



# Clare Kitching

Transform your AI & data ambition into action | xQuantumBlack, xMcKinsey | Global top 100 Innovators in Data & Analytics | AI & data strategy, governance and capability building

43k followers • [View Profile](#)

7

POSTS / WEEK

9 AM, UTC

MAIN POSTING TIME

510

AVG REACTIONS  
220 comments

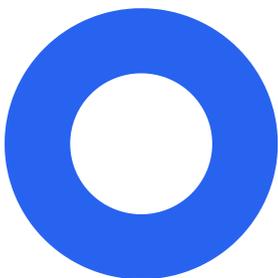
100%

CALL-TO-ACTION  
FREQUENCY

## #1 SUCCESS FACTOR

She repeatedly turns messy, high-stakes AI/data topics into simple, shareable lessons that feel true in real workplaces (not theory), then packages them as one-slide visuals people can pass around internally. Her profile makes the same "ambition to action" promise and backs it with strong proof, so the daily posts build trust fast and the low-friction follow/repost/newsletter asks convert that trust without sounding salesy.

## FORMAT BREAKDOWN



■ Image 100% 510 avg reactions

## 7 Tactics You Can Steal

01 [Start with a sharp "want this, avoid that" opening](#)

- 02 Teach hard ideas with one simple split and two short lists

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- 03 Use “what people think” vs “what it really is” bullets

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- 04 Turn fast-moving topics into a “save this” pack

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- 05 Describe the “planned vs real life” story people lived through

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- 06 End with a question anyone can answer in one line

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- 07 Repeat a winning framework, but change the wrapper each time

# 7 Tactics You Can Steal

## 1 Start with a sharp “want this, avoid that” opening

She often opens with two short lines that contrast what people want with what they avoid, which makes people stop scrolling because it feels like a truthful call-out. This shows up in her biggest performers, including the top post at 8.85x and another at 3.69x relative engagement. To copy it: write two plain sentences that show the trade-off, then spend the rest of the post proving it with real examples and a simple checklist.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

## 2 Teach hard ideas with one simple split and two short lists

Several of her strongest posts explain a messy topic by splitting it into two buckets, then listing what sits in each bucket. This works because readers can repeat it in meetings and share it internally without editing, and it consistently lands in the ~2.2–3.16x relative engagement range in her best posts. To copy it: pick a clean A-vs-B split, write 5–7 bullets for each side, and make the last line the practical takeaway (“do A first, then add B”).

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

## 3 Use “what people think” vs “what it really is” bullets

She takes topics people dislike (like governance) and rewrites them as something people want (trust, speed, confident decisions) using a simple myth-vs-reality list. This pattern appears in multiple top posts (around 2.24–3.19x relative engagement) because it lowers defensiveness: you feel understood before you’re corrected. To copy it: write 3–5 “people think...” bullets, then 3–5 “it’s really...” bullets, and keep every bullet concrete (things a person has actually seen at work).

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

## 4 Turn fast-moving topics into a “save this” pack

When the topic is moving too fast to keep up with, she doesn’t “comment on the news” — she ships a ready-to-use pack (reading path, course menu, or roadmap inputs). These curation posts are among her best (for example ~2.55–3.66x relative engagement) and the broader pattern averages ~2.71x across the best reading-path/course-list posts. To copy it: pick a clear time window (“last 6 months”), group items into stages (start here → next → advanced), and add a one-line note for why each item matters.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

**5**

### **Describe the “planned vs real life” story people lived through**

One of her strongest change/delivery posts works because it matches what projects feel like: the plan looks clean, then reality shows up (late approvals, messy data, edge cases, the business not ready). That “we’ve all seen this” feeling helps it reach ~2.84x relative engagement, and it aligns with her broader result that practical delivery reality posts beat abstract reflections (1.54x vs 0.45x). To copy it: write the expected plan in 1–2 lines, list 5–7 real twists you’ve seen, then give 3 small fixes and ask people to share their own twist.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**6**

### **End with a question anyone can answer in one line**

Almost all of her posts include a simple question (93 out of 100), and it’s usually easy to answer without being an expert. This works because it turns the post into a conversation starter, not a lecture, which lifts comments and reach. To copy it: ask for a single choice, a quick opinion, or “what’s most overlooked?” and make sure a reader can answer in under 10 seconds.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**7**

### **Repeat a winning framework, but change the wrapper each time**

She reuses frameworks that travel well inside companies, but the numbers show you can’t just copy-paste forever. One repeated governance framework appears 4 times averaging ~2.31x relative engagement, but drops from about 3.16x to about 1.58x across iterations (roughly a 50% decline). To copy it: keep the same core idea, but change the hook, the examples, and the closing question, and wait long enough that it feels fresh to new followers.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

# Profile Breakdown

## HEADLINE FORMULA

Transform your AI & data ambition into action | xQuantumBlack, xMcKinsey | Global top 100 Innovators in Data & Analytics | AI & data strategy, governance and capability building

Outcome-first promise ("Transform your AI & data ambition into action") | elite credibility stack (ex-QuantumBlack, ex-McKinsey) | third-party social proof (Global top 100 Innovators) | tight keyword menu (strategy, governance, capability building). It works because it leads with the buyer's end state, then quickly reduces risk with proof, while the keywords help search + clarify exactly what she does.

## BANNER STRATEGY

CAMBIQ

**Turn AI & data ambition into action.**

Follow for insights on AI, data and making it matter.



Clean, minimal banner that repeats the same core promise as the headline ("turn AI & data ambition into action"), adds a clear "follow for practical insights" cue, and anchors credibility with recognizable logos. It works because the message is instantly scannable and consistent with the headline, so the viewer remembers one idea and trusts it faster.

# Content Strategy

| PILLAR   | %   | WHAT CRUSHES  | EXAMPLES  |
|--|-----|---|---|
| Adoption, delivery reality, and making AI stick                      | 31% | Practical delivery “reality check” posts outperform abstract reflections: delivery-reality content averages ~1.54x relative engagement (4 posts), while metaphor/general productivity/strategy-reflection content averages ~0.45x (5 posts). The strongest posts name the predictable friction points (scope fuzz, late security/compliance, edge cases, business not ready) and then give small fixes (buffers, clear in/out of scope, stakeholder cadence).   | <a href="#">Post 1</a> <a href="#">Post 2</a><br><a href="#">Post 3</a> |
| Governance, risk, and accountability (made executive-friendly)       | 21% | Governance performs best when framed as trust, speed, and decision confidence (not rules): the highest-performing governance cluster averages ~2.61x (5 posts) versus the overall governance pillar average of ~1.46x. Posts that read like broad “concept lists” (boards/sovereignty/cyber lists) are weaker at ~0.82x (4 posts). The winning pattern is short reframes plus practical mechanisms (monitoring after launch, human intervention, simple checks, clear ownership).   | <a href="#">Post 1</a> <a href="#">Post 2</a><br><a href="#">Post 3</a> |
| AI + data mental models that leaders can use (including foundations) | 34% | Deep, system-level explainers outperform simple definition posts: within AI concepts, deeper mental models average ~2.07x (3 posts) while basic “what is X” term lists average ~0.96x (3 posts). On the data side, “foundation-first” framing is a standout: 4 foundations posts average ~3.44x, driven by a breakout ‘AI needs boring plumbing’ message. This pillar wins when it gives leaders language for decisions (“what are we really building?”) and makes the unglamorous prerequisites feel obvious and urgent. | <a href="#">Post 1</a> <a href="#">Post 2</a><br><a href="#">Post 3</a> |
| Save-worthy resources and learning paths                             | 14% | Big, structured curation posts are “blockbusters”: reading paths/course lists average ~2.71x (3 posts), while small micro-tips/meta-learning posts average ~0.47x (4 posts). The winners are skimmable and organized (tiers, stages, or a sequence), and they tell people exactly how to  | <a href="#">Post 1</a> <a href="#">Post 2</a><br><a href="#">Post 3</a> |

PILLAR

%

WHAT CRUSHES

EXAMPLES

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use the list (planning cycle, roadmap, what to read first).

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# Conversion Strategy

## Their Offer(s)

Cambiq's paid advisory and delivery support for organisations: AI & data strategy, responsible governance, and capability/adoption building (including executive education and embedded/interim leadership).

Free newsletter: "Return on Intelligence" (fortnightly)

Downloadable reference assets (e.g., hi-res PDFs / glossaries linked in posts)

## How They Promote in Posts

She puts the teaching first, then uses a low-friction CTA stack at the end (typically repost + follow, and sometimes a newsletter link). By a broad definition (any question/follow/repost/link), 100% of posts include at least one CTA; by a stricter "explicit end-of-post CTA" definition, it appears in 98% (the difference is a definition mismatch, not a strategy change). Newsletter/lead-magnet CTAs show up in 46% of posts, but posts with a self-promotional CTA average ~660 likes versus ~730 likes for non-promotional posts, so she keeps the ask light and earns attention with the content itself.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile does the "selling" so the posts don't have to: the headline and banner repeat the same ambition-to-action promise with heavy credibility markers, the About section reads like a buyer-friendly services menu with a direct contact email, and the Featured section is a single, clear next step (newsletter subscription) that matches the most common in-post conversion ask.

[View Profile →](#)

# Top 10 Posts

1



## Everyone wants AI magic.

She argues that many organisations overpromise on AI while underinvesting in basic data foundations. She lists common failure modes like conflicting metrics, unclear ownership, and governance treated as optional, then closes with a practical checklist for rebuilding trust in data.

♡ 5792    💬 528    ↻ 600

2



## Everyone wants the AI lift.

She uses a simple metaphor to explain why AI pilots don't turn into lasting capability. The message is that AI makes existing data and workflows louder—so broken foundations and messy processes get amplified unless teams fix them first.

♡ 2269    💬 449    ↻ 168

3



## Agentic AI is moving faster than most teams can learn it.

She shares a curated reading path of recent reports to help teams plan an agentic AI roadmap. The list is sequenced from basics to enterprise design and includes short notes on why each resource matters for leaders.

♡ 2372    💬 194    ↻ 295

4



## Behind every confident decision

She reframes data governance as the invisible engine behind fast, confident decisions. Using a “what people think vs what it does” structure, she links governance to shared definitions, trust, access, and protecting sensitive information.

♡ 1932    💬 278    ↻ 283

5

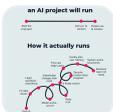


## The fastest way to understand AI governance?

She explains AI governance with a simple split: data governance protects inputs, while AI governance protects outcomes and decisions. She lists what sits under each side and notes that ownership usually spans multiple functions, not one team.

♡ 1813    💬 404    ↻ 255

6



## Every project starts with hope.

She lays out why AI/data timelines often disappoint: planning fallacy, fuzzy scope, unknowns, and late-arriving security/ethics issues. She describes the common “planned vs reality” arc and offers practical ways to plan and communicate more honestly.

♡ 1554    💬 503    ↻ 164

7



### Microsoft just opened the door to AI mastery.

She shares a tiered list of free Microsoft AI courses (with certificates), organized by learning stage from foundations to building. The post is designed to be saved, with clear sections so readers can pick the right starting point.

♡ 1446    💬 275    ↻ 271

8



### The fastest way to understand AI governance?

She repeats the same core explainer that AI governance is about decision outcomes, not just data inputs. It includes the two lists of responsibilities and highlights that governance ownership is usually shared across functions.

♡ 1346    💬 239    ↻ 196

9



### Think your data governance covers AI risks?

She challenges the assumption that strong data governance automatically covers AI risks. The post explains what's different with AI (outcomes, behaviour, real-world impact) and gives a practical checklist for what AI governance should include.

♡ 1252    💬 328    ↻ 175

10



### The fastest way to understand AI governance?

She teaches the inputs-vs-outcomes model again, emphasizing that leaders should govern decisions and impacts, not only data quality and access. She reinforces that the best approach is layering AI governance on top of strong data governance foundations.

♡ 1249    💬 261    ↻ 208