AI & BUSINESS PRODUCTIVITY ADVISORY

Mark Lindley Consultants

Capabilities & Approach

Practical AI advisory for small and medium-sized businesses — led by an operator who has run large-scale operations, not a technologist who has read about them.

— ABOUT MARK

How I came to be in front of you today.

01 Foundations

A degree in Business and Finance from the University of Humberside — the grounding for everything that followed.

02 Thirty years in operations

Over three decades running large-scale retail. Accountable for the P&L of a business turning over £75m+ a year, leading 400+ colleagues to best-in-class operations, serving 40,000+ customers every week.

03 A hobby becomes a business

Having traded indices and commodities in my spare time for years, four years ago I set up full-time as a financial day-trader.

04 Putting AI to work

Curiosity led me to AI — and specifically how it could help my trading. I took a course, experimented, and built an AI model that now performs around 80% of my trading actions automatically.

05 Formal AI study

I completed programmes with the University of Edinburgh and IBM: AI Strategy, Generative AI, Responsible AI for SMEs, AI for Business Analysts, and AI Implementation.

06 Mark Lindley AI & Business Consultants

Speaking with owners, I kept hearing the same hesitation — keen to use AI personally, reluctant professionally; unsure where to start, and wary of a graduate telling them where they'd gone wrong for 20 years. Many assumed it was only about cutting costs and wages. It isn't: AI drives growth too, and it doesn't replace people — it supports them.

— POSITIONING

The opportunity isn't the technology. It's the time it gives back.

> "If I were an owner-managed business with limited time and high cash sensitivity — would this make my life calmer and more productive within 90 days?"

For an owner-managed business, the value of AI is rarely the novelty of the tool. It is the senior hours reclaimed each week, the errors that stop reaching customers, and the knowledge that no longer lives in two or three people's heads.

The most common mistake in AI adoption is starting with the technology. This practice starts with the business — how decisions are made, where time is lost, and where systems create friction. Every recommendation is grounded in operational evidence, not tool capability.

01

Time returned

Senior hours recovered from admin and put back into the work only leadership can do.

02

Bottlenecks reduced

Work no longer waits on one person or one step — knowledge and tasks shared across the team.

03

Decisions sharpened

Data you already hold — reviews, sales, scheduling — turned into decisions.

— THE ADVISER

Three decades running real operations — then the AI to modernise them.

Before founding the practice, Mark Lindley spent more than 30 years in senior leadership of large-scale retail operations: £1 million-a-week businesses, teams of 400+, and full accountability for the P&L.

AI for Business
Univ. of Pennsylvania

Responsible AI
Univ. of Edinburgh

Generative AI
IBM

30+	£1M+	400+
YEARS SENIOR LEADERSHIP	WEEKLY REVENUE LED	COLLEAGUES LED

Most AI consultants are technologists who have learned a little business. *Mark is the reverse* — a proven operator who has carried a P&L and led change at scale, now fluent in AI.

— WORKING WITH ME

You know AI can help. The hard part is knowing where to start.

That is where I come in. Most owners I meet are in the same position — sure that AI could help, but wary of handing their business, or their money, to the wrong thing. How I work is shaped by the three concerns they raise most.

“Where do we even begin?”

You don’t have to know. I give you a clear, prioritised starting point — a structured diagnostic that identifies the highest-value opportunities in your business first, so the very first step is the right one, not a guess.

“I’m not handing my business to a graduate — or a computer.”

Nor should you. You have worked hard to build something you are proud of. I am not a technologist straight out of university, and the AI I introduce never replaces your people or your judgement. With more than 30 years running real operations, my role is to support the brilliant knowledge and performance that already make your business work.

“We’re not a one-size-fits-all business.”

And you will not get a one-size-fits-all answer. Everything I recommend is built around how your business actually operates — your customers, your constraints, your goals. A completely bespoke offering, never a template.

The result: AI that fits your business — not your business bent to fit the AI.

— THE PROBLEM WE SOLVE

In most SMEs, the constraint isn’t ambition. It’s where the hours go.

The point

Applied with discipline, AI addresses all three. The question is where to start — a diagnostic question, not a technology one.

01 Time disappears into administration

Senior people spend hours every week drafting, formatting, chasing and reporting — work that does not need their judgement, but consumes the time that does.

02 The business depends on a few heads

How to quote, how to onboard, how things are really done — this knowledge lives with two or three people. When they are unavailable, the business stalls. That is fragility, not resilience.

03 The data is there; the time to read it isn’t

Reviews, sales patterns, scheduling history — the signals already exist. What is missing is the capacity to turn them into decisions before the moment has passed.

— WHAT IT DELIVERS

More growth, more sales, more capacity — from the team you already have.

Growth

Senior time moves from administration back to the decisions, relationships and planning that actually grow the business.

Up to 18 hrs / week of leadership time recovered

More sales

Faster proposals reopen work you were too stretched to quote for; targeted, data-led promotions turn quiet periods into covers.

80% faster quoting · +18% sales uplift

More capacity

The same team produces more — documents, content, scheduling, onboarding — without the cost and delay of hiring.

~70% less documentation time · rota 4.5 → <1 hr/wk

Faster response

Quicker replies and instant access to the right information mean customers wait less and feel better looked after.

Review response 20% → 95% · query calls −40%

Figures shown are example outcomes from recent engagements; results vary by business.

Lower operating costs

Routine, manual work automated — reducing both effort and error.

Sharper decisions

Data you already hold, turned into decisions on a schedule.

Unlocked knowledge

Know-how made accessible to all, not trapped in a few heads.

Competitive edge

Operate faster and serve customers better than slower rivals.

— THE APPROACH

Diagnose before you deploy.

Every engagement begins with the Executive AI Opportunity Audit — a structured diagnostic that maps six core business functions against four operational dimensions to find where AI returns the most, fastest.

SIX FUNCTIONS ASSESSED

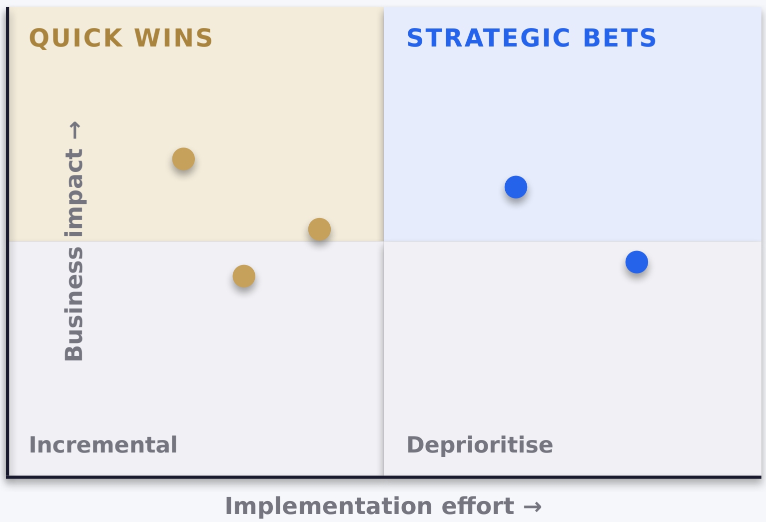
Marketing · Sales · Customer Service · Admin · Finance · Operations

ACROSS FOUR DIMENSIONS

Time consumed · Error / rework · Key-person dependency · AI substitutability

"Every paid engagement ends with something live, owned by the client, and measurably useful."

FRICTION-TO-VALUE PRIORITISATION



Each opportunity is plotted by impact and effort. Initial recommendations focus on quick wins; strategic bets are sequenced for later phases.

— SERVICES & INVESTMENT

Six ways to engage. One principle: measurable value.

It starts with a conversation

Every engagement begins with a free, informal 30-minute AI discovery call — no obligation, no hard sell, focused entirely on your business. Together we agree where AI will help most before any work or cost is committed.

Book your free discovery call — calendly.com/mark-marklindleyconsultants

AI Opportunity Audit

Find where AI delivers the biggest impact, with a costed adoption roadmap and written report.

TYPICAL INVESTMENT

£500 – £2,500

AI Workflow Automation

Remove repetitive work — drafting, summaries, document processing — and return staff time.

TYPICAL INVESTMENT

£1,500 – £5,000

AI Marketing Systems

Consistent content and campaign output without adding marketing headcount.

TYPICAL INVESTMENT

£1,000 – £4,000

AI Knowledge Assistants

Instant access to company knowledge; faster onboarding, fewer internal queries.

TYPICAL INVESTMENT

£2,000 – £6,000

AI Training for Teams

Build safe, capable in-house AI use — tools, prompting, and responsible practice.

TYPICAL INVESTMENT

£1,000 – £3,000

Ongoing AI Advisory

Monthly guidance as adoption matures: strategy, new tools, and workflow optimisation.

TYPICAL ENGAGEMENT

From £500 / month

> Prices are shown deliberately. They pre-qualify, remove friction for cost-conscious owners, and reflect a practice that prices on the value delivered — not the hours spent.

— HOW WE WORK

A clear path from conversation to capability.

1
Discovery conversation
A free, informal call focused entirely on your business and where time is lost.

2
Opportunity Audit
The structured diagnostic that prioritises where AI returns the most, fastest.

3
Priority implementation
Quick wins built and piloted first, then rolled out across the relevant teams.

4
Training & embedding
Your team trained to own and run the tools, with results measured throughout.

— THE TWO TESTS EVERY ENGAGEMENT MUST PASS

Calmer and more productive within 90 days.

Every recommendation is tested against one question: would this make an owner’s life calmer and more productive within 90 days? If it adds complexity instead of removing it, it does not make the plan.

Live, owned, measurable.

Every paid engagement ends with something live in the business, owned by the client rather than the consultant, and measurably useful — with a number attached to the change.

— GET STARTED

Start with a conversation.

A discovery call is free, informal, and focused entirely on your business. No obligation, no hard sell — just a clear view of where AI could make your life calmer, more profitable, with fewer bottlenecks and increased c[illegible]

Book a free 30-minute discovery call →

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