

## Environment Analyst UK Business Leaders' Forum

### Harnessing AI in Consultancy

**Wednesday 3<sup>rd</sup> June from 4-5:30pm, Mott MacDonald's office, Birmingham**

This Business Leaders' Forum will explore what the increased use of AI actually means for environmental consultancy and professional advisory services. How and where is it most disrupting and how can it be effectively harnessed for positive improved productivity and/or in creating new opportunities?

The Forum will begin with opening remarks from Oliver Cronk, Founder at Cronk Advisory, before opening out into a group discussion, held under Chatham House Rule, on:

- **Assessing the impact on the wider organisation structure and your teams.** What work has your leadership team or others being doing related to AI? What changes are needed to your business strategic goals, operational policies, and workforce engagement to leverage the full potential of AI? Is the 'Pyramid' workforce model (entry level staff-heavy) becoming a 'diamond' model (fewer entry-level staff) through adoption of generative AI replacing lower capability grades and routine tasks?
- **Home Grown or Buy-and-build?**  
What are the approaches to AI adoption? Are you using off the shelf tools like Microsoft CoPilot or ChatGPT etc. Have your team experimented with the different capabilities of these models? Or are you taking a home-grown approach building your own AI models? What are the cost implications of these approaches now and into the future?
- **Transforming Business Models**  
How do/can E&S consultants' price in the move towards AI implementation? How can upfront investment costs, partnerships and R&D be recouped? What options are there for creating new revenue streams?
- **Client perceptions of AI in business proposals and project delivery.** What do clients want to see or expect? How are clients using AI models themselves? How does AI used by consultants help them or their projects? What are the value proposition(s)? What will this mean?
- **How it is impacting recruitment and skills requirements**  
As well as discussing the need for AI-capability in new recruits, and the impact of this on broader skills, capacity and job requirements, we will discuss the perhaps surprising findings from our soon-to-be-published [Early Careers Survey](#) in which 30% of respondents said that they are not using AI and that it is a risk factor when choosing careers – candidates want to choose a career that is "AI-proof".