CONSULT COMMS WITH AI · FOR YOUR BUDGET HOLDER

Approval request: a Consult session

A letter to send to whoever signs off spend. Replace everything in square brackets, cut what you do not need, and send it as your own.

TO	FROM	ORGANISATION	DATE
name, role	*name, role*		

Dear [name],

I would like approval to spend £300 on a Consult Comms With AI session, to help our team decide [the decision we want help with, for example which AI tools we use and on what terms]. I would like to book it by [date].

What it is

A 45-minute working session with Michael MacLennan, built around that one decision, followed within three working days by a written advisory note, usually six to eight pages, written for us. Colleagues can join the session, and the note is written to be shared with anyone who could not.

What we keep

- **The advisory note**: an honest read of where we stand, a phased plan with quick wins for the first 30 days, and the governance and data questions our sector raises, in plain English we can share with [our director, CEO or board].
- **A skills-fit read**: which skills fit our work, what would need tailoring to us, and what our rules must say before anything is installed.
- **Prompts and skills** for the AI tools we already use, ready to put to work.

Why now

[One or two sentences in your own words: what this decision is costing us in time, risk or missed work, and what happens if we leave it.]

Cost and payment

£300 in total, no VAT added. Payment is by card when the session is booked online. If we go on to a Deploy Comms With AI package (setting up our AI use policy, foundation documents and tools) that starts within 90 days of the session, the £300 is credited in full against it, so we would pay it once. I suggest it comes from [the communications budget, cost code]. As the session builds the team's own skills with AI, it could also sit in [the learning and development budget].

Who delivers it

Every engagement is delivered directly by Michael MacLennan, AI Communications Leader of the Year 2026. He founded Comms With AI, the library of free AI templates, workflows and tools for communications teams.

The details are at commswith.ai/consult, and any question about payment can go to michael@commswith.ai. I am happy to talk it through.

Best wishes,
[Your name]