

The Three-Audience Model

Translate your AI message three ways - for the Board, IT, and the team.

⚡ Human Spark

THE MODEL

Board

COST & RISK

Cost, ROI, reputational risk - and the cost of doing nothing.

IT

THE IMMUNE SYSTEM

Bring them in on day one. Show the Vendor Card; frame it as containing Shadow AI.

Team

JOBS & DAILY REALITY

Talk tasks, not roles. Name the tedious work AI takes away.

When leaders need to win buy-in
across the organisation.

Want this working in your team?

Book a Focus Call

humanspark.ai/call