



Human capability for the AI age

Developing judgement.

Values, context and consequence

AI can lend us great taste. Judgement is still ours to build, and ours to stand behind.

We used to grow it by learning the ropes. As AI changes that work, we have to create the experiences that grow it on purpose. For our people, and for ourselves.

Taste can be borrowed. Judgement can't.

AI can offer what I call borrowed taste. I used it when I was renovating my house, and it was incredible. Like having someone with great taste on hand. Depending on the purpose, that can be good enough.

Judgement is different. You bring a point of view, shaped by your values and your experience. You read the context. And then you make a choice that has a consequence.

Someone has to stand behind it.

IT COMES DOWN TO THREE THINGS

01

Values

What matters here? Does the recommendation fit it?

02

Context

What's really going on?
Have we given AI the right context?

03

Consequence

What happens next? Are we prepared to act on it?

AI can help us think these through

Often there isn't one absolutely correct answer. That's what makes judgement such a messy space, but such a valuable one.

Create the experiences that grow judgement.

We developed a lot of our judgement by learning the ropes. Watching people, doing the basic tasks, making mistakes and getting corrected. As AI changes that work, we have to become much more intentional about how people get those experiences.

01 Give people a live problem

Something happening in the market right now. A competitor changes its pricing. A new trend takes off. A short window to build a response, make a choice and stand behind it.

02 Pull the thinking apart together

Experienced leaders challenge it. What are you seeing that they're missing? What trade-off has been overlooked? And the challenge goes both ways. That's where the nuance comes out.

03 Test it for real

A small budget. A contained experiment. Enough at stake that the outcome matters, with room to make a mistake.



Then look back What happened? What surprised you? What would you change?

For our people, and for ourselves

Something real to practise. Make a choice, get feedback and have another go.

What I do for you

I help your people sharpen their judgement.

Better calls, made with confidence, and owned.



I'm Susan Elizabeth Tucker. For more than 20 years I led brands and built marketing capability at P&G and The Coca-Cola Company. Training thousands of leaders taught me the difference between understanding something and actually being able to do it. Now I help teams build the human capabilities that matter most in the AI age.

20+ years

at P&G and The Coca-Cola Company

Thousands

of leaders trained worldwide

95%

active AI adoption across 150+ marketers in 20 APAC markets

WHO IT'S FOR

Leaders and teams making consequential calls in the AI age, and the next generation they're developing.

It applies to all of us. At our level, we need to keep putting ourselves in those situations too.

WHAT CHANGES

✓ **Sharper calls**

Values, context and consequence thought through.

✓ **Smarter use of AI**

The right context in, and its answers judged on what matters.

✓ **Faster-growing talent**

The experiences that build judgement, designed in on purpose.

✓ **Real ownership**

Audacia

People prepared to stand behind the choice they make.

Ways to work together

Built around your live work.

Team programme.

Bespoke capability build

Built around a live market problem, with experienced leaders in the room to challenge the thinking.

Executive intensive.

For leadership teams

Focused work on the calls in front of you right now, and how you grow judgement in the people behind you.

Keynote.

Talks and panels

Judgement in the AI age, to start the conversation in your organisation.

Coaching.

1:1 or team

Support as people make real calls, test them and look back at what happened.

Let's talk

Let's design the experiences that sharpen your team's judgement.

The brief is yours. The design is bespoke. The capability is built to last.

[Book a call](#)

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