

# Making Vibe Coding A Core Skill

Enterprise AI Transformation When Not Everyone's A Software Engineer



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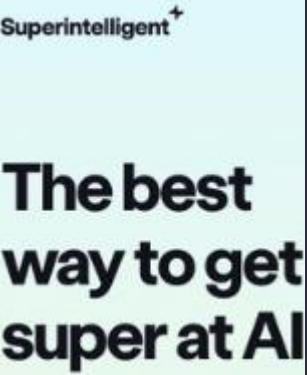
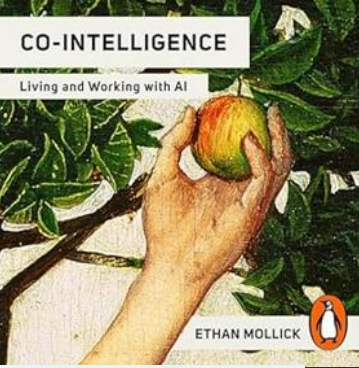
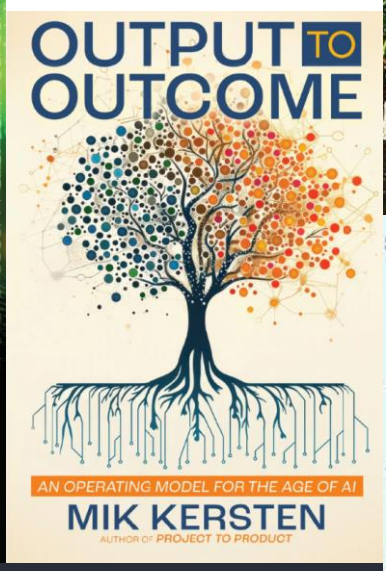
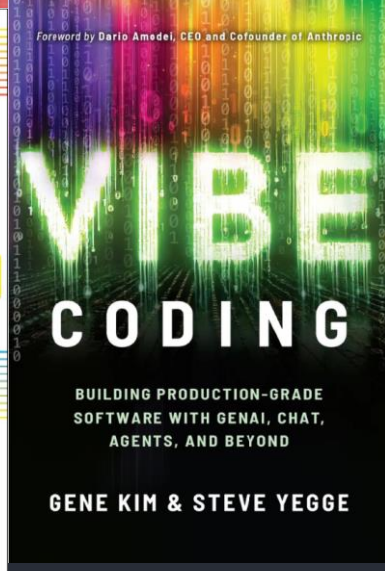
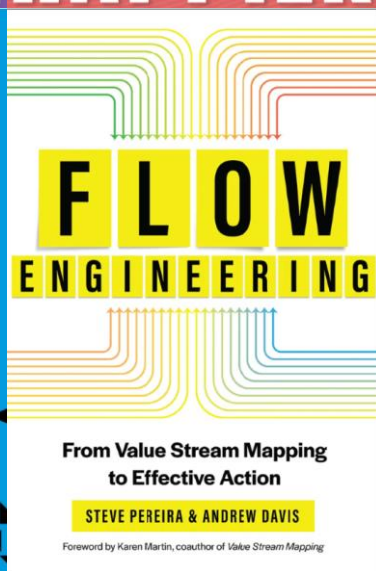
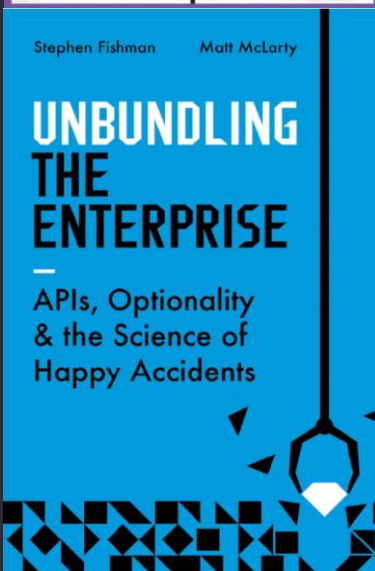
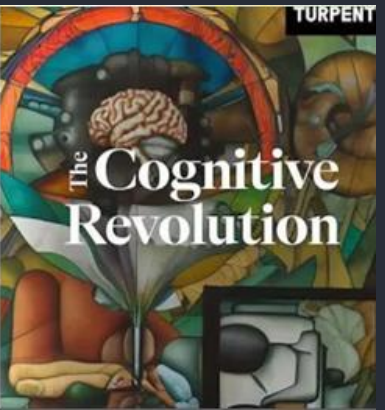
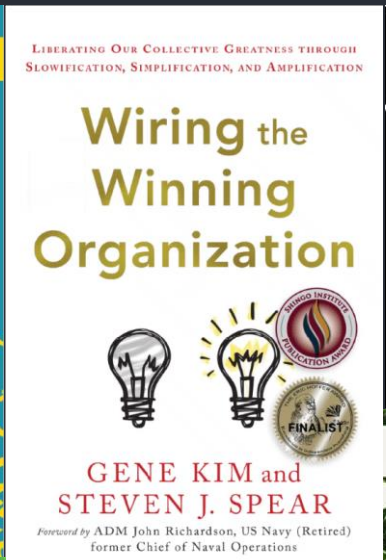
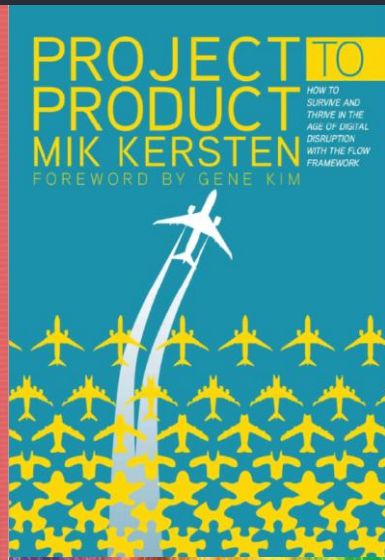
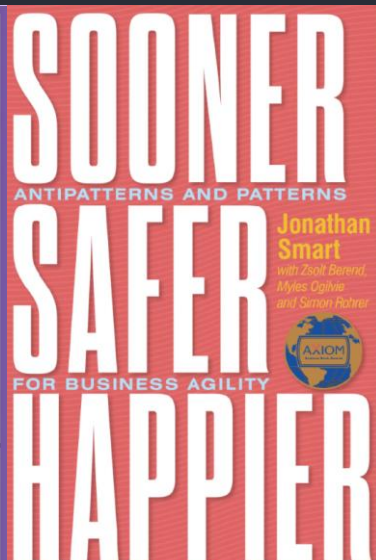
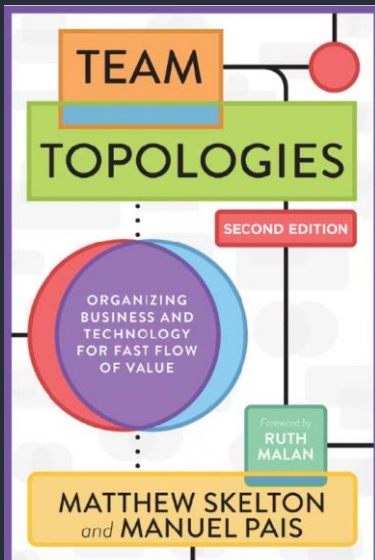
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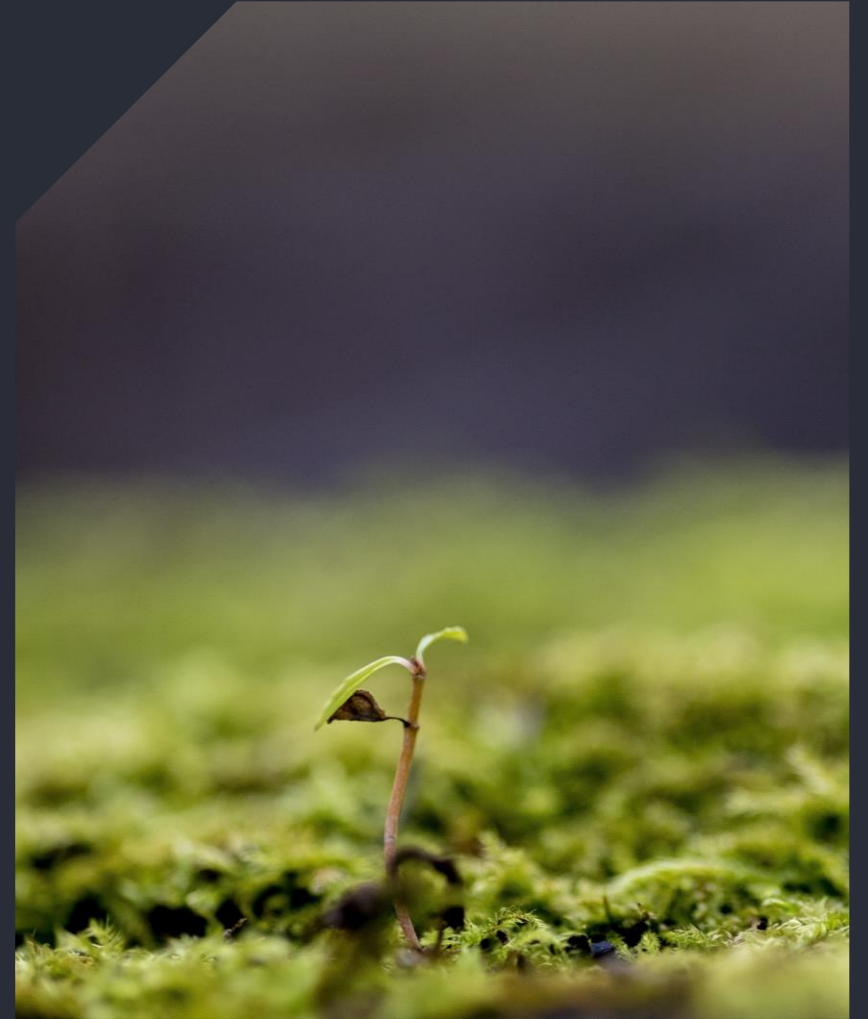
# Organisation Transformation Resources

SO MUCH VALUE FROM THIS COMMUNITY

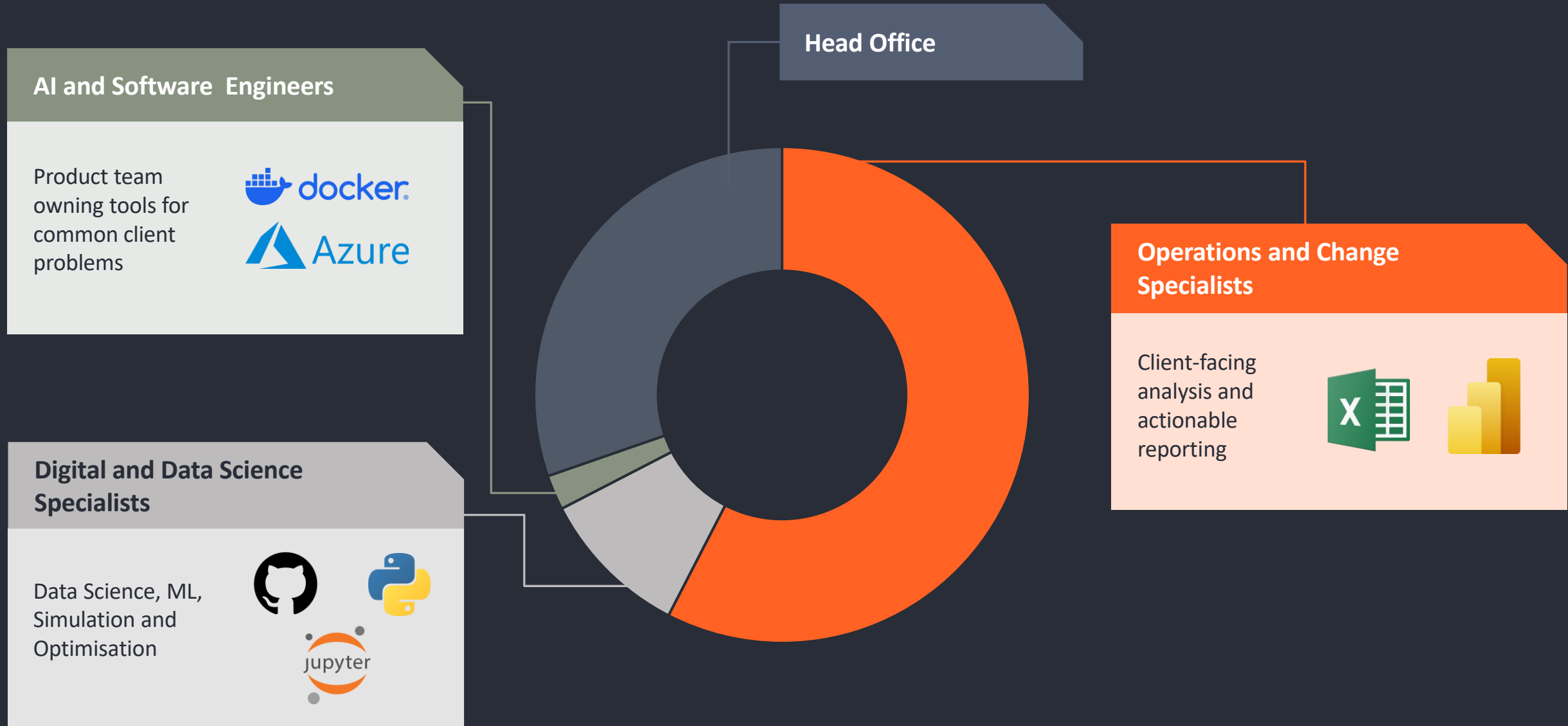


# 11ElevenLabs

# Fertile ground for innovation?



# Most of us weren't coding before

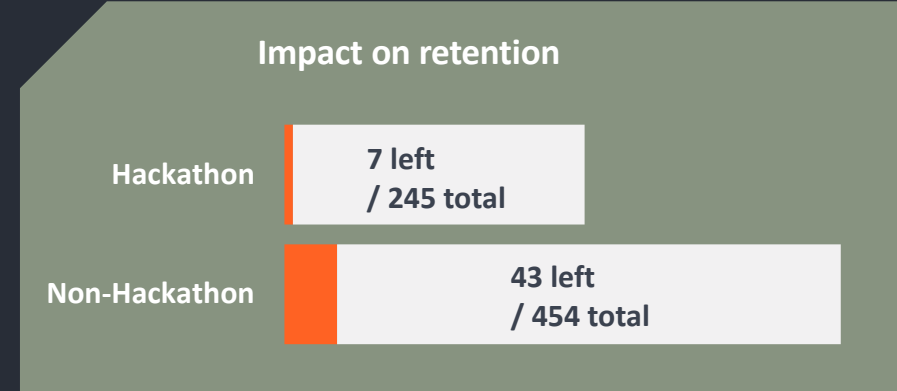


# Hackathon 1.0 – a success



I felt able to genuinely contribute to my team, who were all a lot more experienced technically than me

Genuinely without a doubt my favourite day I have had in my career at Newton to date



It made me feel really connected to the broader digital community being here today

I loved the exponential progress that happens as you learn throughout the day



“Now we can deliver programmes more cost-effectively...”

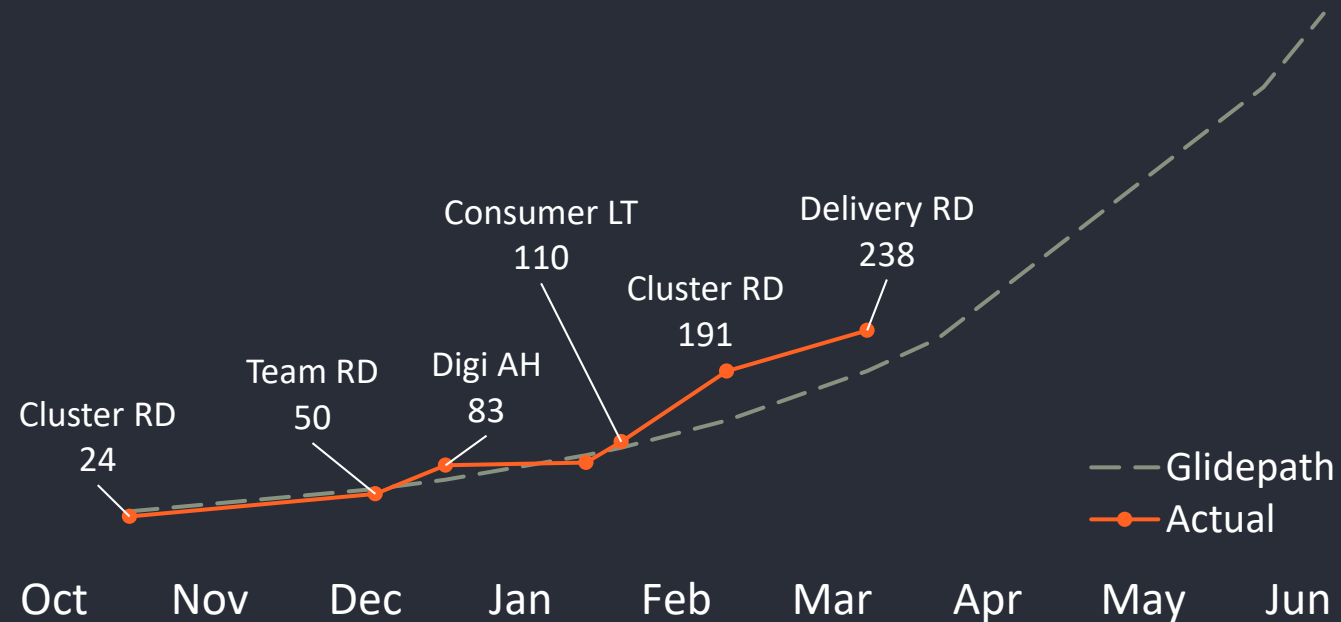


“...now we can **solve even knottier problems** alongside our clients **that we couldn't have tackled before**”

# The Ambition

Get every employee\* – from CEO to new undergraduate joiner – through a hackathon by end of June 2026.

**Let's make vibe coding a core Newton skill.**



\*We actually set the target to about 90% to be realistic! :)

# What we learned engaging a wider audience

WHAT WORKED AND WHAT DIDN'T

## Make it **Easy**

Intelligent people under pressure rightly choose a **path of least resistance** – balancing efficacy, time-to-value, and reliability.

## Give people **Permission**

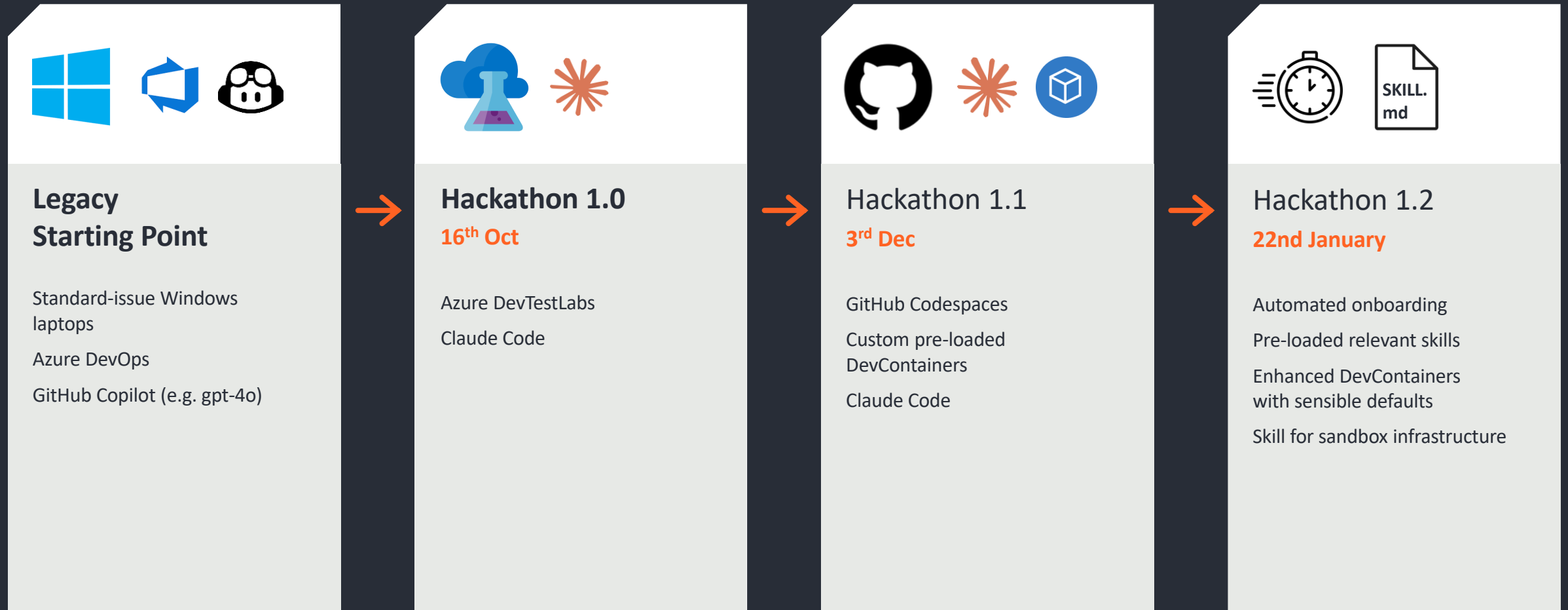
Don't mandate results – **reward engagement and disruption instead**. If you've got the right team, the results will come.

## Generate **FOMO**

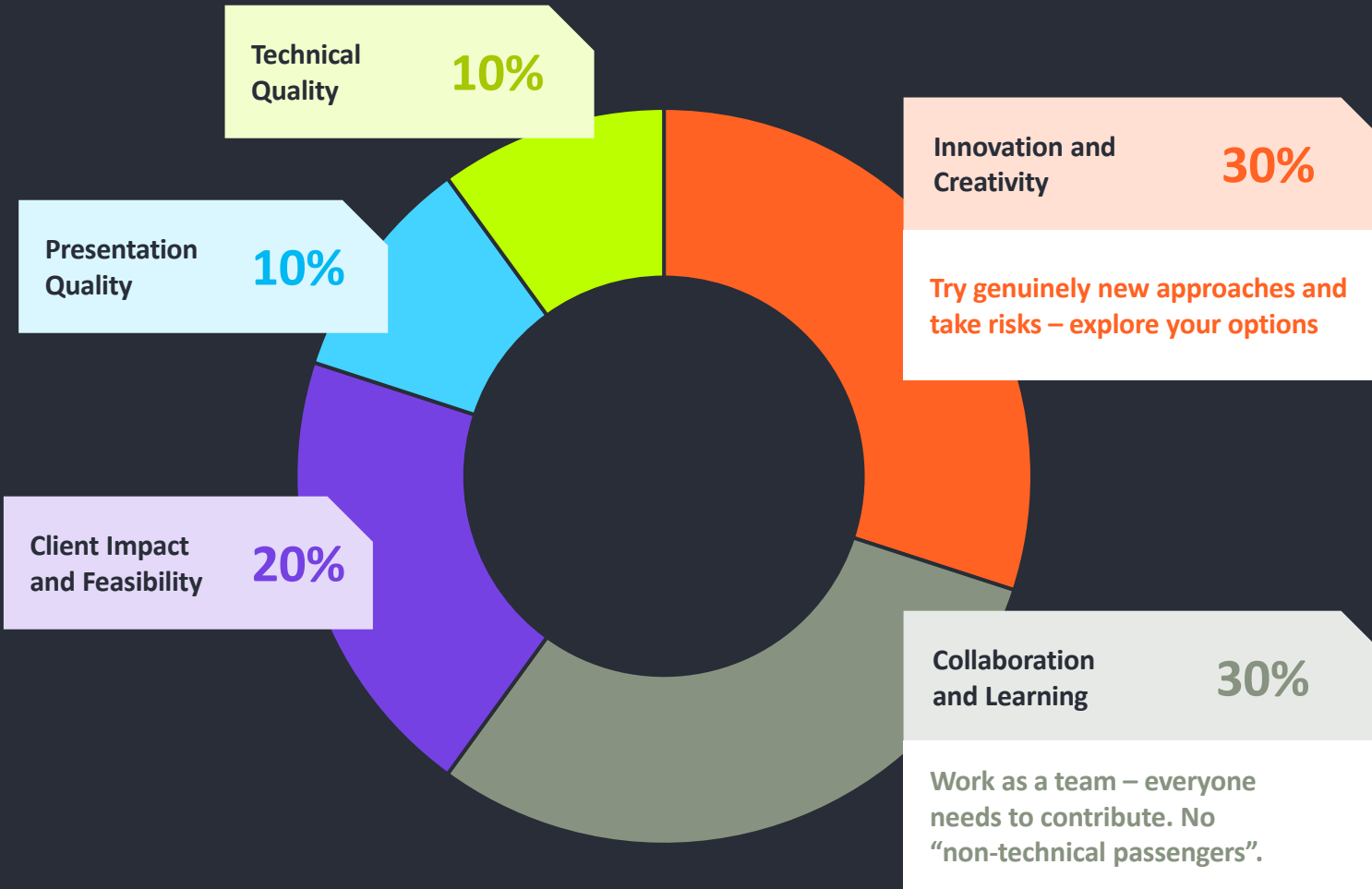
Nobody wants to be stuck in Excel whilst their colleagues are **building and sharing truly disruptive tooling**.

## Tooling must be **Frontier**

Exclusively use frontier tooling – **avoid committing to long deals** when the frontier moves so fast.



# Giving Permission – rewarding engagement, not best solution



**COGT Assistant**

Should Cost Model NO CONFIDEN

▼ Sauce

Ingredient

Milk

Cream

Butter

Parsley

▼ Chicken

**Cost Breakdown (Total: £5.27/kg)**

Category	Cost (£/kg)
Overheads	1.30
Ingredients	2.57 (48.9%)
Labour	0.65
Packaging	0.40
Margin	0.20
Transport	0.10
Waste	0.02

Ingredients Cost: £2.57/kg (48.9%)  
● Negotiable with supplier

Ask about products...

Press Enter to send, Shift+Enter for new line. Type @ to mention products. Click mic icon for voice

Commercial excellence /  
Procurement AI tooling

FY25/26 FY26/27 FY27/28 FY28/29 FY29/30 FY30/31 FY31/32 FY32/33 FY33/34 FY34/35

**TOTAL CTS** £  
Warehouse £ Transport £

**GROW-IN-PLACE CTS** £  
No restructuring - vs Sc.3.2 +£

**ANNUAL SAVING VS GROW-IN-PLACE** +£

**What changed in FY26/27?**

**COST DRIVERS VS FY25/26**

Volume growth	+£
Network changes	£
<b>Net CTS change</b>	<b>+£</b>

**OPTIMISED MOVES**

Depot 1 to Depot 2	24 stores	+£
Depot 2 to Depot 1	8 stores	+£
Depot 1 to Depot 3	8 stores	+£

**Depot Assignments — FY26/27**

- Depot 1
- Depot 2
- Depot 3
- Depot 4
- Depot 5

Strategic network planning  
decision support tool

# Differentiating engineering literacy



## Hackathon prototype

Works on my machine  
Single user (might be shareable)  
Demo-ready



Developer pairing



## Production tooling

Deployed on secure infrastructure  
Multi-user  
Client-facing + secure

# The Problem



Supply Chain Simulation for a major international retailer



Billions of products to flow to simulated customers

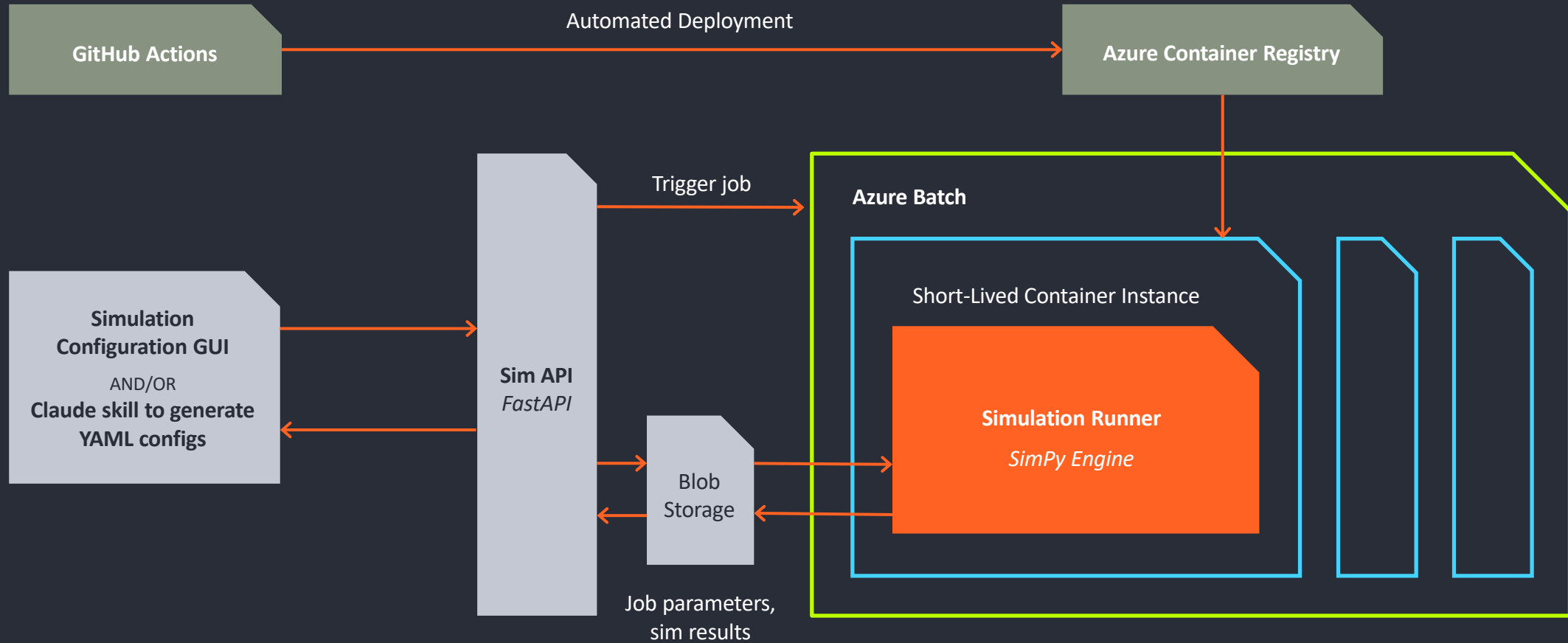


Hundreds of scenarios to test and evaluate



**Scalable  
infrastructure to  
deploy  
and analyse  
simulations**

# What we set out to build



# Putting it to use → business value

“The outputs of the models have proven invaluable in guiding key strategic initiatives and the speed at which different scenarios can be run and inputs fine-tuned to test and learn is a significant leap forward” – **Director of Merchandising (Leading Global Fashion Retailer)**

Newton<sup>3</sup>



## Scaling:

Enabled supply chain simulation to scale across our biggest retail client ever.



## Impact:

Derisk £100m's benefits by quantifying overlap between initiatives.



## Clarity:

Stress-test different strategic approaches and combine complex 'what-if' scenarios.



## Flexibility:

Simulation infrastructure worked with other high-performance simulations – the model worked well: fresh container image, fresh model config – same tooling.



## Self-Serve

Being able to self-serve with Claude in a sandbox Cloud environment meant we could test options very quickly.



## Security

Having Infrastructure team on-call throughout meant we could unblock permissions and resources quickly.



## Pairing

Work together – if it's new, keep the energy high and keep pushing through the blockers.

**You'll still spend most of your time waiting...**

# How far along this spectrum can non-engineers go?



# So what's next and what do we need help with?

