

The Competitive Edge

A monthly operations knowledge boost



Issue #1

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By Maroubra Consulting

Welcome to the first edition of *The Competitive Edge*: The monthly operations knowledge boost from Maroubra Consulting.

Our goal with this newsletter is to give our readers a sharp knowledge boost with less than five minutes reading time, and with article links to dive deeper into relevant topics of interest. In our first issue we spotlight three key topics: 1. The benefits of implementing agile operating models, 2. The cyber security risks of AI, and 3. Focusing on the relevance of AI in adoption programs — all topics core to Maroubra Consulting’s mission of supporting our clients in redefining operational excellence for the future!

1. The agile operational edge

Have you sensed the need for improved speed and agility in your operations lately? Agile operating models are increasing in importance to bridge the gap between strategy and execution in high-velocity competitive environments. When designed around value drivers and a realistic space for opportunity, a well-defined target operating model will empower teams, accelerate decision-making, and align operations with business goals.

Interested in a deep dive on the topic? In the below article, McKinsey highlights how leading organizations are moving beyond rigid hierarchies by designing operating models around value creation.

A clear target operating model helps teams understand how decisions are made, how workflows, and how success measured — especially in fast-changing environments.

Read the article:

<https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/a-new-operating-model-for-a-new-world>

2. Spotlight on cyber security risks from AI

With the increased importance of data as value driver, combined with the pressure to stay compliant with a breadth of regulations, as well as pressure to continuously perform on sales, cyber security has taken the step up to becoming a strategic enabler for increased market credibility. Stepping back a second, a key question from a risk perspective: With the importance of building market credibility through IT security, is the needed credibility undermined by, or improved by, implementation of AI?

Maroubra Consulting works with GRC platform leader Vanta to automate compliance and embed AI-informed risk management into workflows, helping our clients scale securely and stay ahead of threats. Vanta’s latest report outlines nine critical AI risks, including shadow AI, model drift, and data poisoning, and offers practical mitigation strategies. The report emphasizes the need for proactive governance and continuous monitoring to maintain trust and resilience.

Read the report:

<https://www.vanta.com/resources/ai-risks>



3. Make relevance the centerpiece of your AI adoption program:

AI adoption at individual and team levels must be driven by perceived relevance. As Maroubra Consulting has experienced in our AI adoption program: With identified relevance comes motivation to adopt, which again drives value for the individual, the team and the organisation. To succeed with AI across the organization, companies must ensure AI initiatives solve genuine problems and empower people broadly to match AI tools with relevant problem solving and task resolution — not only aim to automate tasks.

Closing thoughts:

Operational excellence in 2025 has moved beyond process — it's about aligning purpose and relevancy, protecting value creation, and improving performance through designing for agility in the operating model. The balance between introducing AI and maintaining robust cyber security should be evaluated as key in company operations. Finally, AI needs to be perceived as relevant from the employee, team and organizational point of view in order to succeed with adoption and to gain momentum as strategic value driver.

Feel free to share your point of view on the topics!

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