

Emma Shad

THE AI LEADERSHIP STARTER GUIDE

A practical operating system for leading with
AI, judgment and trust

emmashad.com





OPENING MANIFESTO

AI will not replace leadership. It will expose its quality. The leaders who thrive in the next decade will not be those who simply adopt the most tools. They will be the ones who bring sharper judgment, clearer direction, and deeper accountability to every decision AI touches.

This guide is your operating system for that shift – built for executives who refuse to lead by default.

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THE LEADERSHIP SHIFT



Decisions & Judgment



Workflows & Speed

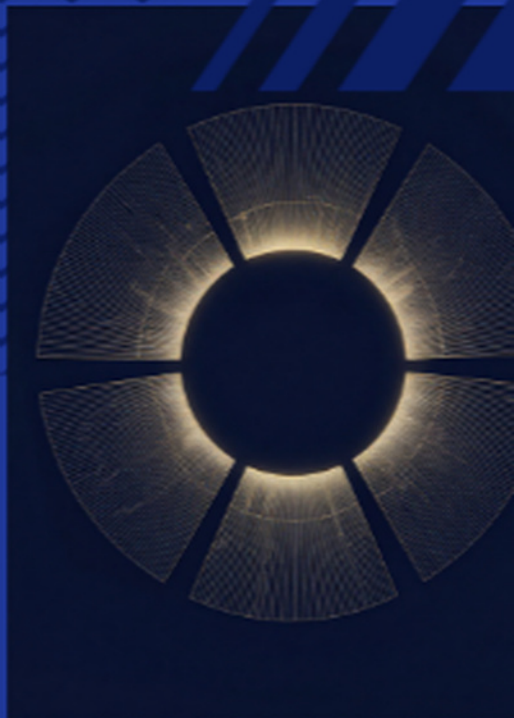


Knowledge &
Accountability

THE AI-NATIVE LEADERSHIP MODEL

A signature five-part framework for leading with intelligence and integrity.

- ① Direction – Define outcomes before tools
- ② Judgment – Own the decisions that matter
- ③ Fluency – Brief, challenge and refine AI
- ④ Governance – Manage risk with clarity
- ⑤ Leverage – Redesign workflows at scale



DIRECTION

Define the business outcome before selecting the model or tool.

- What specific outcome are we trying to improve – and how will we measure it?
- Who owns accountability for this decision once AI has informed it?
- What would a wrong or biased AI output cost us in trust, time or revenue?



JUDGMENT

AI CAN ACCELERATE

- Data analysis & pattern recognition
- Drafting reports, emails & proposals
- Market research & competitor scans
- Scheduling & workflow sequencing
- Summarising lengthy documents
- Generating scenario options
- Monitoring KPIs & flagging anomalies



LEADERS MUST OWN

- Hiring, firing & people decisions
- Culture, values & ethical direction
- Strategic bets under uncertainty
- Client trust & relationship calls
- Crisis response & accountability
- Final budget & resource allocation
- Vision, purpose & "why we exist"

FLUENCY

Great leaders don't just use AI – they brief it with precision, challenge its outputs with judgment, and refine until it earns trust.

The Prompt Anatomy Framework:

BRIEF – Set the role, context and goal clearly

CHALLENGE – Ask: what is this missing? What assumptions are made?

VERIFY – Cross-check facts, logic and alignment to your strategy

REFINE – Iterate with specificity until output meets executive standard

Fluency is not a technical skill. It is a leadership discipline.



GOVERNANCE

- Green – Use freely: summarising, drafting, brainstorming (no sensitive data)
- Amber – Review required: customer insights, strategic memos, financial analysis
- Red – Human decision only: HR actions, legal exposure, board-level commitments





LEVERAGE

Redesign workflows – don't just add tools.

Before: Manual steps, siloed data, reactive decisions.

AI-Assisted: AI accelerates key tasks; humans review
and decide.

AI-Native: Workflows are rebuilt around AI judgment,
speed and continuous learning – with human
oversight at every critical node.

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THE 30-MINUTE AI LEADERSHIP AUDIT



Strategy & Direction
Score your AI vision
clarity and alignment



People & Process
Assess team fluency
and workflow readiness



Data & Governance
Rate your data quality
and oversight controls

YOUR FIRST 7-DAY LEADERSHIP SPRINT

Day 1: Audit one workflow and identify a single AI opportunity

Day 2: Run your first structured AI prompt using the brief-challenge-verify model

Day 3: Share one AI insight with your team to build collective fluency

Day 4: Map decisions only you can own vs. tasks AI can accelerate

Day 5: Apply the traffic-light governance check to one live project

Day 6: Redesign one process end-to-end with AI assistance built in

Day 7: Present your first AI-assisted outcome and measure the result



THE EXECUTIVE AI MEETING AGENDA

A reusable 30-minute leadership review format.

00–05 min Check-In: One AI win or friction point this week

05–10 min Strategy Pulse: Are AI priorities aligned with outcomes?

10–15 min People & Judgment: Where do humans need to lead more?

15–20 min Process Review: What workflows are ready to upgrade?

20–25 min Governance Check: Any data, risk or review flags?

25–30 min Decision & Next Step: One clear owner, one clear action





YOUR PERSONAL COMMITMENT

Use these five prompts to define your AI leadership commitment:

- ◆ STOP – What habit or manual process will you stop doing this week?
- ◆ START – What AI-assisted practice will you begin immediately?
- ◆ SYSTEMISE – Which workflow will you redesign for AI integration?
- ◆ PROTECT – What decisions will you always keep human-led?
- ◆ MEASURE – How will you track progress over the next 30 days?

A woman with long, wavy brown hair, wearing a dark blue blazer over a light-colored blouse, stands on a balcony with a cityscape in the background. The image is framed by blue geometric shapes and concentric circles.

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CONTINUE WITH EMMA

Executive Design Toolkit & AI Tools
Selection Guide

AI-Native Leadership Program - \$400 - emmashad.com