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PERTH, WESTERN AUSTRALIA - 28 AUGUST 2025

PRESS RELEASE

New Executive Briefing Warns:

Leadership in the Age of AI Must Be Authentic, Ethical, and Human-Centred

Artificial intelligence is set to reshape the global economy, but a new report warns that unless leaders take an authentic, strengths-based approach, AI-driven transformation could erode trust, damage communities, and harm future generations.

Perth based author, business advisor, and facilitator Kimmaree Thompson has launched **Leading Authentically in the Age of AI: A Strengths-Based Framework for Peak Performance & Purposeful Flow**, a groundbreaking Executive Briefing and framework that equips leaders with the tools and mindset to navigate AI and automation responsibly.

"AI isn't just another tool—it's a force multiplier," Thompson said. "It gives leaders unprecedented power to monitor, automate, and influence. But if we repeat the mistakes of the past, such as the Robodebt crisis, we risk amplifying harm at an unimaginable scale. The choice for leaders now is clear: use AI to strengthen trust, or risk destroying it."

The 39-page report weaves together research from Positive Psychology, organisational change, and digital transformation. At its core this is a three-part framework designed to help leaders thrive in globally uncertain times:

- **Self** – Authentic Presence: grounding leadership in values, strengths, and flow.
- **Teams** – Strengths-Based Practice: building psychological safety, trust, and collaboration.
- **Systems** – Values-Aligned Impact: designing ethical, transparent, and contextually relevant solutions that work for local communities.



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The report also contrasts **Corporate Leadership, Local Business Leadership, and Sustainable Leadership** approaches, highlighting the need for resilience, regenerative practices, and trust-based networks in regional and community-led economies.

"This is not the time for transactional, short-term leadership," Thompson argues. "The Age of AI demands leaders who can balance performance with purpose, speed with integrity, and innovation with humanity."

The publication is already attracting interest across corporate, government, and regional sectors. It is positioned as a must-read for board directors, executives, policymakers, and entrepreneurs navigating complex environments.

Availability

Kimmaree Thompson is available for online & in-person briefing sessions for organisations, communities and industry groups. The report is available globally across multiple platforms and in multiple formats:

- Paperback Edition: [Amazon Store](#)
- Kindle eBook Edition: [Amazon Store](#)
- Audiobook Edition: [Google Play](#)

For more information, including the Full Media Kit with Pull-Quotes, Downloadable Images, Flash-Facts and individual Western Australian Regional Perspectives and review copies of the report & interviews, contact the Author direct: report@kimmareethompson.com



ABOUT THE AUTHOR

BIOGRAPHY



Kimmaree Thompson is an experienced business advisor specialising in behavioural and cultural change.

She brings over two decades of experience consulting across corporate, government, small business, and not-for-profit sectors.

Now based in Perth, Western Australia, Kimmaree previously led major change and digital transformation projects in NSW and WA, with a focus on eHealth, human services, creative industries and regional development.



“Technology may accelerate change, but only people can choose how that change impacts our lives.

Authentic leadership is not optional in the Age of AI—it’s the difference between a future built on trust and resilience, or one built on fear and control.”

PROFESSIONAL PROFILE

Kimmaree Thompson is an experienced advisor and consultant working at the intersection of authentic leadership, flow-state productivity, and strengths-based growth.

She champions local enterprise and partners with government agencies, NGO’s, family-owned, regional, and creative businesses to build purpose-led, sustainable ventures and resilient communities.

Her work integrates Positive Psychology, ethical digital strategy, and community-driven transformation—helping individuals, organisations and communities to thrive during a time of rapid technology & global power changes.