

## STANDOUT AI AUDIT

# Stop implementing AI before you understand it.

The STANDOUT AI Audit diagnoses your agency across 8 pillars — so you know exactly where AI creates value, and in what order to build it.



### 1 Diagnostic Call

You walk us through your agency. We ask the questions that surface where AI fits. 90 minutes.

### 2 Your Report Is Built

We analyse every pillar. Every opportunity. Sequenced by impact.

### 3 Report Delivery Call

We walk through every finding together and hand you a sequenced 90-day roadmap. Yours to keep. 90 minutes.

## WHY DIAGNOSIS COMES FIRST

AI amplifies whatever already exists. One-size-fits-all implementation fails every time because your agency's positioning, strengths, and opportunities are unique. Diagnosing first is the only path to AI that sticks.

## WHAT THE REPORT UNLOCKS

- A team that uses AI consistently
- Custom AI tools and systems built for your clients and processes
- Delivery workflows automated around how your team works
- Clear data and governance architecture, so you can scale without risk

## WHAT'S INSIDE YOUR REPORT

### Three deliverables. One clear direction.

#### 1 Where You Stand, Where to Focus, and What to Build

Pillar by pillar: what's already working, what needs attention, and the specific AI opportunities within each area.

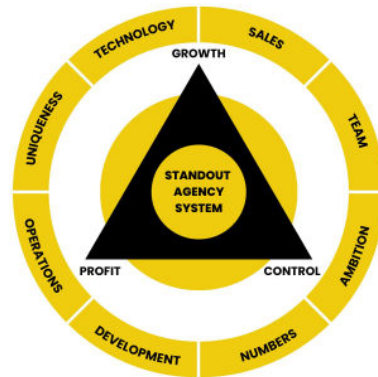
#### 2 Sequenced 90-Day AI Roadmap

Prioritised by ease of implementation and commercial impact, with the rationale behind every decision.

#### 3 Future AI Initiatives Tailored to Your Agency

Where AI can accelerate your growth, margin, and competitive edge over the next 12 months. Specific to your team, your clients, and how you work.

## BUILT ON A PROVEN FRAMEWORK



## STANDOUT OR DIE

Gareth Healey — 15 years as a 175-person agency CEO. The STANDOUT system continues to guide agencies across the UK.



## WHO THE STANDOUT AI AUDIT IS FOR

- Marketing and Creative Agencies
- 500k – 2m annual Revenue
- 10–50 team size

## INVESTMENT

# £1,500

+ VAT

[www.weareagentsofchange.com](http://www.weareagentsofchange.com)



**Callum Healey**

### AI CONSULTANT · AGENTS OF CHANGE

With a background in human and AI cognition, I help agencies cut through the AI noise and build systems that stick. Focusing on agency operations, I diagnose what's working, what's wasted and what to build next - in the right order.

## WHAT OUR CLIENTS SAY

*"Callum's real talent lies in helping you put order in the chaos of ideas. A practical, actionable plan to roll out AI and make a measurable difference."*

**Helen Foord, CEO — ELE**

*"It gave us a realistic perspective, clear priorities, and a mission for the coming period. We highly recommend it, particularly for agencies who've already invested 1,000+ hours into AI."*

**Máté Takács, Head of Client Services — Growww Digital**