOL
AI WRITING ASSISTANT

Editor

Sharpens my internal writing without losing my voice.

(2 hours per week)

TOOL
AI ANALYSIS ASSISTANTS

Culture Inquiry

Shows the culture our strategy needs, and the one we have.

(6 hours per month)

TOOL
AI DATA ASSISTANT

Data Analyst

Turns data into insight for the right audience, through a human lens.

(2 hours per week)

TOOL
AI CREATIVE ASSISTANT

Designer

Designs sessions where people find answers they already hold.

(2 hours per week)

TOOL
AI DEVELOPMENT COACH

Jon

Challenges my thinking and helps me grow as a practitioner.

(1 hour per month)