



# Test decisions against reality before you commit.

AI-supported simulation, decision assurance and structured analysis for organisations facing complex, high-stakes choices.

EXPLORE LABS

CONTACT MOI



**REALITY**  
Test against real-world signals and outcomes.



**STAKEHOLDERS**  
Understand perspectives, impacts and legitimacy.



**ADOPTION**  
Assess readiness, resistance and change pathways.



**ASSURANCE**  
Strengthen confidence with evidence and traceable reasoning.



## MOI PRINCIPLE



# Humans decide. AI helps us see further, faster.

MOI is a consulting practice, not a software platform. AI supports analysis and simulation while accountability stays human.

# Most organisations do not fail because they lack strategy.

They fail because big decisions are often made with partial truth, weak evidence, stakeholder noise and optimistic delivery plans. The analysis looks sound. The business case gets approved. Then reality arrives.

THE ISSUE

## Reality arrives after commitment.

MOI brings the reality check forward before cost, trust or delivery capacity is committed.

[READ INSIGHTS ->](#)

[VIEW CASE STUDIES ->](#)

EVIDENCE

### Partial truth

The decision looks coherent, but the evidence is incomplete, contested or optimistic.

PEOPLE

### Stakeholder noise

Influence, resistance and trust signals are not mapped before the decision depends on people.

WORK

### Operational reality

The plan assumes the documented process is the real process. It rarely is.

CHANGE

### Adoption friction

Capability, behaviour and implementation pressure are treated as downstream detail.

# MOI turns decision pressure into usable clarity.

We help leaders test evidence, assumptions, operational reality, stakeholder dynamics, adoption risk and second-order consequences before commitment hardens.

01

## Frame

Clarify the decision, options, constraints, stakeholders and approval pathway.



02

## Evidence

Separate facts, assumptions, uncertainty, stakeholder signals and gaps.



03

## Simulate

Explore plausible pathways, second-order effects and risk conditions.



04

## Decide

Return decision conditions, trade-offs, recommendations and next steps.

## THE MOI LAB SYSTEM

# Different pressures need different Labs.

Each Lab focuses on a pressure that can distort judgement. A single decision may use one Lab, a sequence of Labs or the full assurance system.

01



## Civic Lab

Trust, legitimacy and stakeholder-sensitive decisions.

PUBLIC  
CONSEQUENCE

02



## Insights Lab

Real workflows, constraints, data gaps and bottlenecks.

OPERATIONAL  
TRUTH

03



## Engage Lab

Influence, resistance, trust and alignment.

STAKEHOLDER  
SIGNAL

04



## Change Lab

Capability, behaviour change and implementation friction.

ADOPTION  
REALISM

05



## Consult Lab

Independent review and executive synthesis.

STRUCTURED  
CHALLENGE

06



## Decision Assurance Lab

Stress-testing high-stakes choices before approval.

PRE-COMMITMENT  
REVIEW

# Public consequence, operational reality and stakeholder alignment.

Use the right lens for the decision in front of you—public, operational or relational—so you act with clarity and confidence.

## 01 / PUBLIC CONSEQUENCE



### Civic Lab

For decisions where public legitimacy, community trust, political pressure or stakeholder consequence will shape the outcome.

## 02 / OPERATIONAL TRUTH



### Insights Lab

For exposing the gap between documented process and real work: constraints, rework, bottlenecks, data gaps and hidden delivery pressure.

## 03 / STAKEHOLDER SIGNAL



### Engage Lab

For mapping influence, resistance, trust, confidence and alignment before the decision depends on people.

## DECISION LENSES

# Adoption, challenge and pre-commitment assurance.

Three complementary labs to pressure-test choices for real-world adoption, independent challenge and pre-decision assurance.

## 04 / ADOPTION REALISM



## Change Lab

For testing whether a decision can survive adoption, behaviour change, capability gaps and implementation friction.

## 05 / STRUCTURED CHALLENGE



## Consult Lab

For independent challenge, executive synthesis, assumption testing and decision-grade advisory review.

## 06 / PRE-COMMITMENT REVIEW



## Decision Assurance Lab

For stress-testing high-stakes choices before approval, investment, procurement or public commitment.

# Use MOI when the cost of being wrong is material.

The right time to use MOI is before commitment becomes expensive, public, politically exposed or operationally difficult to reverse.

**01 Board or executive approval**

A recommendation needs stronger evidence, scenario testing or decision conditions before endorsement.

**02 Public-facing decisions**

Trust, legitimacy, stakeholder response and civic consequence could change the outcome.

**03 Transformation and operating model choices**

The decision changes how people, systems, governance or services will operate.

**04 Procurement, funding or investment**

Approval commits budget, suppliers, timelines, capacity or reputation.

**05 AI or automation decisions**

The organisation needs to see second-order effects before implementing technology.

**06 Recovery and reset decisions**

A pathway is already showing weak confidence and needs independent challenge.

# Evidence before conclusions. Simulation before exposure.

MOI is not a software platform, a generic workshop menu or a report factory. It is a decision intelligence practice using AI quietly where it improves evidence review, scenario thinking and structured challenge.

[ETHICAL AI ->](#)

[PRIVACY POLICY ->](#)

NOT

## Software-as-a-service

Clients see decision intelligence, not another platform to manage.

NOT

## Generic consulting workshops

The work starts with the actual decision, evidence, uncertainty and consequences.

NOT

## Automated judgement

AI supports synthesis and simulation. Humans remain accountable.

INSTEAD

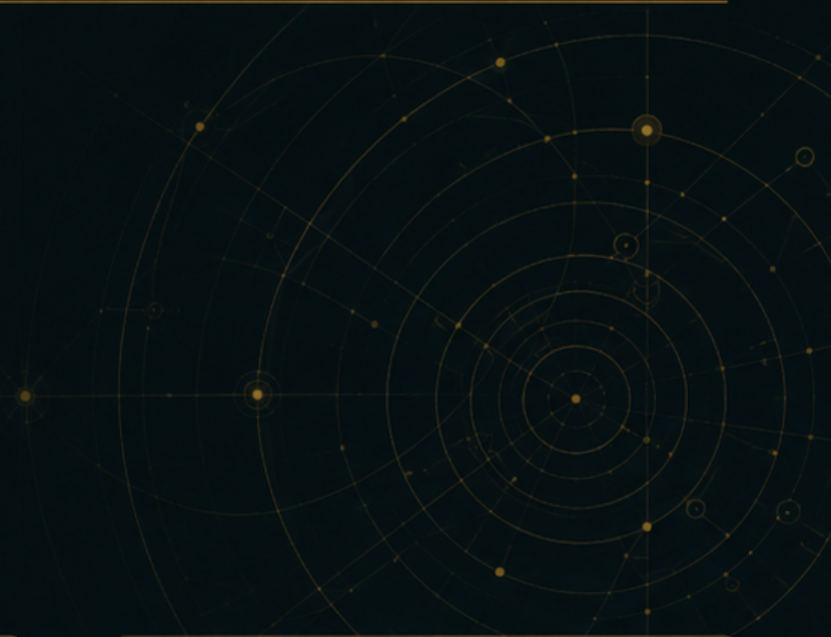
## Decision-grade assurance

Outputs focus on risks, trade-offs, conditions, assumptions and usable next steps.

CONNECTED CAPABILITY

# MOI sits inside a practical AI and change ecosystem.

MOI focuses on decision intelligence and assurance before commitment. When the work needs to move into delivery, the wider ecosystem supports implementation and capability building.



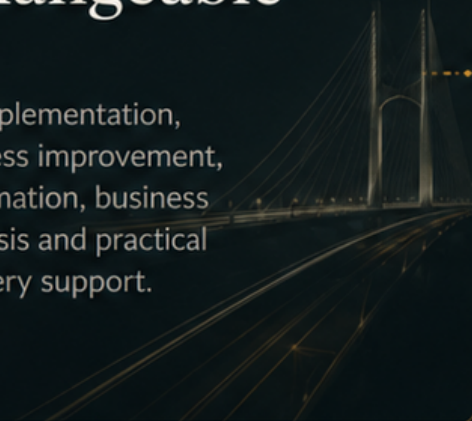
## Ministry of Insights

Decision intelligence, AI-supported simulation and assurance for complex organisational choices.



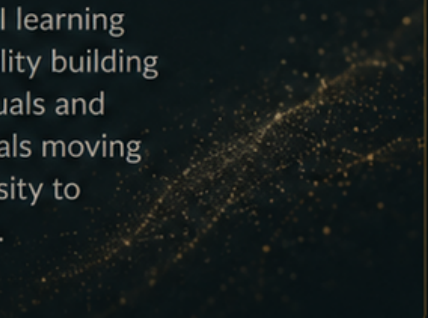
## Changeable

AI implementation, process improvement, automation, business analysis and practical delivery support.



## Zero to AI

Practical AI learning and capability building for individuals and professionals moving from curiosity to usefulness.



# Bring the decision before it becomes irreversible.

A useful first conversation starts with the decision, what makes it complex, who is affected, what evidence exists and what you need confidence about before approval.

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## CONTACT

# Start with the decision.

Based in Taranaki. Working across New Zealand and Australia.

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