

Consulting

Teach your internal team to do the strategic work you've been outsourcing to McKinsey and Bain.

AI created a historic opportunity: your internal leadership team can now do the strategic work you've been outsourcing to McKinsey, Bain, and the other firms billing you for things your own people could be doing. It takes three things — the tools, the craft, and the human skills the AI era demands. Over 25 years in all three is an unusual qualification. I can teach your team all of it.

Consulting at Synaxis is an installation engagement. I come in, install the three legs, and leave the leadership team running.

The situation

Traditional consulting firms built their business on research, synthesis, and analysis — the rote work of a junior-heavy pyramid. AI has absorbed that work. Your leadership team has access to the same tooling a McKinsey associate uses, at a cost the subscription line item already covers. The question is no longer *should we hire a firm?* It's *can our team take the opportunity?*

Invest in only one leg and the work breaks. Tools only — slick decks, no craft. Craft only — you're paying consultants for things you don't need to pay for anymore. Human skills only — a coach doesn't know anything about strategy or AI.

What changes

Leadership stops routing every strategic question to an outside firm and does the work itself, with AI handling research and synthesis under the team's direction. Time-to-recommendation goes from months to weeks. Recommendations reflect the business, not a sanitized case-study analog.

Who it fits

Mid-market organizations currently spending on boutique or Tier-1 strategy consulting. CEOs and COOs who've noticed the junior-analyst work is now absorbable internally. Firms ready to treat strategy as work the senior team does with AI.

How it works

The tools. AI fluency applied to strategic work — research synthesis, competitive analysis, scenario modeling, option generation. Installed inside your leadership team's working rhythm, not delivered as a one-off report the team can't reproduce when the next question lands.

The craft expertise. Fortune 500 consulting for Disney, Delta, The Home Depot, and IHG. Over 25 years of strategy, operating-model design, and organizational change. The judgment that keeps a strategic recommendation from collapsing into a deck that nobody implements.

The human skills the AI era demands. Discernment about which questions are worth the team's time. Initiative to make decisions under uncertainty. Judgment about where outside help is still worth buying. A coach doesn't know anything about strategy or artificial intelligence — the three legs installed together is what makes a leadership team capable of doing its own thinking.

Engagement formats

Readiness assessment	<i>2–3 weeks</i>
Installation engagement *(training included)*	<i>3–10 months</i>
Advisory retainer	<i>monthly, 3-month minimum</i>

Readiness assessment. A written diagnosis of where your strategic work currently happens, which questions you route to outside firms, which ones the internal leadership team could absorb with the right tools and craft, and which ones genuinely still need outside help. Recommended installation path, or a candid finding that outside consulting is the right fit for now.

Installation engagement — the three legs, sequenced. Tool install (AI-assisted research, synthesis, and option generation inside the leadership team's workflow). Craft install (strategy frameworks, operating-model design, change-management practice). Human skills install (discernment, decision-making under uncertainty, the judgment strategy work requires). Delivered as training **with** the leadership team, not **to** them.

Advisory retainer. After installation, a monthly cadence of strategic review, office hours, and priority read on market or operating shifts. For leadership teams that want the senior practitioner on call as the installed strategic capability matures. 30-day notice.

Paul Welty, Ph.D. has spent over 25 years on strategic, technology, and organizational work inside large organizations. He consulted with Fortune 500 companies including Disney, Delta, The Home Depot, and IHG. As Vice Provost for Academic Innovation at Emory University, he founded The Hatchery innovation center, co-founded the Center for AI Learning, designed and built the faculty information system, and led 43 systematic AI experiments evaluating workplace implementation. His book [The Work of Being](#) explores judgment, agency, and staying human in an AI-saturated world.