The New Work Order

THE AI OPERATING EDGE

Executive Event Series Brief

Positioning statement
AI advantage will not be won by the organisations with the most pilots. It will be won by the organisations that redesign leadership, workflow, talent, governance and execution around it.

Core series promise

A private executive forum for leaders turning AI from experimentation into enterprise performance.

1. EXECUTIVE SUMMARY

Overview

The market does not need another generic AI panel. It needs a serious, invitation-only room where leaders can talk about accountability, operating model, ROI, governance, talent and what is actually working inside Australian organisations.

The recommended platform is **The New Work Order -** *The AI Operating Edge*: a series built around the idea that **AI is not merely a technology adoption problem; it is an operating model problem.**

Event 1 should be positioned as **The New AI Leadership Class: 12 Months to Prove It**. The sharper promise is to expose what enterprise AI leaders are really being hired to do, where the role should sit, how success is measured, and what capabilities organisations are missing.

Killer line
The winners in AI will not be the companies with the most pilots. They will be the companies that know how to turn intelligence into operating leverage.

The goal is not simply attendance. The goal is market authority, executive relationships, AI leadership search opportunities, Omnia advisory conversations, and a reusable content engine for post-event thought leadership.

2. WHY NOW

Why this series matters now

Australian organisations are caught between AI ambition and operational reality. The boardroom pressure is rising, but many organisations are still unclear on ownership, value measurement, governance and capability.

Market signal	Implication for the event series
Only 12% of Australian leaders reported generative AI was already transforming their business or industry, compared with 25% globally.	Australia is interested, but still under-operationalised. There is room for a credible executive conversation on how to move from pilots to performance.
Governance Institute survey data showed major enterprise gaps around integration, ROI measurement and data privacy.	The conversation must be about operating reality, not AI theatre.
Agentic AI is moving from demo-land into enterprise workflow, identity, access and risk decisions.	The next wave of events should move beyond generative AI usage and into autonomous systems, governance and workforce redesign.

Bottom line: the series should speak to the leaders who are trying to convert AI into measurable enterprise advantage before the next budget cycle asks them to prove it.

3. SERIES PLATFORM

Recommended series platform

Name: ***The New Work Order -*** *The AI Operating Edge*

The name is commercial, executive and broad enough to support multiple angles: AI leadership, operating model, agents, ROI, governance, workforce redesign, talent, transformation and board accountability.

Alternative name	Assessment
Beyond the AI Pilot	Clear pain point, useful for a specific event or sub-campaign.
The Agentic Enterprise Series	Sharper technology edge, strong for Event 3.
AI: From Theatre to Operating Model	Provocative and very punchy; better as a headline than overall series name.

What makes this different

- **Not a vendor demo:** The conversation must not feel like a platform sales event wearing a thought-leadership jacket.
- **Not ethics theatre:** Responsible AI matters, but the room needs commercial and operating consequence.
- **Not future-of-work fog:** The discussion should be specific: ownership, ROI, risk, operating model, capability and production use cases.
- **Built around tension:** Who owns AI? What should boards expect? Which roles are real? Where is ROI showing up? What breaks when agents enter the workflow?

4. EVENT 1 CONCEPT

Event 1: The New AI Leadership Class

Full title: The New AI Leadership Class: 12 Months to Prove It

Subtitle: What enterprise AI leaders are really being hired to do - and why the role is becoming one of the most critical seats in Australian business.

Event hook
AI has entered the boardroom. Now someone has to make it perform.

Audience

- Heads of AI and AI Transformation Leaders
- Heads of Data, Digital, Product and Technology
- CIOs, CTOs, CDOs and innovation executives
- Transformation Directors and enterprise change leaders
- Selected board, risk, cyber, PE operating and CHRO leaders where relevant

Why this event

Boards have funded AI. CEOs have made the statements. Technology teams have launched the pilots. Now the hard question lands: who turns AI into actual enterprise performance? A new leadership class is emerging across Australian business, but the role is still forming in real time.

This event should get underneath the title and into the operating reality: mandate, board expectations, risk, talent, ROI, governance, failed projects, successful use cases and what the role becomes next.

Attendees should leave with answers to

Question	Why it matters
What is the actual mandate of a Head of AI?	Many organisations confuse AI leadership with data, digital, innovation or automation.
Where should AI sit?	CEO, CTO, CDO, COO, Product, Transformation and Risk all create different trade-offs.
What does good look like in the first 12 months?	Boards need tangible milestones beyond enablement and experimentation.
What AI projects are moving from pilot to production?	Production is the credibility line.
How do you measure ROI?	The CFO question is coming hard; usage metrics alone will not survive budget season.
What capabilities are missing?	This is where Onset/Omnia earns the right to talk talent, leadership and operating model.

5. PANEL ARCHITECTURE

Panel design: build tension by design

Do not stack the panel with four people who all vaguely agree AI is important. The panel should create productive tension between mandate, maturity, automation, model capability and risk.

Seat	Profile	Role in the conversation
The First-Year AI Leader	Recently appointed Head of AI / AI Transformation Lead in enterprise	The raw, honest 'what I walked into' voice.
The Mature Scaler	AI/Data leader from a more mature enterprise	Shows what production maturity looks like.
The Agentic Operator	Alliance member	Brings AI that does work, not just AI that talks.
The Frontier Model Voice	Alliance member	Explains capability trajectory, enterprise adoption and model/platform implications.
The Risk / Board Translator	Board director, cyber/risk leader, responsible AI leader, regulator-adjacent executive	Stops the night turning into hype and grounds the accountability conversation.
Omnia / Onset Lens	Dave Kissane as MC; optional short framing from Aaron/Sean	Connects talent, operating model, adoption and enterprise transformation.

Dave K as MC

Dave should be the operator-provocateur, not a polite traffic controller. He should frame the night as a conversation about accountability, what is working, what is failing, and what Australian organisations must build before AI budgets get challenged.

Suggested Dave opening line
Tonight is not another conversation about whether AI matters. That debate is over. Tonight is about who is accountable, what is working, what is failing, and what Australian organisations need to build before the AI budget gets taken off them.

6. EVENT FORMAT

Recommended event flow

Timing	Segment	Purpose
30 minutes	Networking	High-quality senior room; no pitchfest.
5 mins	Opening - State of the market	Frame the market tension and establish this is not another generic AI event. Short data-led view: adoption, ROI, governance, talent gaps.
45 mins	Panel discussion	Mandate, operating model, first-year lessons, successful/failed projects, ROI and capability.
15 mins	Audience questions	Q&A
30 mins	Networking	

7. DISCUSSION TRACKS

Event 1 discussion tracks and questions

1. The mandate

- What were you actually hired to achieve?
- Was the board mandate clear, or did you have to create it?
- Are you measured on adoption, productivity, revenue, cost-out, risk, capability uplift or all of the above?
- What is the biggest misconception executives have about the Head of AI role?
- Is 'Head of AI' a permanent role or a transitional role?

2. The operating model

- Where does AI sit in your organisation today?
- What should be centralised versus federated?
- Who owns AI risk: technology, data, legal, cyber, product, risk, or the business?
- What governance slows you down usefully, and what governance is corporate theatre?

3. The first 12 months

- What did you prioritise in the first 90 days?
- What did you stop?
- Which projects created visible momentum?
- Which projects looked exciting but failed to scale?
- What capability gaps appeared fastest?

4. The ROI problem

- What is your AI investment thesis?
- How are you measuring productivity?
- What is the difference between usage and value?
- How do you stop AI becoming a thousand small experiments nobody can quantify?
- What does the CFO need to see before funding expands?

5. Talent, workforce and missing capability

- What roles did you think you needed but did not?
- What roles emerged that were not on the org chart 12 months ago?
- Do you need more AI engineers, product people, data leaders, change leaders, risk specialists, workflow architects, automation architects or business translators?
- What does an AI-native transformation leader look like?
- Are organisations hiring for AI capability correctly, or just rebadging old roles?

6. The next three years

- Does every enterprise need a Chief AI Officer?
- Will AI leadership move into the CEO/COO office?
- Will AI teams shrink once capability is embedded?
- What happens when agents become part of operating teams?
- What will boards expect from AI leaders by 2029?

8. MARKETING AND INVITE COPY

Marketing copy

Short invite copy

AI has moved from executive curiosity to board-level accountability. Across Australian enterprise, a new leadership class is emerging: Heads of AI, AI Transformation Leads, Decision Science leaders, automation executives and AI-enabled product operators.

But the role is still being defined in real time.

What are they actually accountable for? Where should AI sit? What does success look like in the first 12 months? Which projects are working? Which are failing? What should boards expect? And what capabilities are missing inside Australian organisations?

Join Onset and Omnia for a private executive panel exploring the first 12 months of enterprise AI leadership, with leaders building, scaling, governing and operationalising AI inside complex organisations.

This is not an AI hype session. It is a conversation about mandate, operating model, ROI, governance, talent and execution.

Punchier version

AI has entered the boardroom. Now someone has to make it perform.

The first generation of enterprise AI leaders is being asked to turn experimentation into measurable business impact while navigating legacy systems, risk, governance, workforce anxiety, board expectations and technology moving faster than the org chart.

This private executive event gets underneath the title of Head of AI and into the real work: what the role owns, where it should sit, what success looks like, what is failing, and what Australian organisations need to build next.

Subject line options

Style	Subject line
Executive	The New AI Leadership Class: 12 Months to Prove It
Provocative	AI has entered the boardroom. Now who owns the outcome?
Scarcity	Private executive panel: what Heads of AI are really being hired to do
Pain-led	From AI pilots to enterprise performance — who is accountable now?
Punchy	The AI job everyone wants — and almost nobody has defined
Board angle	What should boards expect from AI leaders in year one?
Talent angle	The leadership roles emerging from enterprise AI adoption

9. SERIES EXPANSION

Six-part series arc

Event	Working title	Core question	Audience
1	The New AI Leadership Class: 12 Months to Prove It	Who owns AI performance?	AI, data, digital, tech, transformation leaders
2	Agentic Development Lifecycle (ADLC)	How should organisations build and govern AI systems?	CIOs, CTOs, CDOs, product, transformation
3	The Agentic Enterprise: When AI Stops Advising and Starts Acting	What happens when AI agents execute work across systems?	Tech, cyber, automation, ops, risk
4	The AI ROI Reckoning	How do you prove value before the CFO cuts the budget?	CFOs, CEOs, CIOs, transformation, strategy
5	The Human Reorg: Leading People When AI Joins the Workforce	What happens to roles, teams, managers and capability?	CEOs, CHROs, transformation, people leaders
6	AI Governance Without Killing Innovation	How do you move fast without creating a risk grenade?	Boards, risk, legal, cyber, AI leaders
7	Alliance community build	Focus groups per alliance	

Event 2: Beyond the Pilot

Hook: AI pilots are easy. Production is where the bodies are buried.

- Why do AI pilots get applause but not funding?
- What makes a use case scalable?
- What fails first: data, architecture, risk, workflow, adoption or leadership?
- How do enterprises choose between build, buy, partner and wait?

Event 3: The Agentic Enterprise

Hook: Chatbots were the warm-up. Agents are where the governance problem gets real.

- What is an AI agent, really?
- Where are agents genuinely useful today?
- What should never be automated?
- How do you govern identity, access, permissions and auditability?

Event 4: The AI ROI Reckoning

Hook: The CFO gave AI a honeymoon. The next budget cycle will ask for evidence.

- What counts as AI ROI?
- Where is value actually showing up: cost-out, revenue, experience, risk reduction, speed or quality?
- What dashboards should boards see?
- How do you stop AI adoption becoming another vanity metric?

Event 5: The Human Reorg

Hook: The org chart was built for humans. The next one will include agents, augmented teams and roles that do not exist yet.

- Which jobs are being redesigned, not replaced?

- What happens to junior talent pathways?
- What does AI-native management look like?
- Who becomes more valuable in an AI-enabled organisation?

Event 6: Governance Without Killing Innovation

Hook: Most organisations are either moving too slowly because of risk, or too quickly without understanding it. Both are bad strategies.

- What does practical AI governance look like?
- How should boards oversee AI without becoming operational bottlenecks?
- Who signs off use cases?
- What belongs in an AI register?

10. COMMERCIAL ARCHITECTURE

Commercial and brand outcomes

The event is not the outcome. The event is the market-making device.

Commercial outcome	How the series creates it
Executive relationships	Invite-only room with high-status speakers and curated attendees.
AI leadership search mandates	Position Onset around emerging AI/data/digital leadership roles.
Transformation advisory conversations	Position Omnia around adoption, operating model, governance and capability.
Speaker/community flywheel	Each event creates the next speaker pool and private roundtable list.
Market authority	Publish sharp post-event insights, not bland event recaps.
Talent intelligence	Understand what AI capabilities organisations cannot hire or structure properly.
Board/PE relevance	AI operating model is now a board and investor issue, not just a technology issue.

Recommended content flywheel

- LinkedIn posts from the strongest discussion moments
- Short video cuts if recorded
- AI Leadership Mandate article
- Follow-up private roundtable invitation
- BD conversation pathway for priority accounts

Proprietary asset to give attendees

The AI Leadership Mandate Map
A one-page Omnia/Onset framework showing the five mandates of enterprise AI leadership: Strategy, Use Case Portfolio, Operating Model, Governance & Risk, and Capability & Talent.

Mandate	Description
Strategy	Where AI creates enterprise advantage.
Use Case Portfolio	Which bets matter and how they are prioritised.

Mandate	Description
Operating Model	Centralised, federated or hybrid delivery model.
Governance & Risk	Controls, accountability, security and responsible AI.
Capability & Talent	Roles, skills, leadership and adoption architecture.

11. NEXT STEPS

Recommended next actions

Owner	Action	Output
Alyse + Dave	Select final series name and event title options.	Naming shortlist / recommendation.
Dave	Confirm MC stance and opening provocation tone.	Final framing statement.
All OpCos	Build target invite list by seniority, account priority and community value.	40-60 priority invitees plus reserve list.
Dave + Aaron	Identify panel candidates across first-year AI leader, mature scaler, agentic operator, frontier model voice and risk/board translator.	Speaker target list with warm paths.
Alyse	Draft event landing page / email invite using the sharper copy in this document.	Invite pack for approval.
Omnia / Onset	Create AI Leadership Mandate Map as the attendee takeaway asset.	One-page executive PDF / leave-behind.

Evidence base and source notes

These references informed the market rationale. Alyse should verify the latest statistics before using figures in public-facing copy.

- **Deloitte Australia —** State of Generative AI in the Enterprise — https://www.deloitte.com/au/en/issues/generative-ai/state-of-ai-in-enterprise.html
- **Governance Institute of Australia —** 2025 AI Deployment and Governance Survey Report — https://www.governanceinstitute.com.au/thought-leadership/2025-ai-deployment-and-governance-survey-report/
- **Australian Signals Directorate —** Careful adoption of agentic AI services — https://www.cyber.gov.au/business-government/secure-design/artificial-intelligence/careful-adoption-of-agentic-ai-services
- **Microsoft WorkLab —** 2025 Work Trend Index: The Year the Frontier Firm Is Born — https://www.microsoft.com/en-us/worklab/work-trend-index/2025-the-year-the-frontier-firm-is-born
- **McKinsey QuantumBlack —** The State of AI — https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai
- **Australian Government Digital —** Policy for the responsible use of AI in government — https://www.digital.gov.au/ai/ai-in-government-policy
- **Jobs and Skills Australia —** AI recruitment becomes the norm in Australia — https://www.jobsandskills.gov.au/insights/ai-recruitment-becomes-norm-australia-risks-leaving-real-talent-behind-0