synk.ai

Rehearsing complexity

Adaptive simulations to strengthen workforce capability in homelessness and crisis accommodation services



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Practice does not happen in theory.

Acknowledgment of Country

synk.ai proudly acknowledges Aboriginal People as the First Peoples and Traditional Owners and Custodians of the land and waterways on which we rely. We pay our respects to ancestors of this Country, Elders, knowledge holders and leaders, past and present.

Recognition of lived and living experience

We acknowledge the people, families, practitioners and communities whose lived and living experience gives meaning to this work.

A practice problem first.

A technology company second.

Practitioners are asked to respond to emotion, risk and resistance as a conversation unfolds. Training provides the knowledge, but there are few opportunities to rehearse the words, pauses and changes of approach those moments demand.

synk.ai gives practitioners a place to practise difficult conversations, receive feedback and try again before engaging with service users.

AI is no longer being treated as a possibility.

Governments, financial markets and the largest technology companies are now acting as if it is inevitable.

US $2.59T

forecast worldwide AI spending in **2026**

US $650B

estimated **2026** AI infrastructure investment by Alphabet, Amazon, Meta and Microsoft

US $500B

Stargate AI infrastructure commitment

945 TWh

projected global data centre electricity consumption by **2030**

US $2.6T – $4.4T

estimated annual value from generative AI across analysed use cases

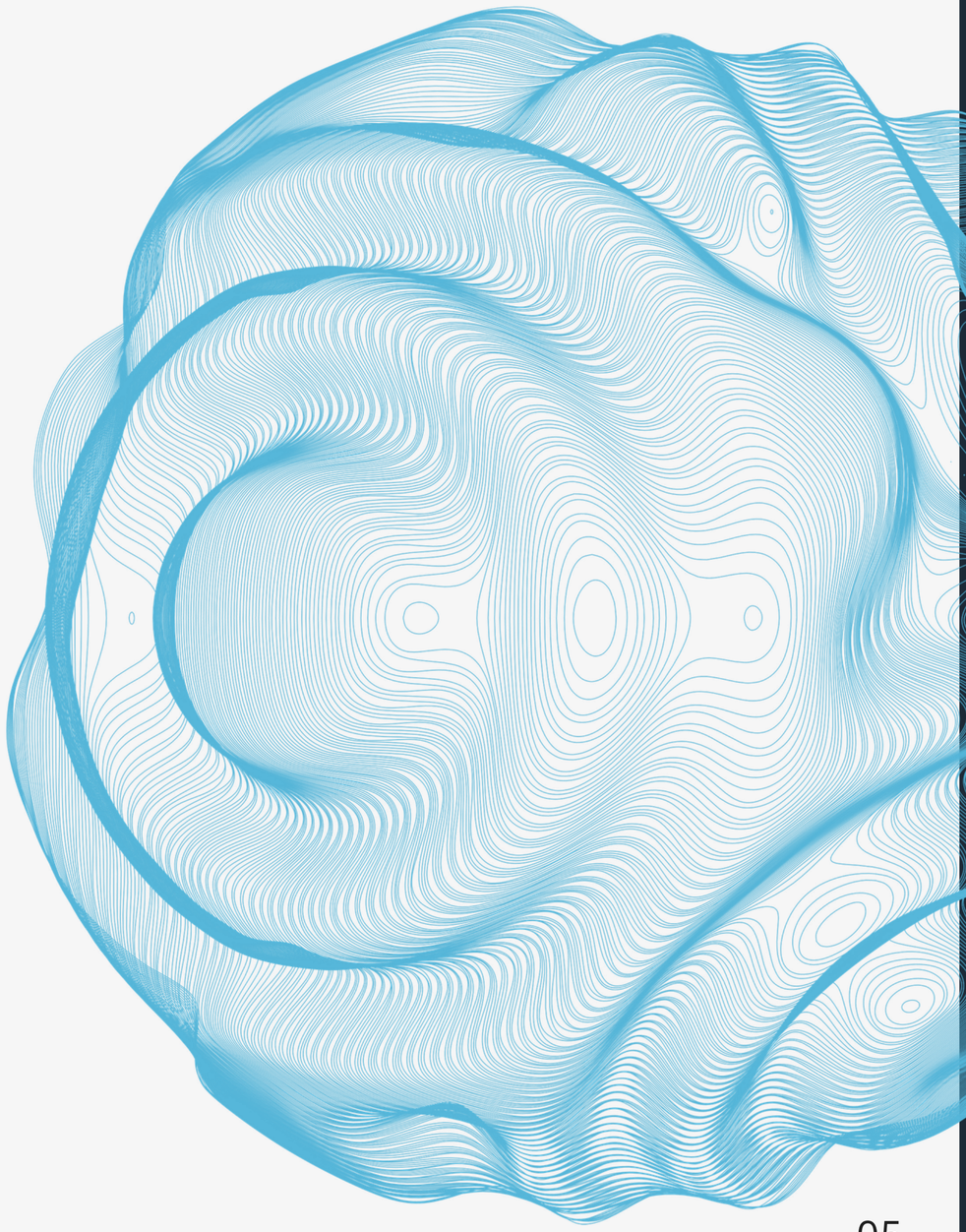
Source: Gartner; Reuters / Bridgewater; OpenAI / Stargate; IEA; McKinsey.

AI makes yesterday's competence cheap.

It packages the visible residue of human work: the scripts, records, drafts, patterns, examples and completed tasks.

→That does not make human skill disappear.

It shifts the value to the human layer that still has to frame the work, judge the output, carry responsibility and respond to the moment.



Source: Dan Shipper, CEO of Every, "After Automation"

Australia’s AI gap is not due to access.

It is the distance between adoption and application.



The tools are everywhere.
Applied capability is not.

The gap is in infrastructure, investment, startup density, governance, workforce confidence, and the ability to turn AI into useful work.

The advantage will sit with organisations that know the work well enough to apply AI with human judgement still in the loop.

Role-playing is no longer enough.

Training has not kept pace with the complexity of the work.

We ask people to manage emotion, risk, ambiguity, resistance and pressure, then give them too few chances to practice what those moments actually demand.

synk.ai adds the missing rehearsal layer: a way for people to practise difficult human moments again and again, with enough realism to matter and enough safety to try, fail, reflect and improve.

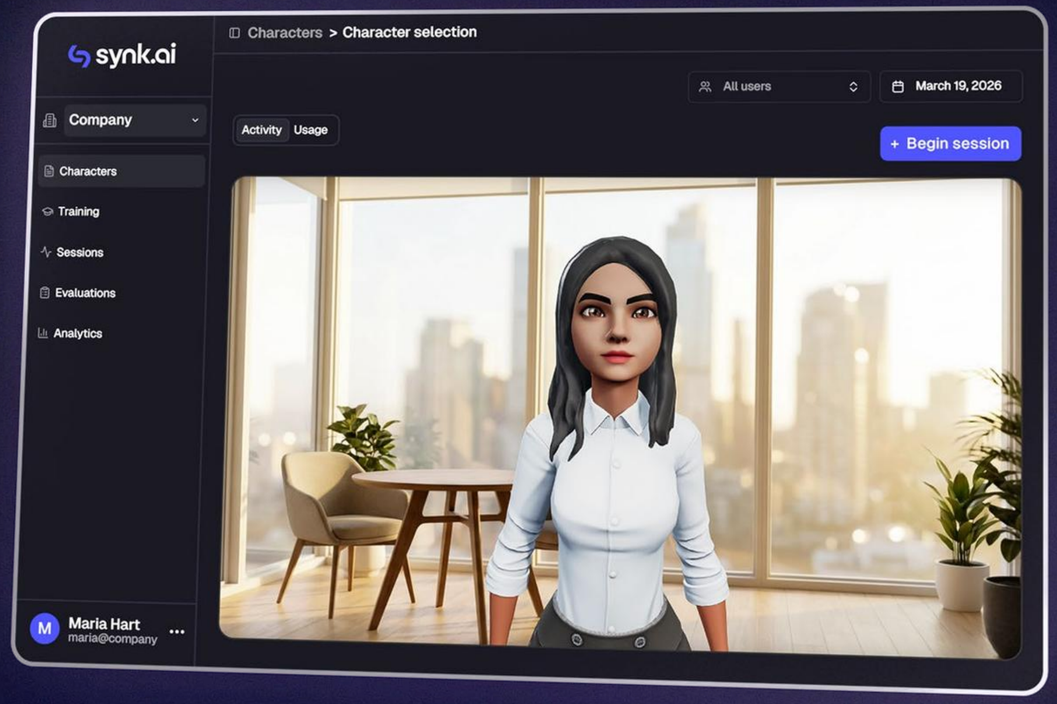


Synk.ai is the practice layer missing from workforce learning.

An adaptive simulation platform that lets people rehearse the conversations training usually only talks about.

Custom characters respond in real time, shift with the learner, and create a live practice environment around the work people actually do.

Built with early adopters in Australia, now beginning to extend into Southeast Asia and broader international contexts:



Because knowledge is nothing without application.

Anglicare Victoria

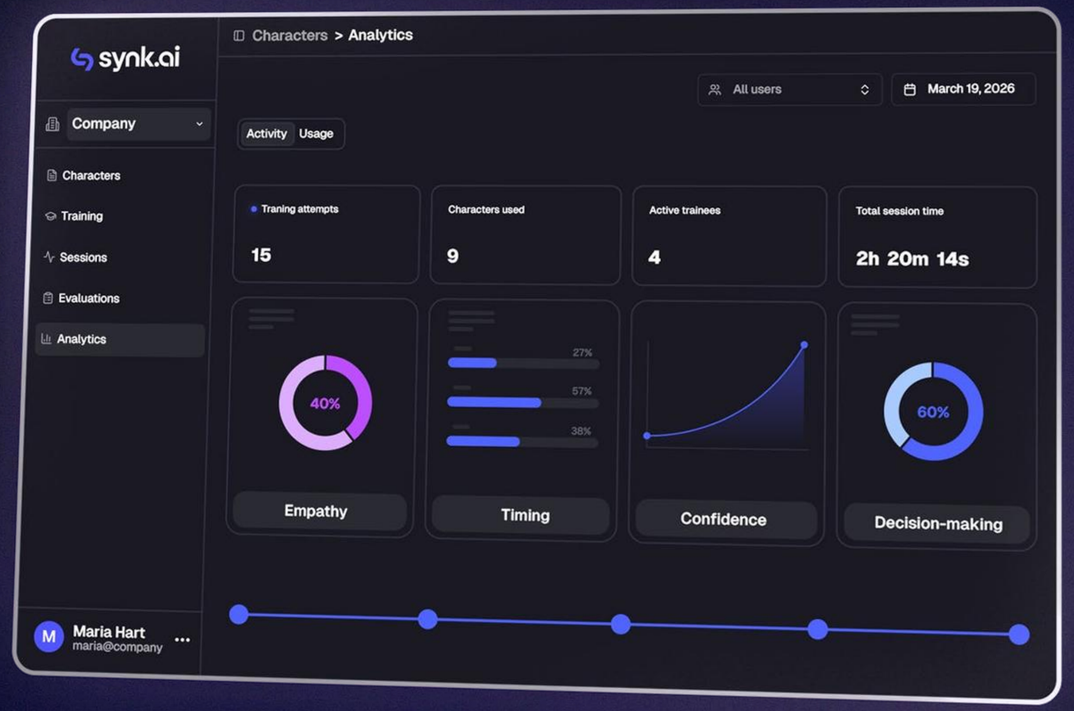
The Salvation Army

Centre for Excellence in Child and Family Welfare

Wellbeing Alpha

KIDS FIRST

Every session becomes feedback and visibility.



Synk.ai does not stop when the conversation ends.

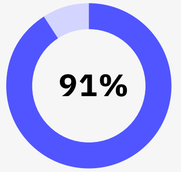
Each session generates tailored, strengths-based feedback for the learner, showing what they did well, where the interaction shifted, and what they can practise next.

Synk.ai creates visibility across use, engagement, repeat practice and emerging capability patterns.

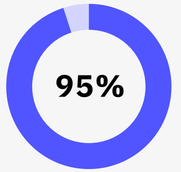
Early sector testing is showing the right signal.



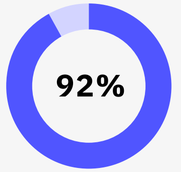
agreed Synk.ai added value alongside other forms of training



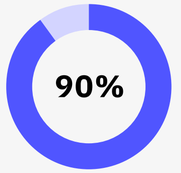
agreed it felt psychologically safe and appropriate for practice rehearsal



agreed it was easy to use and navigate



agreed it offered advantages over traditional role play or training



agreed the simulation felt realistic and credible

Practitioners described the mechanism, not the novelty.

- *“It felt like I was really in a room with a teenager.”*
- *“It challenged me to think on my feet, pivot, and respond in the moment.”*
- *“Role plays can feel artificial because people laugh or don’t take them seriously. This felt different.”*
- *“It made me slow down in my practice.”*
- *“Reading back what I was saying added another level of reflection and mindfulness.”*

The practice challenge

When someone needs a bed and none are available

People may arrive at a homelessness entry point exhausted, distressed or frustrated, needing somewhere to sleep that night. The practitioner must understand their circumstances and assess immediate risk while being honest about the support available.

Safety: Immediate risks and the safest feasible plan for the night need to be explored, even when accommodation is unavailable.
Engagement: Frustration, exhaustion and mistrust may make it difficult to begin an assessment or discuss alternatives.
Service limitations: The worker must communicate difficult information clearly while maintaining dignity and a pathway into support.

For homelessness practitioners, this means building enough rapport to assess needs, gain consent and explore realistic options while the person's most urgent need remains unresolved.

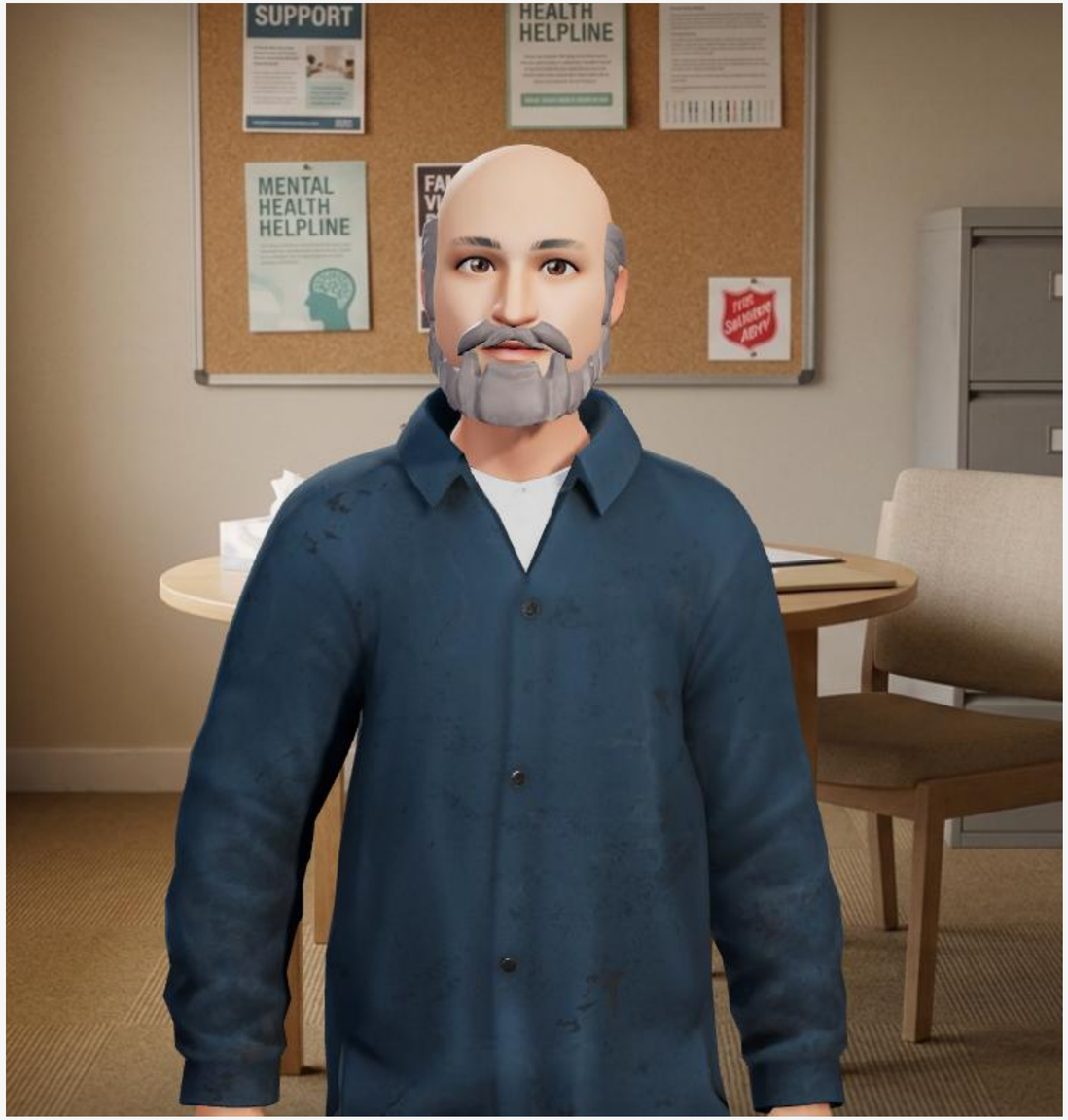
Meet Michael

Michael is the fictional 55-year-old at the centre of the simulation.

The first contact
After six weeks sleeping rough, he walks into a Victorian Salvation Army homelessness entry point for the first time, seeking a bed tonight. The service has no beds or HEF available.

How he presents
He is exhausted, frustrated and focused on getting a bed. The interaction is designed so that respectful, honest engagement can gradually build trust and create room for assessment.

The practice task
Build enough rapport to conduct an initial assessment, explore immediate risk and available supports, and work with Michael to identify somewhere safe to sleep tonight.



How Michael was co-designed with practitioners

The Salvation Army's brief established a first-contact scenario where the worker must respond to urgent need with limited options.

The Salvation Army defined the practice task. Its Character Design Brief established Michael's circumstances and a specific challenge: conducting an initial assessment when no beds or HEF are available, while working towards somewhere safe for him to sleep that night.

synk.ai built the interaction. The brief shaped his backstory and behavioural instructions. Relevant elements of The Salvation Army's Model of Care and Practice Guide informed the strengths-based feedback framework.

Senior practitioners and staff reviewed Michael's presentation, responses and feedback for authenticity and relevance to frontline practice. synk.ai used that input alongside internal testing with supportive, typical and confrontational approaches to refine and retest the simulation.

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Thank you

Visit our website or email us to book a demo.

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