AN AUTHENTICALLY.BUSINESS EXECUTIVE BRIEFING REPORT

LEADING AUTHENTICALLY IN THE AGE OF AI

A STRENGTHS-BASED FRAMEWORK FOR PEAK PERFORMANCE & PURPOSEFUL FLOW

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FAST FACTS

Key Message: AI is accelerating change, but without authentic, values-led leadership, trust, resilience, and long-term impact are at risk.

Topical Relevance: References Australia's **Robodebt** scandal as a case study of failed automation and the urgent need for ethical, accountable leadership in AI-driven change.

Book Title:	**Leading Authentically in the Age of AI:** A Strengths-Based Framework for Peak Performance & Purposeful Flow
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KIMMAREE THOMPSON - AUTHOR

PULL QUOTES

ROBODEBT, WHAT HAPPENS IN THE ABSENCE OF ETHICAL LEADERSHIP

"Robodebt showed us what happens when technology is unleashed without ethical leadership—trust is destroyed, and the damage can last for generations."

AN ALTERNATIVE TO TRANSACTIONAL LEADERSHIP

"Transactional leadership may look efficient in the short term, but it destroys value, erodes trust, and leaves organisations—and nations—hollowed out."

AI ACCELERATION & ACCOUNTABILITY

"AI is a force multiplier. It can accelerate progress—or accelerate harm. The difference will come down to whether leaders act with authenticity or abdicate responsibility."

FOR IMMEDIATE RELEASE
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.

PRESS RELEASE CONT.

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, review copies, or media interviews, contact the Author direct:
- Contact number provided in Media Release email or email report@kimmareethompson.com

Free digital copies of this Executive Briefing Report are provided to media for review – request a copy report@kimmareethompson.com

WHAT IS IN THE REPORT

THE CASE STUDIES

The report includes contemporary case studies that illustrate both the costs of failed leadership and the benefits of authentic, values-driven approaches.

These examples include the lessons from the **Robodebt** scandal; **Sam Altman**, as a Leadership Profile and **Patagonia Provisions** showcasing local and regional leadership models that highlight adaptive, community-focused strategies that work.

THE FRAMEWORKS

Two practical frameworks underpin the report:

- **The Strengths-Based Framework for Peak Performance & Purposeful Flow** — a three-level model: Self, Teams, Systems
- **The Local Leadership Transformation Model** — a comparative framework contrasting corporate, local, and sustainable leadership approaches

OVERVIEW

The Leading Authentically in the Age of AI Report explores how leaders can navigate the opportunities and risks of artificial intelligence without losing their humanity. The report provides both a conceptual framework and practical tools that help leaders navigate ethical issues, build trust and resilience in organisations and communities. The report amplifies the value that is returned when we are willing to work with the strengths within local communities.

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.

PERTH & ALL WA

66 METRO & WESTERN AUSTRALIA

"Perth and the wider WA economy showcase both the promise and the pressure of scale. Corporate and government leadership here is often measured by efficiency, policy rollouts, and large-scale infrastructure projects.

Yet the report highlights that the state's long-term prosperity depends on balancing those measures of success with the resilience and authenticity already demonstrated in regional WA.

Whether in Perth boardrooms or community councils, leaders are being challenged to integrate strengths-based practices, embed values into decision-making, and ensure that the benefits of AI and digital transformation flow fairly across both metro and regional communities.

66 FIRST NATIONS

1. *Cultural Relevance*
Traditional Aboriginal leadership has long demonstrated the inclusive and relationship-centred practices that modern organisations are only now beginning to rediscover. For example In the Pilbara, with its 30 language groups and rich traditions of shared responsibility, leadership is measured not by short-term gains but by the ability to preserve culture, care for community, and plan for future generations. These lessons are vital as AI begins to influence decisions that affect people's daily lives.

2. *Local Impact*
Many communities in WA's Regions stand at the intersection of global mining, resource development, and deep cultural heritage, the challenge is ensuring that new technologies like AI strengthen, rather than weaken, community voices. The report calls for leaders to learn from Indigenous models of stewardship: adaptive, inclusive, and deeply human.

REGIONAL & REMOTE

66 PLACE-BASED WISDOM

"One chapter in the report explores how regional leadership models—rooted in trust, adaptability, and long-term community impact—can provide powerful lessons for corporate and government leaders.

In times of rapid AI-driven change, these locally tested approaches offer resilience and practical wisdom that scale far beyond the regions themselves."

66 STRENGTHS-BASED INNOVATION

"Regional leadership is often dismissed as small-scale or parochial, but this report flips that view.

The adaptive, relationship-driven models forged in regional WA communities may hold the very keys corporate leaders need as they confront AI, complexity, and declining trust.

What works in Geraldton, Bunbury, or Albany may be exactly what boardrooms in Perth and Sydney need now."

LOCAL STRENGTHS

" SOUTH WEST

The Report highlights how regional leadership in places like Bunbury demonstrates the importance of long-term partnerships and community impact over short-term metrics. With industries such as agribusiness and tourism, South West leaders have learned to adapt while maintaining trust and resilience— insights that corporate Australia could apply as AI-driven change accelerates.

The region also faces the reality that tourism can be heavily disrupted by global events or climate-related shocks. To safeguard the future, South West leadership has focused on diversification, building on local strengths such as vineyards, specialty food production, and creative industries. These strategies reflect a deeper truth: sustainable leadership is not just about reacting to change, but working with place-based features to map resilient pathways that turn local strengths into long-term opportunity.

" GREAT SOUTHERN

Albany's leadership story shows how local identity, heritage, and sustainability can become the foundation of authentic stewardship. The region has long invested in storytelling—through projects like the National Anzac Centre and the transformation of its whaling past into cultural tourism—to preserve history while creating new economic opportunities.

Albany has also been recognised as one of the first adopters of renewable energy in Australia, with its wind farm becoming both a symbol of sustainability and a practical investment in long-term viability.

These choices demonstrate a deeper lesson for corporate leadership: that innovation does not come from generic, top-down initiatives, but from contextually grounded solutions.

LOCAL STRENGTHS

66 GOLDFIELDS

The Goldfields have always been defined by boom-and-bust cycles, where resilience is not optional but essential. Unlike the Pilbara's export-focused scale, Goldfields leadership has often had to navigate volatility, diversification, and the social impacts of mining towns that grow and contract with global demand.

Local business leaders here emphasise long-term viability, supporting families and services through cycles of change, and building trust-based networks that hold the community together when the market does not.

The report argues these lessons—balancing resilience, loyalty, and adaptability— offer corporate leaders an important reminder: sustainability isn't just about growth, it's about weathering downturns without breaking community trust.

66 PILBARA & KIMBERLEY

The Pilbara & Kimberley is a global example of the tension between scale and sustainability.

Corporate leadership here often prioritises efficiency and quarterly performance, but local business leaders have shown that regenerative impact and community resilience are equally vital.

The Leading Authentically In The Age of AI Report suggests that the lessons of Pilbara & Kimberley adaptive leadership—experimenting locally first, prioritising people as much as production—may be exactly what corporate leaders need to innovate and sustain communities in the AI era.

LOCAL STRENGTHS

> ## MID WEST

In Geraldton, trust-based networks and collaborative supplier relationships have underpinned resilience. Local leaders have long relied on mutual accountability and shared investment to sustain value chains in industries exposed to global market shifts. For example, in the rock lobster trade, strong cooperative structures and export partnerships have allowed the sector to adapt quickly to international demand changes without fracturing community trust.
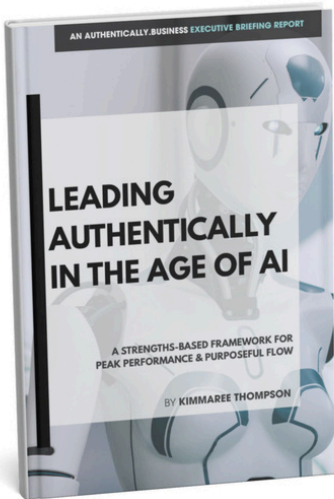
The report argues that these adaptive, place-based approaches—where relationships are a form of infrastructure—offer far greater long-term value than transactional, compliance-driven models. As AI disrupts traditional structures and accelerates efficiency-driven practices, Geraldton's example shows why relationship-led leadership is more durable.

It is not the fastest deal or the cheapest vendor that sustains communities, but the trusted networks that balance economic opportunity with long-term resilience.

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