

THE HUMAN LAYER

Your Executive AI Twin.

The Human Layer For AI At Work
- AI that thinks WITH you.

Not for you.

SOUNDS[®]
LIKE ME



WHY HAVE AN EXEC AI TWIN

Generic AI gives you an answer. Not your answer.



'Your Exec AI Twin is your Leadership advantage - generic AI predicts words; an Executive AI Twin preserves judgment. When decisions are complex and time is limited, it gives leaders access to their best thinking.'

The Twin removes the cognitive rework that erodes the productivity promise.

WITHOUT A TWIN

Generic, average output.

AI predicts statistically likely words from population data. Leaders are not the average.

Constant verification tax.

Every output needs translation, rewriting, softening. The promised speed disappears.

Judgement varies under pressure.

More information, more variables, less time. Performance dips when it matters most.

WITH YOUR EXEC AI TWIN

Recognisably yours.

Output structured through your values, voice and frameworks. Ready to use, not edit.

Thinking time returned.

The Twin carries the cognitive load. You spend your time on the work that needs you.

Consistent leadership voice.

Standards held under pressure. Judgement protected when conditions compress.

OBSERVED ACCELERATION

3 - 5 x

Strategic thinking &
communication

5 - 10 x

High-quality written
content

10 x

GTM and category articulation

The real shift is not time. It is compression of cognition into execution.

HOW IT'S BUILT

Four input layers. One Operating System.

Raw inputs alone do not create a Twin. The orchestration and behavioural layer is required.



"The Exec AI Twin is a structured decision support system that allows an Executive leader to work inside Microsoft Copilot in a secure way that amplifies their own judgement and operating style – preserving the way they think, and protecting the clarity and decisiveness that define their leadership"

INPUT LAYERS (CO-CREATED WITH YOU)

1

iAM Identity Layer

Values, behaviours, communication style. Self-defined, not inferred.

2

Knowledge Layer

CV, experience, domain expertise, books and mental models.

3

Role & Responsibility Layer

Job context, decision types, accountability, KPIs.

4

Frameworks & Influences

Thinking models, decision frameworks, life-shapers.



ORCHESTRATION ENGINE (EXEC AI TWIN AGENT)

Identity Alignment Engine

Reasoning Control Layer

Behavioural Guardrails

Decision Structuring System

Voice & Expression Modulation

Thinks WITH you. Does not generate FOR you.

Uploading a CV does NOT create a 'Twin'. The orchestration and behavioural layer is required which is built into the Exec AI Agent.



iAM. Your Identity.

Your values, who you are, in your own words. Not a psychometric. Not a personality label. The product behind the Human Layer of Sounds Like Me[®].



‘My AI twin doesn’t create for me. It sharpens what’s already there. It doesn’t take over. It stays alongside me. And when I step back, the part that matters most - the work still feels like mine’

21

Countries delivered.
All industries.

100K+

iAM values created.
Every one unique.

92%

Feel able to be
themselves at work.

90%

Report increased
self-awareness.

88%

Share improved
performance.

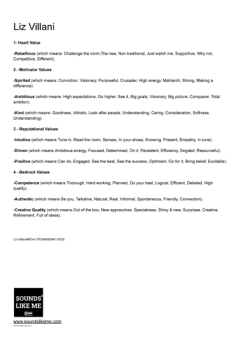


100%

Validated as a true
reflection of self.

iAM FOR AI

Every iAM is unique. Created by the user, in their own words, in 30 minutes. No categories. No labels. No algorithms. Grounded in Self-Concept Theory, Positive Psychology and Neuroscience.



iAM is the product behind the Human Layer. 20 years proven, now powering The Exec AI Twin inside Copilot.

Self-created · In your own words · Universally inclusive

Self-Concept Theory · Positive Psychology · Neuroscience · EU AI Act aligned · 20 years proven

HOW YOU BUILD IT

Three steps. One prompt document. Live on your AI.

The Twin Generator walks you through the four layers and assembles them into one persistent identity document.

01**Create your iAM**

In your own words. 20-minute iAM questionnaire, 50-minute expert led call, 30 minute debrief. The foundation of your Exec AI Twin – Layer One.

02**Run the Twin Generator**

The Generator collects your iAM, CV, role and frameworks. It assembles them into one structured prompt document.

03**Activate on your AI**

Load your prompt document into the Exec AI Twin Agent. Alongside your unique code. Use it daily through Copilot.

AVAILABLE ON**Microsoft Copilot via the Microsoft Marketplace**

THE OPERATING SYSTEM

The engine that applies your identity in real time.

*You share your thinking. The Twin uses the best of your skills, knowledge, standards and experience.
Challenges weak thinking. Tests and strategises with you. Hands judgement back to you.*

HOW THE OPERATING SYSTEM DECIDES

- **Selects the right framework.**
Matches the problem to the model you actually use, not a generic default.
- **Surfaces the trade-offs.**
Names what is being weighed, what is uncertain, what is assumed.
- **Challenges weak thinking.**
Pushes back where the logic is thin. Asks the question a tough non-exec would ask.
- **Holds standards under pressure.**
Keeps your line when conditions compress. Will not soften what matters.
- **Defers to you on judgement.**
Hands the moment of decision back to you. Always.

EXAMPLE USE CASES

- **Friday afternoon board paper**
Reads nine reports as one. Drafts your v1 narrative.
- **Pressure test a decision**
Argues the opposing case. Runs your pre-mortem. Surfaces second-order effects.
- **Monday morning fire**
Three credible options. Holding lines for staff, board and press.
- **CEO or Chair update**
Drafted in your voice. Held to your standards. Ready to send.
- **Strategy day dress rehearsal**
Builds the strawman in your planning structure. Tests it against your pre-mortem.

The Twin carries the load. You bring the judgement.

Organisational infrastructure for trusted AI-enabled leadership.

Copilot generates content fast. Leaders only delegate when AI sounds like them. The Twin closes that gap.

EXECUTIVE CAPACITY RECOVERED

£234k - £468k

Annual senior leadership capacity, per 10 executives.

3 hrs/week	recovered per executive
30 hrs/week	across 10 executives
1,560 hrs/year	of senior leadership thinking
£150 – £300/hr	conservative loaded cost

Not admin efficiency. Recovered strategic thinking capacity.

WHERE THE VALUE COMES FROM

- **Executive cognitive capacity recovery**
Faster synthesis. Less rewriting. Accelerated strategic preparation.
- **Microsoft Copilot ROI enhancement**
Shifts AI from tactical assistance to trusted executive collaboration.
- **Leadership adoption multiplier**
Executive AI behaviour becomes cultural permission for the wider organisation.
- **Strategic decision acceleration**
Board narratives, pre-mortems and pressure tests, faster without losing standards.
- **Reduced verification tax**
Less rewriting and tone correction. Real productivity returns to Copilot tools & AI

Generic AI predicts words. An Executive AI Twin preserves judgement.

**SOUNDS[®]
LIKE ME**



Every leader is unique.
Their AI should be too.

Sounds Like Me[®]

Generic AI predicts words.

An Executive AI Twin preserves judgement.

GET YOUR TWIN

Available from
soundslikeme.com



**The Human
Layer for AI at
Work.**

