

Think better. Decide faster.  
Lead with confidence—using AI as your thinking partner.

## The AI-Driven Club Leader Coaching Program



## Overview

A premium, one-on-one coaching experience designed for club CEOs and senior leaders to strengthen their thinking, decision-making, and leadership in the age of AI.

For many club leaders, the challenge is not understanding that AI matters—it is knowing how to use it in a meaningful way within the realities of running a club.

This program is not about learning to use technology.

It is about learning to lead with it.

Using Microsoft Copilot as a trusted thinking partner, you will develop new ways to:

- Clarify complex club issues quickly and with greater confidence
- Test ideas and explore options before committing to decisions
- Strengthen judgement in high-pressure situations
- Prepare for board discussions and key conversations more effectively

While practical application is included, it serves as a foundation—not the focus. The real value lies in elevating how you think, plan, and lead, with AI augmenting your capability.

Across four personalised coaching sessions, you will build a practical and repeatable way of using AI to support how you think, decide, and lead.

## Format

- 4 × 1-hour private coaching sessions
- Delivered virtually (or in-person where applicable)
- Scheduled flexibly over 4 weeks or several months

This is executive coaching for leaders who want to think better, decide faster, and lead more effectively—with AI as their partner.

### The Leadership Gap in AI

Research from Geoff Woods' AI-Driven Leader, based on over 200 one-on-one interviews with executives, found:

- 100% believe AI will shape the future of their organisation
- 100% expect their organisation will adopt AI
- Fewer than 5% have taken meaningful action

Most leaders understand the importance of AI.

Very few have integrated it into how they think, decide, and lead.

This program is designed to close that gap.

## Session 1 – The AI-Supported Leader

### AI-Driven Club Leader – Session 1: The AI-Supported Leader

This session focuses on you as a leader—building confidence using AI in a simple, practical way—focused on supporting your leadership, not adding complexity, with Microsoft Copilot as your primary tool.

We will explore:

- How AI can support you personally as a time-poor executive
- Getting comfortable using Microsoft Copilot in a low-risk, practical way
- Simple, high-value use cases to support your thinking, communication, and preparation

#### Outcome:

*Increased confidence using Microsoft Copilot to support your leadership, not just your tasks.*

## Session 2 – The Efficient Leader

### AI-Driven Club Leader – Session 2: The Efficient Leader with Copilot

This session focuses on improving how you work—using Copilot to reduce effort and increase effectiveness across your core responsibilities.

We will work through:

- Applying Copilot to your real work (communications, reports, policies, planning)
- Saving time while improving clarity and quality of outputs
- Developing simple habits to integrate AI into your daily workflow

#### Outcome:

*A more efficient way of working, with Microsoft Copilot supporting key leadership tasks.*



## Session 3 – The Thinking Partner

### AI-Driven Club Leader – Session 3: Copilot as Your Thinking Partner

In this session, we expand beyond tasks to how AI can support your thinking as a leader.

We will explore:

- Using Copilot to test ideas, explore options, and think through challenges
- Strengthening decision-making and strategic thinking
- Using AI to prepare for conversations, meetings, and board discussions

#### Outcome:

Confidence using Microsoft Copilot as a trusted thinking partner to support leadership judgement and decisions.

## Session 4 – The AI-Enabled Club Leader

### AI-Driven Club Leader – Session 4: Leading an AI-Enabled Club

This final session broadens from personal use to your role as a leader shaping the future of your club.

We will cover:

- Where AI (including Copilot) can create value across your club operations
- How to introduce AI in a responsible and practical way with your team
- Identifying quick wins and building momentum

#### Outcome:

A clear, practical approach to leading AI adoption within your club, starting with your own leadership.

*This executive coaching series is designed to support club leaders to confidently use Microsoft Copilot in their role and lead AI adoption in a practical and responsible way.*

## Program Investment

This is a personalised, executive-level coaching experience designed to deliver immediate impact and ongoing value in how you think, decide, and lead.

### CMAA Member Investment

\$2,200 + GST per leader

### Non-Member Investment

\$3,200 + GST per leader

#### Inclusions:

- 4 × private 1-hour coaching sessions
- Tailored application to your role and club context
- Practical use of Microsoft Copilot as a leadership thinking partner
- Between-session guidance and prompts
- A personalised AI Leadership Action Plan

#### Optional:

Team or Executive Workshops available to extend capability across your club.

## About Renee Neely

Renee Neely is an experienced Change & Transformation leader specialising in AI education and enablement for organisations, and the AI Education Partner for the Club Managers Association of Australia (CMAA).

She has worked with senior leaders across government, corporate, and for-purpose sectors to successfully adopt digital technologies, improve ways of working, and lead people through change.

Renee holds a Graduate Certificate in AI Management (UTS) and a Master of Coaching (USYD), bringing a strong business and leadership perspective to AI. Her approach combines practical understanding of AI's impact on clubs with a human-centred coaching style.

Through her work, she supports leaders to confidently use tools such as Microsoft Copilot to enhance their thinking, improve decision-making, and lead their club into the future in a responsible way that harnesses innovation.

## Supporting CMAA Members and the Future of Club Leadership

This program has been developed in partnership with the Club Managers Association of Australia (CMAA) to support the ongoing professional development of club leaders across the industry.

CMAA plays a critical role in advancing leadership capability, setting professional standards, and supporting managers at every stage of their career. This program is designed to complement that commitment by equipping leaders with the confidence and capability to navigate the growing impact of AI on club operations and leadership.

For CMAA members, this program offers:

- Access to contemporary, industry-relevant leadership development
- Practical capability building aligned to real club environments
- The opportunity to stay ahead of emerging trends shaping the future of clubs

For non-members, this program provides a practical introduction to the value CMAA offers—supporting leaders through structured development, industry connection, and future-focused capability building.

CMAA continues to invest in initiatives that strengthen the profession and support club leaders to adapt, grow, and lead with confidence in a changing environment.

Participation in this program reflects a commitment to professional growth and to shaping the future of club leadership.

