

Copilot Your Day *Newsletter*

Partnership

The weekly LinkedIn newsletter for decision-makers shaping the Frontier Firm through Microsoft Copilot

6k+ subscribers · 100k+ Reads · 215k+ Views

last update: August 2026

Why Copilot Your Day.

Copilot Your Day translates AI complexity into leadership clarity.

The weekly LinkedIn Newsletter exists to help leaders navigate complexity, focus on what matters, and make informed decisions in an environment dominated by AI noise and rapid change.

The Challenge

GenAI and Microsoft Copilot in particular is moving faster than most organizations can absorb.

Decision-makers are confronted with:

- constant product announcements
- fragmented use cases
- tactical content without strategic context

What is missing: clear interpretation for leadership.

The Purpose

Copilot Your Day provides:

- curated insights
- context beyond product features
- clarity around impact on organization, governance, and productivity

The goal is not promotion but orientation in a fast-paced world.

The Audience

The newsletter reaches decision-makers and senior professionals in the DACH region, primarily from Enterprise and Upper Mid-Market organizations.

Typical readers:

- Managers, Directors, Founders, Executive Leaders & Executive Assistance
- responsible for AI adoption, workplace and change
- influencing or owning strategic technology decisions

They value relevance, credibility, and depth.

The Outcome

A high-quality environment where:

- readers stay engaged
- partners are perceived as credible contributors
- complex AI topics are discussed at the right strategic level

Introduction.

Copilot Your Day translates AI complexity into leadership clarity: for decision-makers shaping the Frontier Firm with Microsoft Copilot.

Copilot Your Day is **not** a news feed.

It is a curated perspective for leaders navigating the strategic approach of Microsoft Copilot and the transition toward become a Frontier Firm.

The newsletter is intentionally selective, focusing on what decision-makers need to understand, not on everything that happens.

Each edition connects product developments, organizational impact, governance considerations, and leadership implications — translated into clear, actionable context.

Copilot Your Day

Every Monday on LinkedIn

215k+ Views / Year

100k+ Article Reads / Year

6k+ Subscribers



About the Curator.

*Microsoft MVP · LinkedIn Top Voice · 16k+ Followers
1.5M+ views across AI and modern work content*

A trusted perspective behind Copilot Your Day

Copilot Your Day is curated by **Pascal Brunner-Nikolla**, Microsoft MVP and LinkedIn Top Voice, working closely with enterprise organizations on modern work, AI adoption, and leadership transformation.

The perspective behind the newsletter is shaped by hands-on experience, not commentary from the sidelines.

Why this perspective matters

The role of the curator is not to promote tools or vendors, but to:

- interpret developments in context
- connect product evolution with organizational impact
- highlight what matters now — and what does not

This results in a perspective that is practical, grounded, and relevant for leadership.

Editorial Integrity

Copilot Your Day follows a clear principle:

- independent in perspective
- vendor-aware, not vendor-driven
- focused on long-term leadership relevance

This ensures that readers — and partners — engage with content that is credible, consistent, and trustworthy.

Partnerships.

Designed for relevance, trust, and exclusivity.

Exclusive Sponsor – “Presented by”

One partner is featured as the exclusive sponsor of one Copilot Your Day edition.

Best Suited for

- Thought Leadership
- Brand Awareness
- Strategic Visibility

Placement

- Directly below the editorial introduction
- Clearly labeled and fully transparent
- Only partner in this episode

What partners get

- 100% share of voice within the edition
- High-visibility positioning without competition
- Association with a curated leadership format

Sponsored Insight – Native Segment

A clearly marked, co-curated insight integrated into the newsletter.

Best Suited for

- Use cases and learnings
- Strategic perspectives
- Expertise-driven storytelling

Placement

- Within the main content flow as highlighted partner
- Designed to inform, not promote

What partners get

- Deeper engagement through highlighted part in the article
- Credible positioning beyond classic advertising
- One clear call-to-action (link)

Partner Edition – Co-curated article

A full newsletter edition developed in close collaboration around a shared strategic topic.

Best Suited for

- Strategic thought leadership at executive level
- Complex topics requiring depth and context
- Long-term positioning around Microsoft Copilot and the Frontier Firm

Key Principles

- Editorial responsibility remains with Copilot Your Day (Pascal)
- No product pitches, no sales messaging
- Only partner edition per quarter

What partners get

- Maximum attention and depth
- Strong association with leadership relevance
- Long-form visibility in a trusted format

Packages.

Packages prioritize continuity and credibility, not frequency or volume. Below are examples, open to discuss.

Quarterly Partnership

Duration: 3 months · Issues: 3 editions

Best Suited for

- Establishing sustained thought leadership
- Introducing or reinforcing a strategic narrative
- Consistent visibility with decision-makers

Includes

- 1x Exclusive Sponsor – “Presented by”
- 2x Sponsored Insight – Native Segment
- Category exclusivity for the partnership period

What partners get

- Sustained visibility across multiple Copilot Your Day editions
- Exclusive presence without competing providers
- Credible positioning within a trusted decision-maker format
- Repeated exposure that builds recognition and recall
- Association with curated leadership-level content

Half-Year Partnership

Duration: 6 months · Issues: 6 editions

Best Suited for

- Long-term positioning at leadership level
- Complex topics requiring continuity and depth
- Brands aiming to shape executive perspective over time

Includes

- 2x Exclusive Sponsor – “Presented by”
- 3x Sponsored Insight – Native Segment
- 1x Partner Edition – Co-curated issue
- Category exclusivity for the full period
- Preferred placement and scheduling

What partners get

- Long-term, continuous presence
- Strong association with strategic narratives over time
- Deeper trust through repeated, high-quality exposure
- Category ownership within the Copilot Your Day context
- Visibility aligned with relevance, not frequency

Partnership Principles.

*Partnerships within Copilot Your Day are guided by a small set of clear principles.
They ensure a high-quality experience for readers while protecting partner value and exclusivity.*

⁰¹ Exclusivity by design

- Maximum one partner per issue
- No competing providers within the same category
- Category exclusivity applies for the full partnership period

This guarantees full share of voice and avoids dilution.

⁰² Editorial integrity

- All content remains editorially independent
- The curator is always in the lead and retains full discretion over what is published, or not published, in the interest of the readership
- Partners contribute perspective, not promotion

This preserves credibility and reader trust.

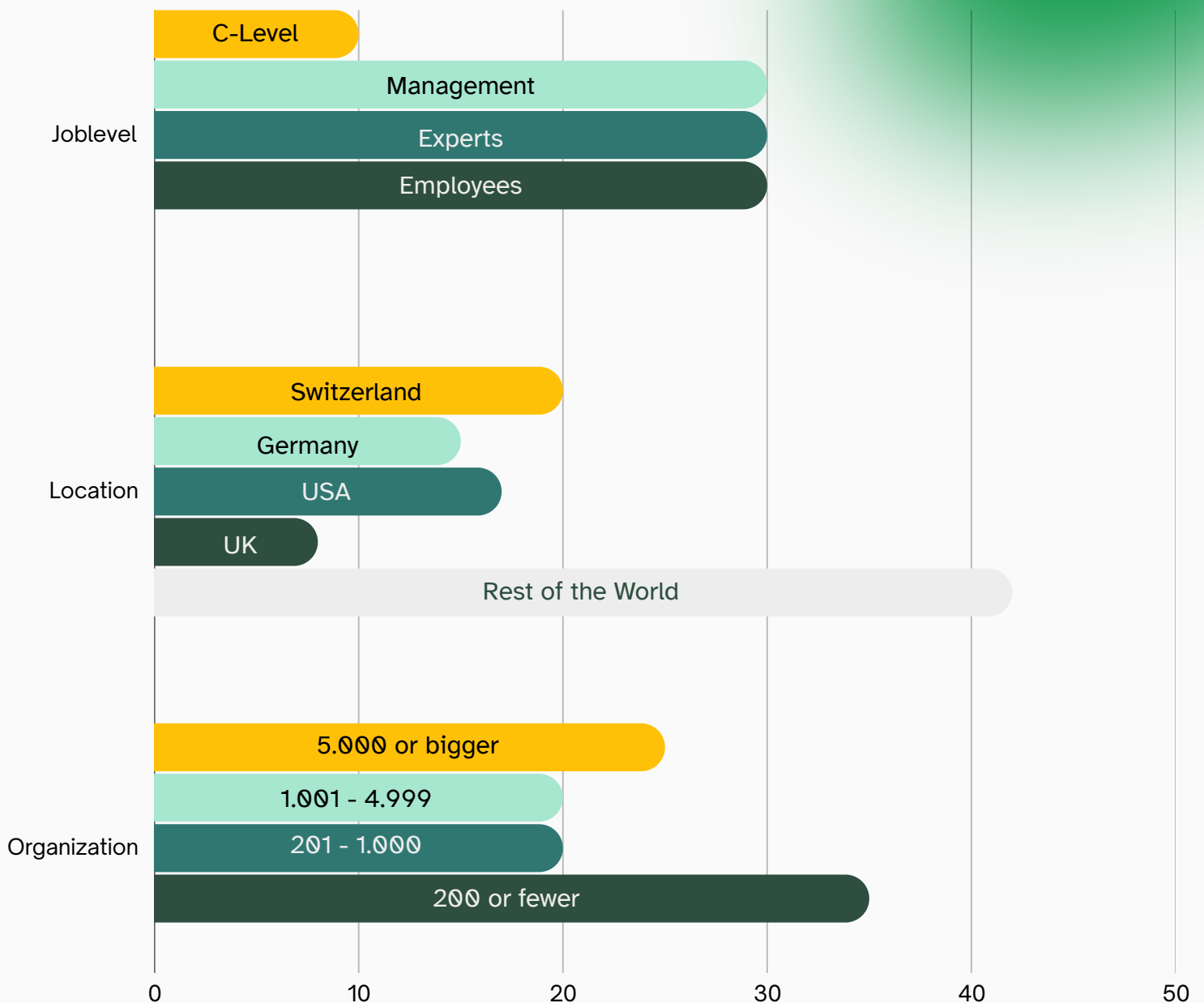
⁰³ Relevance over reach

- Partnerships are selected based on strategic fit, not volume
- Content must provide value to decision-makers
- Frequency is limited to protect attention and quality

This ensures sustained interest and long-term impact.

Audience.

A clear picture of the Audience is not 100% accurate through LinkedIn's limitation. This is an exploration of the audience.



Start Strong! Together.

Partnership opportunities are intentionally limited to protect quality and exclusivity. Availability is managed on a first-confirmed basis.



1. Initial conversation

A 20–30 minute discussion to align on:

- objectives and context
- relevant formats or packages
- timing and availability

2. Format and scope alignment

Based on the conversation, a recommended partnership setup is defined:

- format or package selection
- exclusivity scope
- editorial framing

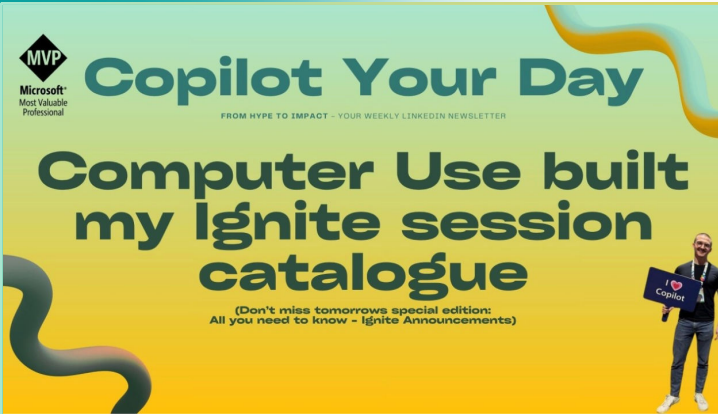
3. Confirmation and scheduling

Once aligned:

- dates and placements are confirmed
- collaboration scope is finalized
- partnership is scheduled

What partners can expect

- Clear structure and transparent communication
- Editorial guidance throughout the collaboration
- Predictable timelines and defined scope
- A partnership built on relevance, not volume



How Researcher Agent Built My Microsoft Ignite Schedule



Pascal Brunner-Nikolla

Microsoft MVP in M365 Copilot & Agents | Frontier Transformation Leader | Speaker | Helping Enterprises Turn AI into Measurable...

17. November 2025



What is the problem of a hallucinating agent? Correct, it can provide poor responses. [AD] However, in autonomous multi-agent scenarios a compromised agent can disrupt your entire systems. Just as you wouldn't leave employees to work without proper training, oversight, or outcome assessments, it's essential to work with a trusted AI Governance to manage:

1. Your data foundation for AI,
2. Creation of AI solutions and agents,
3. Evaluation of Agent lifecycle and quality.

AvePoint / AvePoint Germany helps you manage data regulations, and ensure secure, effective AI adoption with All this while providing ready-made AI solutions that add information

Body Scali

Body Scaling High Performance Program

Wie du als beruflicher High Performer, mit weniger Zeit, mehr körperliche Überdurchschnittlichkeit erreichst.
bodyscaling.de

If you Pay for it, you Pay Attention

Last but certainly not least, working with Lukas was a game changer for me. Why?

Kommentare

57 · 14 Kommentare · 1 Repost



Gefällt mir

Kommentieren

Teilen

Kommentar hinzufügen ...



Neueste



Jared Spataro · 1. Chief Marketing Officer, AI at Wor...

3 Wochen

Great use of Researcher Agent, Pascal. Glad that you were able to make it to Ignite and navigate through it with the help of Copilot.

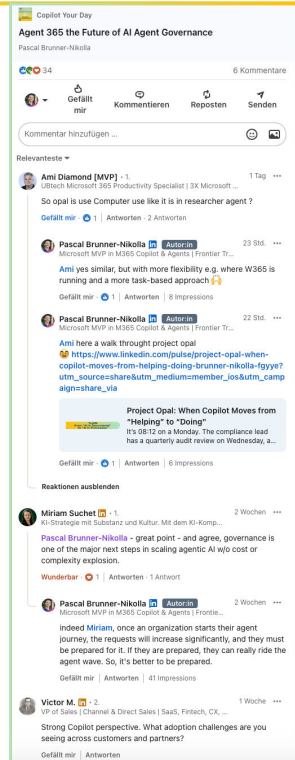
Wunderbar · 1 | Antworten · 1 Antwort



Pascal Bru... · Autor:in Microsoft MVP in M365 Co...

2 Wochen

thank you **Jared**! Indeed, I'm super excited in exploring more use cases with Agents + the capabilities of W365 🤖



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Contact.

Let's Copilot Your Day!

You can reach me for any questions or to move forward with our partnership.

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