

Ollie North

End-to-End Digital Marketing

With a master's in marketing and bachelor's in creative writing, I use emotional storytelling techniques to connect brands with audiences. I have a strong DIY mindset and a passion for learning which means I can engage with each step in the digital marketing process. Have a look at some of the projects I've done!

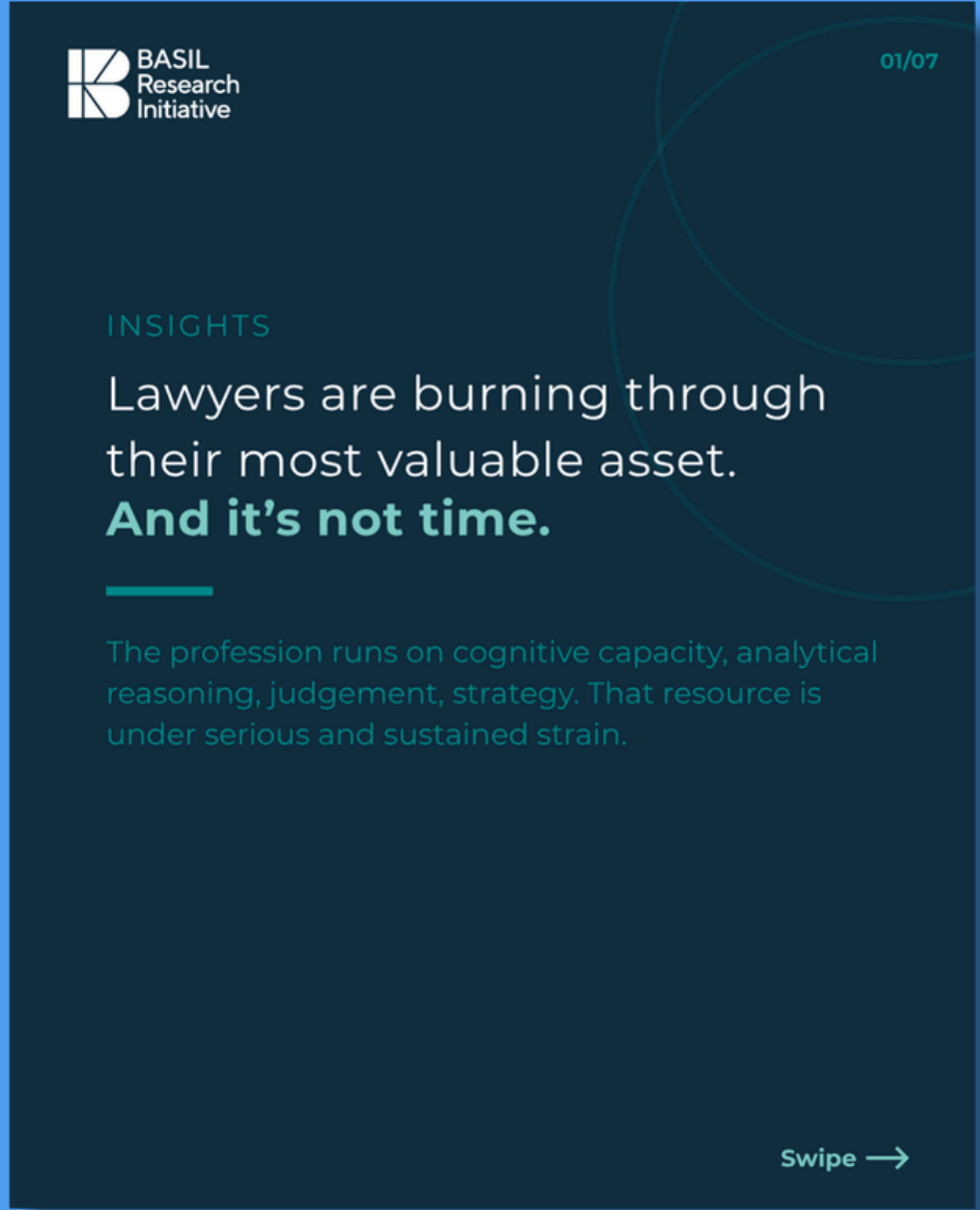
www.ollienorthdigital.com



BASIL Research Initiative

 @BASILResearchInitiative

Creative strategy | Social media post design |
Social media copy | Web assets



BASIL Research Initiative 01/07

INSIGHTS

Lawyers are burning through their most valuable asset.
And it's not time.

The profession runs on cognitive capacity, analytical reasoning, judgement, strategy. That resource is under serious and sustained strain.

Swipe →



BASIL Research Initiative 02/07

THE EVIDENCE

The numbers behind the burnout nobody's talking about.

59% of UK legal professionals report poor mental wellbeing <small>LawCare, 2025</small>	75% of associates cite burnout as their primary reason for leaving <small>Unmind 2024</small>
69% of the total cost of mental ill-health in large law firms is presenteeism — lawyers at their desks but not at their best <small>LawCare, 2025</small>	

Swipe →

Reinvigorated LinkedIn presence, using more professional and engaging visual content to support long-form text content. This helps meet the time-poor target audience better and improves the overall visual identity of the brand. To do this, used graphics summarising key points of the post while encouraging engagement through subtle CTA's.

Also improved web assets such as client proposals, creating a cleaner and more professional brand identity.

Before

BASIL
Research
Initiative

**AMERICAN
EXPRESS**

AI Adoption & behaviorChange Program Proposal
Proposal for American Express: General Counsel's Office

25 May 2026

Background: American Express GCO's Needs

UNDERSTANDING THE CHALLENGE

The GCO team at American Express (AMEX) has described a clear and specific challenge: the GCO is transforming how it integrates AI into legal work - and the cultural and behavioral dimension of that transformation is a crucial challenge to solve. BASIL Research Initiative focuses on behavioral analytics and science in law. Our team is optimally positioned to provide insights, empower the AMEX GCO to accelerate AI adoption and optimize performance while building new sustainable AI usage habits among attorneys that stick and produce measurable dividends into the future.

Why use BASIL

BASIL is the only team combining 20+ years legal industry experience with specialist behavioral science expertise. Our frameworks are designed for lawyers, not adapted from generic change management.

• **We have worked with AmEx panel counsel (Paul Weiss introduced this). References available:** we tackle the fear and avoidance that prevent people from adopting AI.

We report on behavioral outcomes - AI usage frequency, confidence scores, adoption self-efficacy - not just session attendance.

Four Themes Relevant to AMEX GCO

01. Skill ≠ Will

The GCO is working on the skills part vigorously - but the will to use AI requires trust and accountability. The GCO needs people to want to use AI, not just know how to. That is a behavior change challenge, not a skills-based training problem.

02. The 80/20 Question

How do we take everyone with us? The GCO has identified the challenge of a matrix of readiness - not a single cohort, but a range of starting points, motivations and resistance levels that need different interventions.

03. Trust as the Foundation

Making sure Team members have the will to use AI requires a certain degree of trust and accountability. Sustainable AI adoption depends on individuals trusting AI tools, trusting leadership's intent, and trusting themselves to use it well.

04. Outside Counsel Partnership

The GCO is looking to partner with outside counsel. BASIL would like to help leverage AMEX's panel firm relationship to co-fund a commercial structure that we can assist in developing immediately including through our own law firm relationships.

What do we mean by bringing a behavioral science lens, and why does this matter to your team?



The challenge AMEX is facing

American Express is not facing an AI training problem. It is facing a behavior change challenge - and the two require fundamentally different interventions.

The GCO has invested significantly in AI tools and skills training. What it cannot yet explain is why some attorneys engage confidently while others avoid, deflect, or over-delegate - despite similar capability levels.

The missing variable is not skill. It is the psychological relationship each individual has with AI: their sense of agency, their fear response, their intrinsic motivation, and the social norms of their team.

How behavioral science will solve it

Applying the latest in evidence and research from brain and mind sciences, behavioral science gives us the tools to surface and address exactly these variables. Unlike training program, it works at the level of motivation, cognition, and habit formation - the three levers that determine whether behavior actually changes.

BASIL applies this lens specifically to legal professionals navigating AI adoption: surfacing individual mindset patterns, building self-regulation skills, and creating shared frameworks that make confident AI use the default, not the exception.

Our Solution: The AGENCY Program

Our proposal in a nutshell

BASIL will deliver our AGENCY programme for the American Express GCO our structured behavior change intervention designed specifically for legal professionals navigating AI adoption. We call this AGENCY. The program

addresses the gap between knowing how to use AI and consistently choosing to use it well.

- **Phase 1 - DISCOVER & DESIGN:** AI Readiness Diagnostic | individual and group reports | behavioral baseline using the BASIL ASPIRE Index™
- **Phase 2 - REGULATE:** 2 x workshops per cohort | Cognitive Reset Model | AI Adoption Spectrum
- **Phase 3 - ADOPT:** Personalized AI Adoption Matrix | use-case matching | peer sharing
- **Phase 4 - SUSTAIN:** individual coaching | leadership panel | post-program measurement report

AGENCY

Technology & Innovation

Human behavior at the heart of AI adoption

- Addressing and overcoming AI anxiety
- Building a four-step cognitive basis for genuine, deep engagement and partnership with AI - not just offloading, not abrogation
- Developing behavior that drive up innovation and performance
- Maintaining human behavior centric strategy and governance
- Improving service delivery

After

BASIL
Research Initiative

AMERICAN EXPRESS

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basilresearchinitiative.com

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WHY USE BASIL

Legal-specific & Evidence-based
BASIL is the only team combining 20+ years legal industry experience with specialist behavioral science expertise. Our frameworks are designed for lawyers, not adapted from generic change management.

Trusted by AMEX Partners
We have worked with AMEX panel counsel (Paul Weiss introduced this). References available: we tackle the fear and avoidance that prevent partners from healthy AI adoption.

Measurement-driven
We report on behavioral outcomes — AI usage frequency, confidence scores, adoption self-efficacy — not just session attendance.

FOUR THEMES RELEVANT TO AMEX GCO

01 Skill ≠ Will
The GCO is working on the skills part vigorously but the will to use AI requires trust and accountability. The GCO needs people to *want* to use AI, not just know how to. That is a behavior change challenge, not a skills-based training problem.

02 The 80/20 Question
How do we take everyone with us? The GCO has identified the challenge of a matrix of readiness — not a single cohort, but a range of starting points, motivations, and resistance levels that need different interventions.

03 Trust as the Foundation
Making sure team members have the will to use AI requires a certain degree of trust and accountability. Sustainable AI adoption depends on individuals trusting AI tools, trusting leadership's intent, and trusting themselves to use it well.

04 Outside Counsel Partnership
The GCO is looking to partner with outside counsel. BASIL would like to help leverage AMEX's panel firm relationships to co-fund this work — a commercial structure that we can assist in developing immediately including through our own law firm relationships.

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What We Mean by a Behavioral Science Lens

American Express is not facing an AI training problem. It is facing a behavior change challenge and the two require fundamentally different interventions.

The Challenge AMEX is Facing

The GCO has invested significantly in AI tools and skills training. What it cannot yet explain is why some attorneys engage confidently while others avoid, deflect, or over-delegate — despite similar capability levels. The missing variable is not skill. It is the psychological relationship each individual has with AI: their sense of agency, their fear response, their intrinsic motivation, and the social norms of their team.

How Behavioral Science Solves It

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Our Solution: The AGENCY Program

OUR PROPOSAL IN A NUTSHELL

BASIL will deliver our AGENCY programme for the American Express GCO — our structured behavior change intervention designed specifically for legal professionals navigating AI adoption. The program addresses the gap between knowing how to use AI and consistently choosing to use it well.

THE FOUR PHASES

01 DISCOVER & DESIGN AI Readiness Diagnostic individual and group reports behavioral baseline using the BASIL ASPIRE Index™	02 REGULATE 2 x workshops per cohort Cognitive Reset Model AI Adoption Spectrum	03 ADOPT Personalized AI Adoption Matrix use-case matching peer sharing	04 SUSTAIN Individual coaching leadership panel post-program measurement report
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AGENCY

Technology & Innovation

Human behavior at the heart of AI adoption

- Addressing and overcoming AI anxiety
- Maintaining human behavior centric strategy and governance
- Building a four-step cognitive basis for genuine, deep engagement and partnership with AI — cognitive offloading, not abrogation
- Improving service delivery
- Developing behaviors that drive up innovation and performance

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Before

Proposed Investment

Two configurations are proposed, scoped for groups of 25 and 50 as requested. Both include all four AGENCY phases. Fees are in USD, exclusive of applicable taxes, and valid for 90 days from the date of this proposal.

Programme Configurations

Option A: 25 Participants

ASPIRE and AI Readiness Diagnostic | 2 x half-day workshops | 25 x 1hr coaching sessions | Leadership report | Measurement.

Investment: USD 50,500

Option B: 50 Participants (two cohorts of 25)

AI Readiness Diagnostic | 4 x half-day workshops | 50 x 1hr coaching sessions | Panel facilitation | Leadership report | Measurement.

Investment: USD 95,000

Leadership Panel (Add-On or Standalone)

BASIL-facilitated panel with 2-3 senior GCO leaders, structured around their honest AI journeys. 90-minute session, virtual or in-person.

Investment: USD 9,500

Outside Counsel Co-Funding Opportunity

We agree that AMEX's panel law firm(s) could contribute to the cost of this program. We will move quickly on these conversations.

Next steps

- Discussions with potential law firm collaborators.
- Confirm preferred option (A or B) and proposed start date. We will then schedule a scoping call to finalise the program design.
- Program design | ASPIRE Index, AI Readiness lens | Workshop delivery (virtual or in-person) | Individual coaching | Leadership report | Post-program measurement



5

The ASPIRE INDEX®

Building individual participants' and aggregated group insights

"Behavior change begins with powerful insights into self-motivations, impacts and proof of agency"

The ASPIRE Index®

The ASPIRE Index is a brain and mind science-based assessment tool designed to measure professional performance and key drivers of behaviors in the legal sector. Combining global research with evidence-based insights,

the ASPIRE Index serves three interconnected purposes:

- A global research initiative advancing understanding of what enables legal industry professionals to adopt behavior that drive up performance and wellbeing at the same time;
- An enterprise-level diagnostic platform for organizations; and
- A personal development tool that can help initiate behavior change for individuals.

At the group level, aggregated ASPIRE results give GCO leadership a data-driven picture of their team's collective readiness for AI adoption - including where the pockets of resistance are, what is driving them, and which intervention levers are most likely to move behavior.

<https://www.basilresearchinitiative.com/aspire>



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A - Autonomy & Intrinsic Drive

- Self-motivated individuals
- Proactively shape their career trajectory
- Pursue continuous learning and innovative approaches

S - ProSocial Orientation

- Connected individuals with robust professional networks
- Strong collaborative skills and trust building abilities
- Commitment to collective advancement

P - Purpose & Values Alignment

- Purpose-driven with clear understanding of their "why"
- Values-based career decisions
- Align personal fulfillment with professional excellence

I - Interoceptive Awareness & Self-Regulation

- Emotionally intelligent and able to manage stress effectively
- Understanding and responding to client needs
- Sustaining mental health throughout career

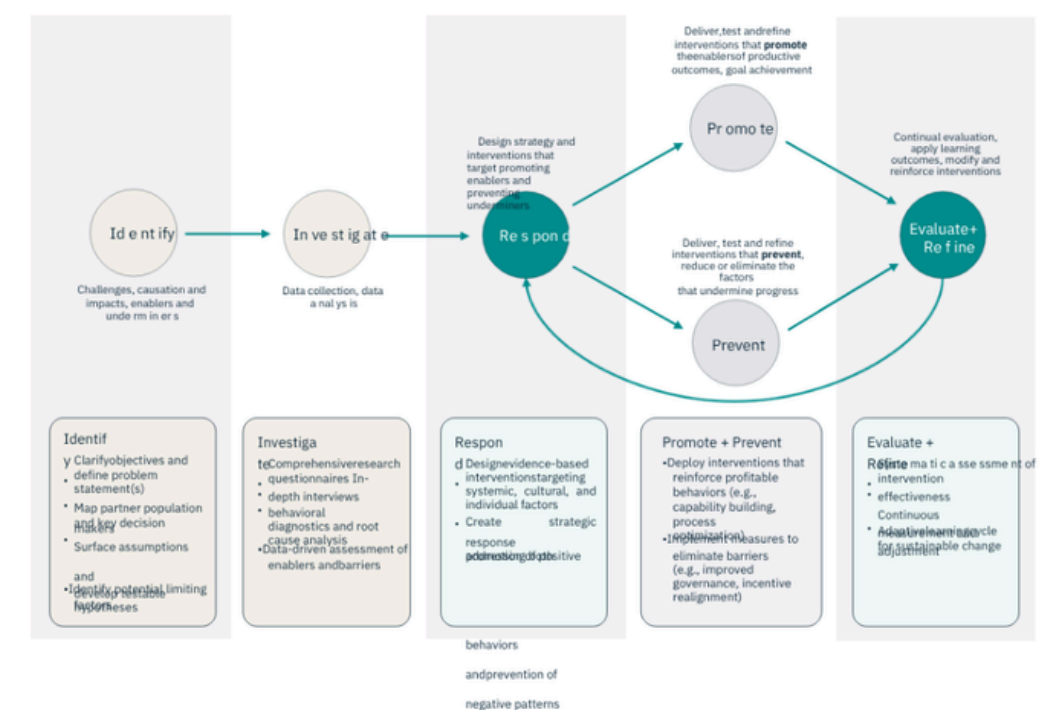
R - Resilience & Long-Term Engagement

- Resilient individuals who thrive through challenges
- Maintain sustainable work practices
- Ability to evolve and become anti-fragile

BASIL Methodology

BASIL's advisory methodology is grounded in the same rigorous, scientific approach used in behavioral science. We move from diagnosis through to intervention design, delivery, and evaluation in a structured, evidence-based sequence.

Critically, this is not a linear process applied to a single workstream. Every advisory engagement runs two concurrent workstreams - Intervention and Integration - both informed by behavioral science, and both essential to achieving change that lasts.



9

After

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Investment USD 50,500	Investment USD 95,000	Investment USD 9,500	

NEXT STEPS

- Discussions with potential law firm collaborators.
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- Program design | ASPIRE Index | AI Readiness lens | Workshop delivery (virtual or in-person) | Individual coaching | Leadership report | Post-program measurement



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"Behavior change begins with powerful insights into self — motivations, impacts, and proof of agency"

The ASPIRE Index®

MEASURING PROFESSIONAL PERFORMANCE

- A** **Autonomy & Intrinsic Drive**
Self-motivated individuals who proactively shape their career, pursuing continuous learning and innovative approaches
- S** **ProSocial Orientation**
Well-connected individuals with strong collaborative skills and commitment to collective advancement
- P** **Purpose & Values Alignment**
Purpose-driven with clear understanding of their "why" They make values-based career decisions and align personal fulfillment with professional excellence
- I** **Interceptive Awareness & Self-Regulation**
Emotionally intelligent, maintains stress and mental health throughout career while understanding client needs
- R** **Resilience & Long-Term Engagement**
Resilient individuals who thrive through challenges, maintain sustainable work practices, and evolve to become anti-fragile
- E**

WHAT IS THE ASPIRE INDEX®?

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AT THE GROUP LEVEL

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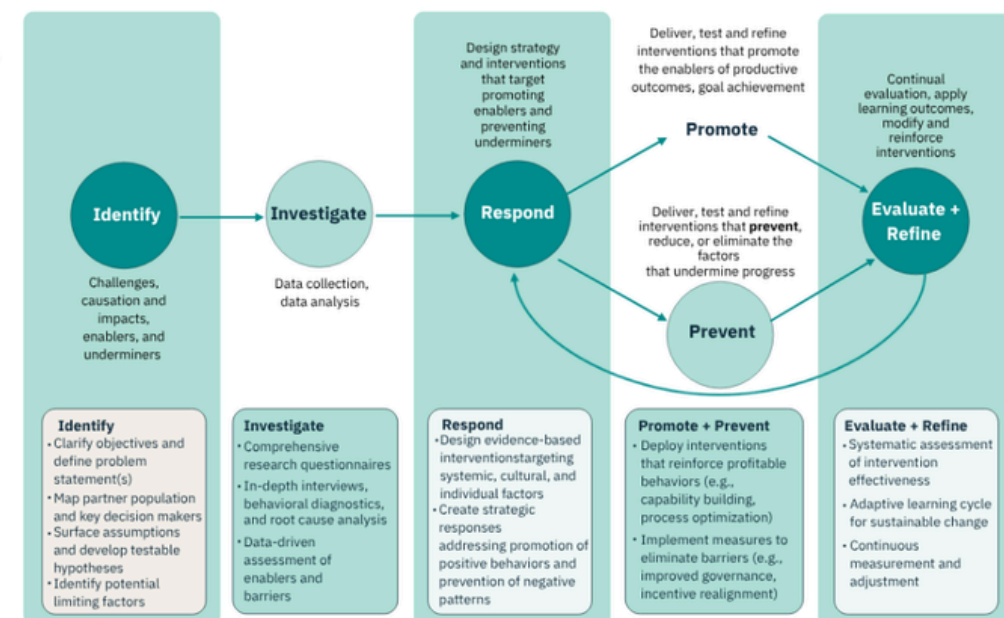
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9

How WrestleMania 42 Should Be Booked

OLLIE NORTH / APRIL 17, 2026 / REBOOKING



www.northstarslam.com

North Star Slam

Professional Wrestling Blog

Content Writing | Web Design | Web Development |
SEO Optimisation | Data Analysis | Graphic Design |
GSC | GA4 | GTM

Inspired by my lifelong love of the amazingly bizarre art of professional wrestling. I created this site as a passion project but also to help develop my practical skills in growing my own digital brand. I conducted thorough competitive analysis and keyword and query research to identify the available niche of “Pro Wrestling Rebooking”. Content is written and structured to balance quality, human writing with SEO strategies — ensuring that content answers queries and is genuinely useful to users.

Brisbane Dates

Social Media Account

 @brisbanedate_ideas

 @brisbanedates

Short-form content editing | Social copy |
Thumbnail design | Video production

A passion project created with my girlfriend that's a diary of our dates while also pushing back against the "nothing to do in Brisbane" sentiment. Through this, I've gained practical experience creating short-form social media content which has built my video editing, production, and social copywriting skills. I've also learned how to edit and write copy specifically for short-form content, maximising strength and authority within the Instagram and TikTok algorithms.

✓ No Boat Licence ✓

**Go Boat
&
Newstead House**



Thanks for your time!

If you need help with any part of the digital marketing journey feel free to get in touch!



theollie.north03@gmail.com



[@oienorfnorf](https://www.instagram.com/oienorfnorf)

