

The ThoroughBred Association

AI Enablement Program

A foundations-first pathway to the capability The Thoroughbred Association wants to build



OVERVIEW

Executive summary

The Thoroughbred Association is a lean, mission-driven membership body where every pound raised is directed to improving the prospects of the industry it serves. That focus has shaped a capable, committed team of fifteen, and it also shapes the way ambition and delivery must sit together. In our conversations, two things came through with real clarity: a genuine excitement about what AI could unlock for members and the wider sector, and an equally clear-eyed sense that, in the Association's own words, you cannot run before you can walk.

We take both of those to be true at once, and we have designed this proposal so they reinforce one another. The larger vision of member-facing platforms and data-led services is real, and it belongs on the horizon as a destination worth building toward. Getting the internal house in order is not a brake on that vision; it is the fastest safe route to it. Capability, confidence and clean foundations are what allow the Association to speak credibly to members when the time comes, rather than ahead of it.

We therefore recommend an AI Enablement Program. It builds genuine in-house understanding of the tools already in place, standardises how they are used across the team, and identifies precisely where AI-assisted automation should be targeted first. It produces a concrete, defensible baseline the leadership can stand behind and point to as early, attributable progress, and it sequences the wider ambition into clear later phases so nothing is shut down and nothing is rushed.

The promise is simple: honour the bigger prize, and earn the right to build it by getting the foundations genuinely right first.

WHERE TBA IS TODAY

Diagnostic and current state

The Association starts from a stronger position than it may sometimes feel from the inside. The tools are largely already in place: a Claude business subscription, Outlook and the wider Office suite. What is missing is not technology but shared, in-house knowledge of how to get the most from what is already deployed, and a consistent way of working with it across the team.

Adoption today is variable, and it varies by individual and situation rather than by any single pattern. Some colleagues are confident, regular users; others have had less occasion to engage, and some may not yet have logged in. That mix is entirely understandable in a busy, mission-focused organisation, and it is exactly the kind of picture a well-designed enablement approach is built to meet, taking people from wherever they are today.

Manual processes carrying real weight

Several important processes are handled manually and are time-consuming as a result. Great British Bonus forecasting is done through spreadsheets and manual intervention. The secretariat of board and subcommittee meetings sits with a member of the executive team, and minutes are written up by hand. These are not failings; they are the natural shape of a lean team doing a great deal with limited capacity. They are also clear, well-bounded candidates for the kind of relief the programme is designed to identify.

Systems and data

There is a reasonable suspicion of overlapping systems whose integrations are not yet mapped, and three centuries of pedigree data that is not currently aggregated in a form ready for analysis. Rather than assume, the diagnostic establishes the facts: what exists, what overlaps, where data sits and how ready it is to be worked with.

The diagnostic delivers a concrete, evidence-based baseline the leadership can point to as tangible early progress, and one the wider team can trust because it reflects the organisation as it genuinely is.

WHY NOW

Strategic context

The Association operates in a demanding environment. Costs are rising, margins on a charity model are inherently tight when all revenue goes to the mission, and the ambition to serve members better keeps growing. Building AI capability now is a direct response to those pressures: it protects the capacity of a stretched team and it positions the Association to lead with credibility rather than to follow.

There is also a natural milestone ahead. With a member-facing AI event planned for next year, the Association has a genuine opportunity to speak to its membership from a position of demonstrable internal capability. Completing the foundational work first means that conversation can be authentic, grounded in what the Association has actually built rather than what it hopes to.

Beyond that, the longer-term vision of a member-facing data and platform capability remains firmly on the horizon. The pedigree data alone, once aggregated and made ready, points to services that could be genuinely distinctive. Sequencing that ambition behind solid foundations is how it becomes deliverable. This is the work that earns the right to build the platform, and it keeps the destination in clear view while making sure the Association arrives there on firm ground.

WORKING WITHIN REALITY

Constraints

A good programme is honest about the conditions it must work within, and here those conditions have actively shaped a right-sized approach rather than an oversized one.

- A team of fifteen with limited spare capacity, so the programme must fit around the work rather than compete with it.
- A not-for-profit budget where every pound is mission spend, which we treat as a discipline to respect on behalf of members, not a limit on ambition.
- Mixed confidence with AI across the team, which we take as a core design input for change management, addressed with dignity and without singling anyone out.
- Data sensitivity and GDPR considerations, which we treat as a responsible foundation to get right early rather than a risk to flag late; any regulatory exposure identified is mapped for your legal specialists to validate.

- Dependence on some external providers, which the diagnostic accounts for when assessing systems and integrations.

None of these narrows the vision. Taken together, they point to a proportionate programme that delivers real capability without overreaching, which is precisely what the Association's model and members deserve.

WHAT STANDING STILL COSTS

Risk of inaction

There is no alarm to raise here, only opportunity cost to be clear about. Without foundations in place, the manual burden on an already stretched team continues, and the time it consumes stays locked up in tasks that AI-assisted approaches could ease.

There is also a widening gap to consider: between the ambition the leadership rightly holds and the organisation's readiness to deliver on it. Closing that gap now, deliberately, keeps ambition and capability moving together rather than apart.

And the member-facing event next year offers a natural, positive deadline. Doing the foundational work first means the Association arrives at that moment with a credible internal story that matches the message. Acting now protects both capacity and credibility, and it serves the goals the whole leadership shares.

THE PATHWAY

Phased roadmap

The roadmap is deliberately sequenced so that each phase produces usable, attributable outcomes and so that the wider ambition appears as a funded, later destination rather than a deferral.

Phase 1: Diagnose and establish the operational baseline

The Signature Blueprint establishes the facts: current tools, processes and data readiness. It identifies and prioritises the automation and deployment opportunities worth pursuing, such as Great British Bonus forecasting, meeting and minute administration, systems overlap and data readiness, which are referenced here as examples of what the diagnostic may surface.

Phase 2: Build organisation-wide AI capability and adoption

The AI Enablement Programme is designed for the Association's team of approximately fifteen people, and it is not simply AI training. It prepares the people and organisation to work effectively with AI, and includes:

- A baseline assessment of team confidence and capability.
- Practical, tailored team learning using the Association's existing Claude and Microsoft environment.
- Three to four practical enablement sessions.
- Application of AI to real Association work and workflows.
- Responsible AI, GDPR, data handling and appropriate use.
- Prompt and workflow good practice.

- Identification and support of internal AI champions.
- Practical playbooks and resources the team can continue using.
- Follow-up adoption and reinforcement.
- Measurement of progress from the initial capability baseline.

The outcome is consistent, confident and responsible AI adoption across the organisation, with knowledge retained internally rather than creating dependency on Empowrd AI.

Phase 3: Deploy targeted automation against prioritised business opportunities

With the baseline established and the people prepared, the AI Deployment Programme scopes and prices any subsequent automation, integration or bespoke AI development separately. This is where automation candidates identified by the Blueprint, such as reducing manual intervention in forecasting or easing the secretarial burden of minute-writing, are built and delivered on solid ground. This work is not included within the Enablement Programme.

Phase 4: Explore deeper and member-facing AI capability once the internal foundations are established

As foundations hold, the pathway opens toward deeper deployment and, in time, the member-facing platform and data services that sit at the heart of the longer-term vision. These phases are explicitly signposted here as later stages, made possible by the groundwork before them, and are not part of the immediate engagement.

Throughout, the emphasis is on building shared, repeatable capability across the team, so knowledge lives in the organisation rather than with any one person. That is resilience, and it frees the leadership to lead.

THE RIGHT PARTNER

Why Empowrd AI

Our approach is enablement-led and human-centred. We build genuine in-house knowledge rather than dependency, so the capability stays with the Association long after the engagement. That is a deliberate choice, and it is the right one for an organisation that needs to own its own future.

Bringing a whole team along, whatever each person's starting confidence, is central to how we work. We meet people with respect and without assumption, which is a direct answer to the varied adoption picture and the surest way to make new ways of working stick.

We are also comfortable holding bold vision and disciplined delivery in the same hand. We will neither dampen the ambition on the horizon nor overreach ahead of the foundations, and we will help sequence the two so they serve each other. References and testimonials from past clients who are happy to be contacted can be provided on request.

You can trust our judgement to phase ambition responsibly, and to keep the bigger prize firmly in view while getting the foundations genuinely right.

COMMERCIALS

Investment

Engagement	Timing	Investment
Signature Blueprint (Enterprise Diagnostic)	First step · 2–4 weeks	£6,000–£8,000
AI Enablement Programme	Following diagnostic · 6–8 weeks	£8,000–£10,000
AI Deployment Programme	Scope determined by Blueprint	TBC based on prioritised use cases
Member-facing AI capability / future phases	Longer-term roadmap	TBC

The Signature Blueprint identifies and prioritises automation and deployment opportunities. The AI Enablement Programme prepares the people and organisation to work effectively with AI. Any subsequent automation, integration or bespoke AI development is scoped and priced separately as the AI Deployment Programme. All figures shown are indicative and remain subject to Aman's confirmation before issue.

INVESTMENT

Investment

The engagement begins with a fixed-scope diagnostic that establishes a clear baseline of tools, processes and data readiness, followed by a team-wide enablement phase that builds in-house capability and standardises adoption. From there, any targeted automation and the later phases of the roadmap are scoped and priced separately as foundations hold. The Signature Blueprint identifies and prioritises automation and deployment opportunities. The AI Enablement Programme prepares the people and organisation to work effectively with AI. Any subsequent automation, integration or bespoke AI development is scoped and priced separately as the AI Deployment Programme. All figures shown are indicative and presented as our commercial proposal.

Engagement	GBP	USD
Signature Blueprint (enterprise) <i>First step · 2–4 weeks</i>	From £7k	\$8.5k
AI Enablement Program <i>Project/session-based · Option after the diagnostic</i>	TBC	TBC
AI Deployment Program <i>Project/session-based · Option after the diagnostic</i>	TBC	TBC

Indicative figures reflect the shape of the engagement rather than a final quotation. The diagnostic clarifies which path fits; you can proceed with either engagement, or both. Pricing is indicative and remains subject to Aman's confirmation before issue. The diagnostic clarifies which path fits; you can proceed with either engagement, or both.

THE TEAM

Your founders

EMPOWRD AI | CO-FOUNDER

Aman Singh

Technology, Marketing, Systems & Commercial Discipline

Aman leads technology and automation architecture and commercial discipline at Empowrd AI. He brings deep experience in revenue operations, architecture and commercial cadence, and is focused on building the operational backbone that supports optimisation, process discipline and organisational efficiency.

EMPOWRD AI | CO-FOUNDER

Zoë Walters

Strategy, Transformation & Client Insight

Zoë leads strategy, change management and client insight at Empowrd AI. With a background in HR, organisational design and commercial leadership, she translates business complexity into clear people, process and transformation roadmaps.

The fastest safe route to the bigger prize

The Thoroughbred Association has real ambition for what AI could unlock, and a clear sense that the foundations must come first. This programme honours both. It builds the in-house capability, the confident adoption and the clean baseline that let the Association act with credibility, and it keeps the longer-term platform and member-facing vision firmly on the horizon as the destination that all of this groundwork is building toward. We would be glad to begin with the diagnostic and to establish, together, the early progress the leadership can stand behind.

The recommended first step is the Signature Blueprint. Following this, TBA will have a clear evidence-based roadmap showing what should be enabled, automated or developed, in what order, and with what expected organisational value. We propose a final scope discussion with Naomi and Philip to confirm the diagnostic approach, participants and information requirements before commencement.

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