

DR RAM RAGHAVAN

TURNING BEHAVIOUR, DATA & AI INTO MEASURABLE PERFORMANCE

I help leaders diagnose what is really holding back performance, design practical change, use AI and automation safely to get better results without burning out their teams or wasting money on the wrong tools.



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WHAT I ACTUALLY DO...

I work at the intersection of strategy, customers, employees and technology to answer these questions:

Performance & Productivity Diagnostics

- Pinpoint whether the real constraint is strategy, customers, sales or operations.
- Use structured questions and behavioural frameworks – not opinions or politics.
- Turn scattered data into a single view of what works, what is broken, and what to stop.

AI & Automation Readiness

- Identify where AI can truly create leverage versus where process or culture must change first.
- Avoid “random AI projects” that never scale or stick.
- Build a practical roadmap: what to automate, what to augment, and what stays human.

Change Programmes that connect Strategy, Customers & Employees

- Design change programmes that link vision, frontline reality and measurable outcomes.
- Informed by work with Boots, O2, Hilton UK and NHS patient-experience teams.
- Focused on daily habits and decisions – not just decks and workshops

Professionalising Sales & Commercial Teams

- Move from ad-hoc, personality-driven selling to professional, ethical and accredited practice.
- Developed with a leading professional body in sales, helping teams sell with confidence and integrity.

Content Smart Hub – Execution Engine

- A multi-format AI platform that turns strategy into consistent, on-brand content.
- Built for leaders and teams drowning in drafts and ideas but short on execution time.

WHAT YOU WALK AWAY WITH...

- Clarity on what is really blocking performance
- Prioritised actions for the next 90 days
- A view on where AI and automation make sense – and where they don't
- Simple tools and habits your team can continue to use without external dependency

WHO GETS THE MOST VALUE...

- **A founder or senior leader of a growing SME:** Hitting a growth ceiling; lots of activity, but performance feels flat. You want clarity on what to fix and how to use AI without betting the business on hype.
- **A marketing, people or performance leader:** Responsible for revenue, customer or employee outcomes; you need **diagnostics, content & tools** that go beyond generic training.
- **An agency or advisory firm:** Supporting clients on growth, transformation or go-to-market; you want deeper diagnostics and an AI-enabled content engine you can embed into your offer.
- **A UK-India growth player:** Exploring cross-border opportunities and needing a **data-driven, low-risk way** to test, enter and scale in a new market.

WHAT CLIENTS SAY...



Graham Hutchings

CEO at PBS – Serious Games to Align People, Planet and Profit

Ram balances EQ with IQ as well as anyone I've worked with, and his perspectives are grounded in extensive academic research and decades of corporate experience.



Keith Willey

Agile Transformation Director, BT Security at BT

Ram was very consultative and flexible during our project and he focused on the outcomes I needed. We successfully achieved those outcomes and I fully recommend Ram as a reliable and focused professional with excellent subject matter expertise.

CREDENTIALS IN BRIEF...

- **35+ years'** experience across healthcare, retail, telco, hospitality and professional services.
- **MBA, PhD** in human capital and decision-making; **Founding Fellow of the Institute of Sales Professionals (F.F.ISP)**
- **Author 3 books**, Co-authored a **patient experience framework** that helped shape practice in the **NHS**
- Led or supported programmes with **Boots, Volvo, O2, Hilton UK** and other blue-chip and SME organisations
- Founder of **Content Smart Hub**, a multi-agent, multi-format AI platform for content creation and automation