

AI Strategy and Implementation for Growth-Minded Companies

I'm Steve Bauer. Before founding Bauer Consulting Group in 2025, I spent 27 years at three of the world's largest communications agencies. From the early days of the web to social media, mobile, and now AI, I've advised Fortune 500 executives through every major shift in how businesses operate, communicate, and compete. Every time, the pattern is the same. Companies invest in new tools, then struggle to get their people to actually use them. Technology changes every few years, but the human challenge stays the same.

My background in brand building, integrated communications, digital social media, corporate reputation, crisis management, and organizational change management has prepared me to help growth-minded organizations incorporate both artificial and human intelligence to drive measurable business results.

WHY NOW

AI capabilities are compounding quickly. The organizations that are strategically integrating AI into their operations today are seeing productivity gains that will make it hard for competitors to catch up. They're redesigning workflows, restructuring their data, and creating a cultural shift in how work gets done. Meanwhile, the gap between companies (and individuals) that embrace AI and those that don't gets bigger every day. Is your organization ready for what's next?

HOW I WORK: DIAGNOSTICS › STRATEGY › PILOTS › SCALE

I follow a proven methodology designed to generate quick wins while building the foundation for long-term growth:

Diagnostics: assessment of your data, operations, technology, talent, culture, and competitive landscape to determine where AI can have the greatest impact.

Strategy: collaborate with you to build a clear AI strategy and roadmap aligned to your business goals, so resources go to the right initiatives from day one.

Pilot: partner with your teams to launch focused, high-impact, and low-friction initiatives to quickly prove value and build organizational confidence.

Scale. build on what works and expand it across your business with clear governance, training, change management, and measurable outcomes.

CORE SERVICES

AI Readiness Assessment & Strategy: Comprehensive analysis of your AI maturity, competitive positioning, and highest-impact opportunities. You get a prioritized strategic roadmap and a 90-day action plan you can quickly deploy.

AI Activation Support: Hands-on partnership to execute your AI strategy: pilot design, vendor evaluation, workflow redesign, leadership and team training, and performance measurement.

Governance, Policy, and Adoption: AI use policies, governance frameworks, and employee training programs that build confidence and drive responsible adoption that drives business results for your organization.

Executive Thought Leadership: LinkedIn content and engagement strategy for senior leaders who want to build credibility, cultivate meaningful relationships, and grow their influence.

Additional capabilities include reputation management, crisis communications, social & digital strategy, and Generative AI Engine Optimization (GEO).

WHY BAUER CONSULTING GROUP

- Trusted strategic advisor to Fortune 500 C-suite execs
- Proven methodologies that deliver results
- Strategic focus on the human side of transformation
- Broad and deep industry expertise
- Quick wins that drive meaningful change
- Track record of driving digital transformation

AI doesn't transform companies. Leaders do.