



CASE STUDY 2025

OVERVIEW

Positive Support For You (PSFY) is a forward-thinking care and support provider working across the Northeast.

With a strong track record of values-led delivery, they recognised that AI could help them work smarter but were rightly concerned about the risks, unknowns, and limited internal capacity.

They weren't looking to jump on a trend. They wanted to understand the potential, shape their own roadmap, and take proactive steps towards using AI in a way that worked for their teams and the people they support.

THE CHALLENGE

Aware that other organisations were starting to use AI effectively, they wanted to experience the benefits themselves but in a way that felt safe, ethical, and meaningful.

Like many providers, they faced real-world constraints:

- Limited resources and digital capacity
- Other significant change activity that was ongoing and absorbing leadership time and energy
- Uncertainty about what AI could realistically offer — and where it might pose risks
- Concerns around data, ethics, regulation and readiness
- A need for practical support that fits their context and culture

THE SOLUTION

Outcomes Matter Consulting was brought in to help PSFY build clarity, direction, and momentum.

Using just five working days over a two-month period, we worked closely with leaders, staff, and digital partners to:

- **Run an organisational diagnostic** – identifying strengths, risks, gaps and opportunities
- **Co-design a digital and AI vision** – rooted in their values, strategy and regulatory responsibilities
- **Develop a practical roadmap** – setting out clear, achievable steps towards safe and ethical AI use
- **Deliver a strategy session with the senior leadership team** – focused on vision, decision-making, and governance
- **Create tailored resources and tools** – including:
 - A Sector Snapshots Toolkit
 - Microsoft 365 tips for small providers
 - A prompt sheet for using Copilot and ChatGPT
 - A chatbot use case guide

We didn't push products or recommend the most cutting-edge solutions. Instead, we developed a strategy with PSFY that built on the resources and technologies they were already confidently using.

We recommended phasing in change, starting with quick wins that were achievable given current operational pressures, with more systemic changes coming later. The plan we developed also tied in existing change work meaning there was one, integrated change plan that made sense.

“Outcomes Matter helped us make sense of AI quickly, practically and affordably.

Their support gave us a clear view of where we're at, what steps we can take next, and how to move forward in a structured, realistic way — without losing sight of what matters most.”

**Dave Barras, Chief Executive,
Positive Support For You**

THE IMPACT

With minimal resource, PSFY laid strong foundations for AI adoption — giving their leadership team clarity, tools and confidence to take the next step.

01

A clear and credible digital and AI vision

02

A shared understanding of current capabilities, gaps, and risks

03

A tailored roadmap for exploration and implementation that fits into existing change activity

04

Practical tools to support learning and engagement

05

A stronger voice in sector-level conversations around technology, regulation, and ethics