

Making good people even better

How Gary Brooks is transforming GB Business Intelligence with Nexus Growth Academy

“The biggest lesson for me has been that AI isn't there to replace people — it's there to make good people even better.”

Where I started

I'm Gary Brooks, founder of GB Business Intelligence, which I'm building from within SOFTRi Insight Practice. My aim is simple: to give businesses the insight, intelligence and honest observations that genuinely help them make better decisions. When David recommended I join Nexus Growth Academy, I honestly didn't realise how much it would change the way I work — and think. Looking back, it's probably one of the best investments I've ever undertaken.

Practical from day one

I've worked my way through the modules on prompting, AI agents, bots, executive summaries, tasking and automation — and every week I seem to discover another way AI can genuinely improve what I do. What I've enjoyed most is that the learning isn't just theory. It's practical, and it's something I can apply to my own business immediately.

Hours back — and better work

Using AI agents, structured prompts and task-based workflows has transformed how I approach my work. Reports that once took me several hours can now be produced in a fraction of the time — while still letting me add my own experience, judgement and observations. That means my clients receive better-quality information more quickly, and I get to spend more time on what really matters: helping them improve their business, rather than producing the report itself.

From reviews to continuous intelligence

It's also opened my eyes to how AI can create a real competitive advantage. Rather than simply reviewing a business, I'm now thinking about continuous intelligence, competitor monitoring, executive dashboards, online customer journeys, automated summaries and ongoing strategic insight. Those ideas have all grown out of what I've been learning through Nexus.

It doesn't overcomplicate AI

One thing I've particularly appreciated is that the Academy doesn't try to overcomplicate AI. It takes something that initially felt overwhelming and makes it understandable, practical and enjoyable. Every module builds confidence, and every lesson seems to spark another business idea. You can tell

it's been created by someone who genuinely wants people to succeed, rather than simply sell another online course.

Where it's taking me

Personally, it's given me the confidence that AI is going to be a major part of my future business — and I genuinely believe the knowledge I'm gaining today will give me an advantage over competitors who choose not to embrace these tools. I've still got plenty to learn, but I'm excited about where this journey is taking me. I'm already seeing the benefits in my work, and I can honestly say it's changing both the way I work and the value I can offer my clients.

Gary Brooks

Founder, GB Business Intelligence · SOFTRi Insight Practice

Published with Gary Brooks' permission. Nexus Growth Academy — AI training and a personal AI agent for every member.