Category

Consulting

Trusted Advisor in Digital & AI Transformation Playbook

Staying the trusted advisor when the client's own confidence in the topic is shakier than usual

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for maintaining trusted advisor status specifically through digital and AI transformation engagements, where client executives often feel less confident evaluating the advisor's judgment than in more familiar domains — requiring deliberate extra transparency and calibrated confidence.

Why does trusted advisor status require special attention

specifically in digital and AI engagements? Because many client executives feel genuinely less confident evaluating technical AI and digital recommendations than they do in more familiar strategic or operational domains, which changes the trust dynamic — the client is

often trusting the advisor's technical judgment more completely, with less ability to independently sanity-check it.

Does this mean AI advisors need different technical skills than

the trust-building skills covered elsewhere? No — the technical skills matter, but this playbook is specifically about how the trust-building dynamics shift in this domain given the client's typically lower independent evaluation capacity, not a technical skills playbook.

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