

DreamStorm

The Integration Gap: A Case Study

*How DreamStorm's AI Integration Partner Helped a
World-Class Coach Turn Her IP into a Scalable,
24/7 Digital Experience.*



The Ambition & The Obstacle

Client: Emma Kirkman, Founder of Scaled Ambition

Project: The "Coach Emma" AI Integration Partner

Focus: Leadership Development & High-Performance Coaching

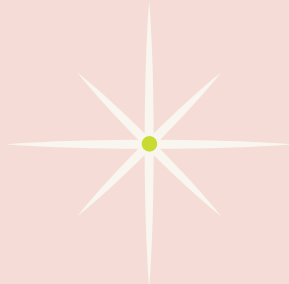
Executive Summary

An expert's greatest frustration is when a breakthrough in the room doesn't translate to lasting change in real life.

Leading experts and facilitators face a universal challenge: clients love their sessions but struggle to integrate the learnings when it matters most—at 10 PM on a Tuesday, in the five minutes before a high-stakes meeting, in moments of doubt. High-performance coach Emma Kirkman partnered with DreamStorm to solve this.

We transformed her unique methodology into a bespoke, 24/7 AI Integration Partner—a **space her clients could step into whenever transformation gets hard.**

The result? A scalable digital asset that drives 100% participant activation, deepens client transformation, and creates a powerful new revenue stream—all while honouring Emma's voice, protecting her IP, and maintaining complete data sovereignty.



The Client & The Founder's Vision

Emma Kirkman is the founder of Scaled Ambition, a premier coaching practice that helps leaders and high-achievers build robust "performance infrastructure." Her vision is to be the go-to expert for translating high-performance sport principles into the corporate world.

Her standard for value is exceptionally high, a philosophy she articulated perfectly during our initial strategy session:

"It's possible to be ambitious and high performing, but not at the cost of your wellbeing. We've built workplaces on the assumption that humans can perform like machines - constant output, no recalibration. But our nervous system is the real operating system of performance. When it's regulated, capacity increases. When it's overloaded, performance collapses. My work is about helping leaders integrate regulation into their leadership so they can execute at higher levels with more clarity, energy and impact."

The Challenge: When the Workshop Ends, Momentum Fades

Like many elite facilitators, Emma's challenge wasn't the quality of her content—it was the sustainability of its impact. Her clients experienced breakthroughs in the room, but the real world is noisy. Without a way to practice and integrate, even the most powerful lessons fade.

In her own words, the core need was clear:

"It's that inner knowing that something's not right, but I don't know what it is, and I don't know what to do about it. They come with questions, and they need answers from me."

This defined our mission: to build a space clients could step into—where Emma's wisdom lives 24/7, and breakthroughs don't just happen, they compound.



The Solution & The Impact

Client: Emma Kirkman, Founder of Scaled Ambition
Project: The "Coach Emma" AI Integration Partner
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The Solution: The Integration Partner™

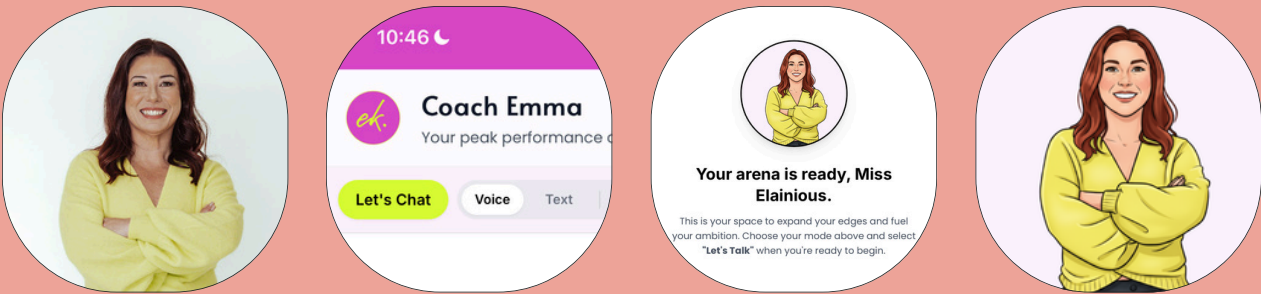
DreamStorm partnered with Emma to create the "Coach Emma" Integration Partner—a true digital extension of her coaching genius. It is a bespoke AI engine built on a sophisticated platform designed for deep, long-term engagement.

What Makes It Different:

Authentic Voice & IP Protection: The AI speaks in Emma's cloned voice and is trained exclusively on her proprietary methodology, ensuring her unique genius is scaled with integrity.

A Private, Scalable Practice Space: A confidential web app that allows an infinite number of clients to practice and integrate learnings 24/7, without requiring any of Emma's time.

Automated Engagement & Progress Tracking: Built-in journey maps and milestones keep clients engaged long after a session ends, providing Emma with valuable data on their progress.



The Initial Results: Immediate & Sustained Engagement

The "Coach Emma" pilot is currently active, but the initial data and qualitative feedback have been overwhelmingly positive, confirming the platform's ability to drive immediate and sustained engagement.

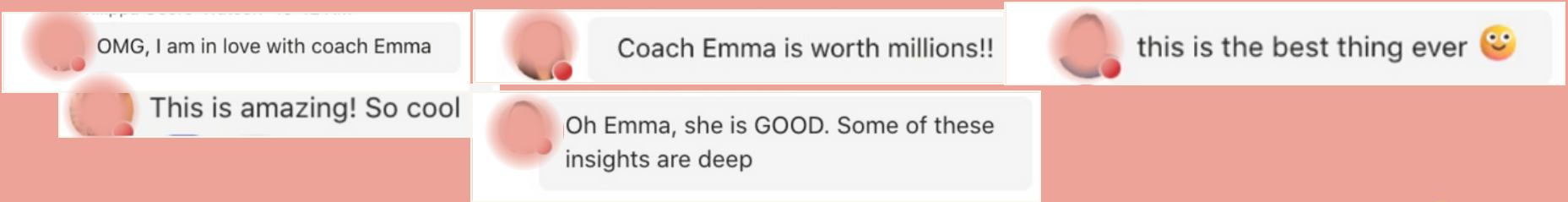
100% Frictionless Activation

Within the first 48 hours of launch, 12 out of 12 pilot participants (100%) successfully logged in and completed their first session.

Overwhelmingly Positive User Response

The initial qualitative feedback from the pilot group has been exceptional.

Here's what participants are saying:



Beyond the Workshop: A New Paradigm

Client: Emma Kirkman, Founder of Scaled Ambition

Project: The "Coach Emma" AI Integration Partner

Focus: Leadership Development & High-Performance Coaching

The Strategic Value for L&D and Corporate Partners

The 'Coach Emma' Integration Partner isn't just a tool for individual clients; it's a strategic asset for forward-thinking organisations. For Learning & Development (L&D), Organisational Development (OD), and People & Culture (P&C) leaders, this technology solves three critical challenges:

Bridging the 'Workshop to Workplace' Gap

Traditional training workshops have a notoriously low rate of knowledge transfer. The AI Integration Partner provides a 24/7 tool for employees to practice, rehearse, and integrate new leadership skills asynchronously, dramatically increasing the ROI of your training budget by reducing the need for costly follow-up workshops.

Delivering Scalable, Personalised Learning

Your L&D teams can never build personalised learning paths for every leader at the rate required. Our AI partner offers a level of personalisation that scales infinitely. It acts as a private, on-demand coach for every participant, tailored to their specific needs and goals—something previously only available through expensive one-on-one executive coaching.

Future-Proofing Your Talent Development

The future of corporate learning is asynchronous, on-demand, and deeply personalised. By partnering with experts who use AI Integration Partners, you are offering your tech-forward participants the modern, flexible learning tools they expect, reducing the design and build demand on your internal teams while delivering a world-class development experience.

Ready to Build the Future of Your Practice?

The 'Coach Emma' pilot proves that an AI Integration Partner is more than a tool; it's a new strategic asset that unlocks unprecedented levels of scale and impact.

For Expert Facilitators & Elite Coaches:

This is your opportunity to step into a reality where you're not the bottleneck. Transform your proven methodology into a scalable digital experience that provides immense value to your clients, deepens your impact, and creates a powerful new revenue stream for your business.

For Corporate L&D and P&C Leaders:

This is a data-driven way to ensure your training investments translate into real-world behavioural change. An Integration Partner offers a level of personalisation and asynchronous learning that dramatically increases the ROI of your leadership programs, future-proofing your talent development strategy.

If you are ready to transform your expertise into a scalable, high-impact digital experience, the next step is a discovery call.

[BOOK YOUR DISCOVERY CALL](#)



Explore Further

For the Client Emma Kirkman

ABOUT THE FOUNDER
Where Ambition Meets Wellbeing.



Her vision is to be the go-to leadership development expert for integrating performance with wellbeing: making nervous system regulation the standard for increasing capacity to execute at higher levels in the corporate world.

To learn more about Emma's unique methodology and her high-performance programs, visit her website.

[VISIT SCALED AMBITION](#)

For the Maker DreamStorm

ABOUT THE PARTNER
We Build Technology with Integrity.



DreamStorm is a values-led technology company founded by Lian Passmore. We build bespoke AI Integration Partners that transform the intellectual property of expert facilitators into scalable, high-impact digital experiences. Our work is grounded in our Foundation Charter, a commitment to building technology with integrity.

If you are a coach, consultant, or facilitator ready to step into scalable impact and create a living, breathing version of your methodology, the next step is a discovery call.

[BOOK YOUR DISCOVERY CALL](#)