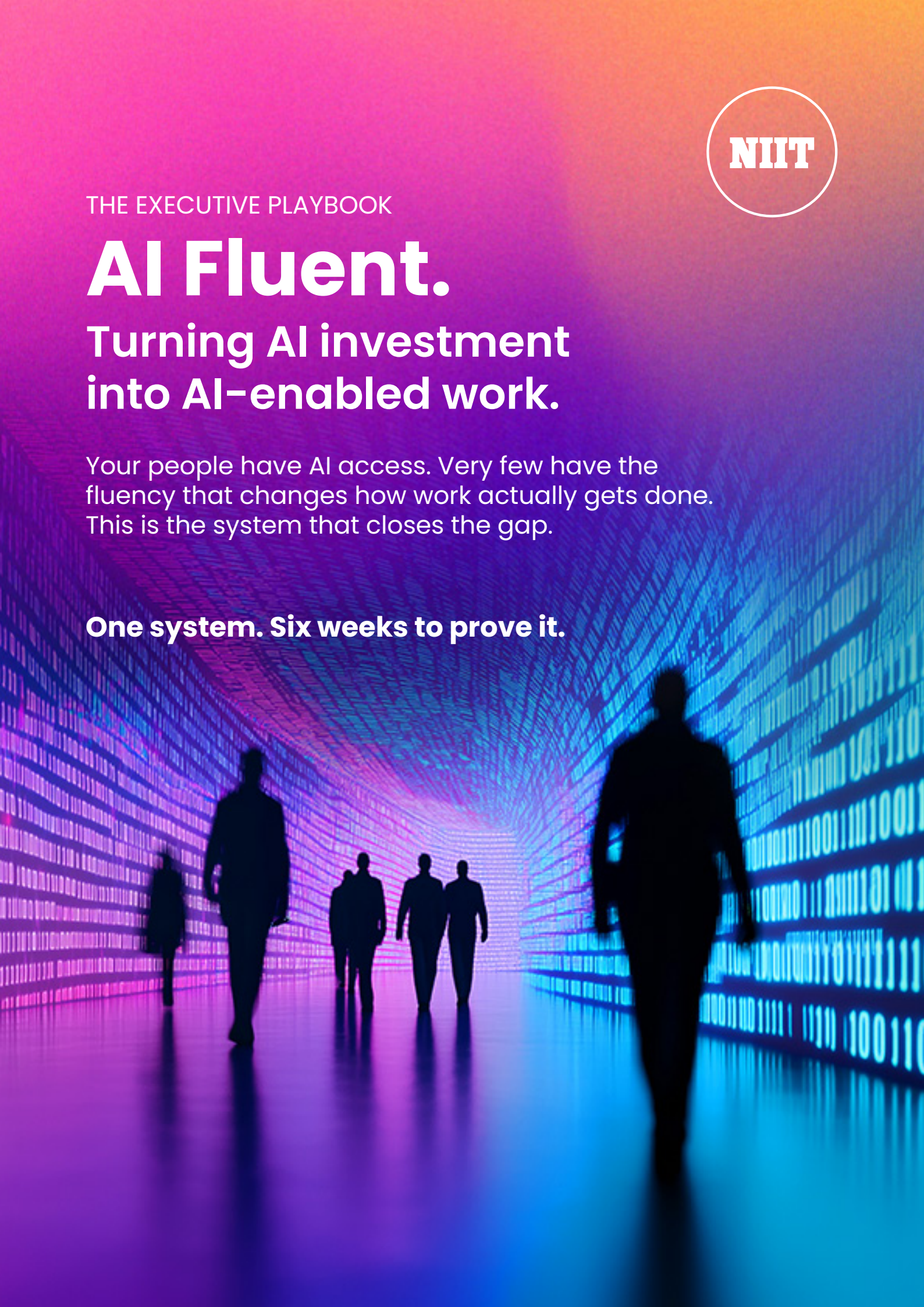


The background of the entire page is a vibrant digital tunnel. The walls and floor are composed of glowing binary code (0s and 1s) in shades of blue and purple. The perspective is looking down a long, receding corridor. Silhouettes of several people are walking away from the viewer towards the vanishing point in the distance. In the top right corner, there is a white circular logo containing the letters 'NIIT' in a bold, sans-serif font.

NIIT

THE EXECUTIVE PLAYBOOK

AI Fluent.

Turning AI investment into AI-enabled work.

Your people have AI access. Very few have the fluency that changes how work actually gets done. This is the system that closes the gap.

One system. Six weeks to prove it.

01 · THE BEHAVIOR GAP

AI training does not change behavior. Behavior design does.

You have invested heavily in AI tools. Adoption looks strong and the dashboards are green. Yet how work gets done has barely moved. The gap between knowing about AI and using it to drive performance is not a training problem. It is a behavior design problem.

WHEN DASHBOARDS LIE

Completion rates, satisfaction scores, and license utilization all suggest success. On the ground, managers report no movement in decision quality, speed, or outcomes. Awareness is high. Capability has not materialized.

WHAT IS ACTUALLY AT STAKE

As competitors redesign work with AI, the gap widens. Top talent gravitates to organizations where AI multiplies impact. Margins compress as AI leaders deliver faster and cheaper. Boards now expect measurable returns.

63%

TALENT EXODUS

of high performers want AI-enabled work. Organizations without a clear adoption plan lose them to competitors who have one. The best leave first.

40–60%

MARGIN COMPRESSION

lower labor cost for the same output among AI-enabled competitors. Pricing becomes uncompetitive. Contracts you used to win go elsewhere.

Board

FIDUCIARY RISK

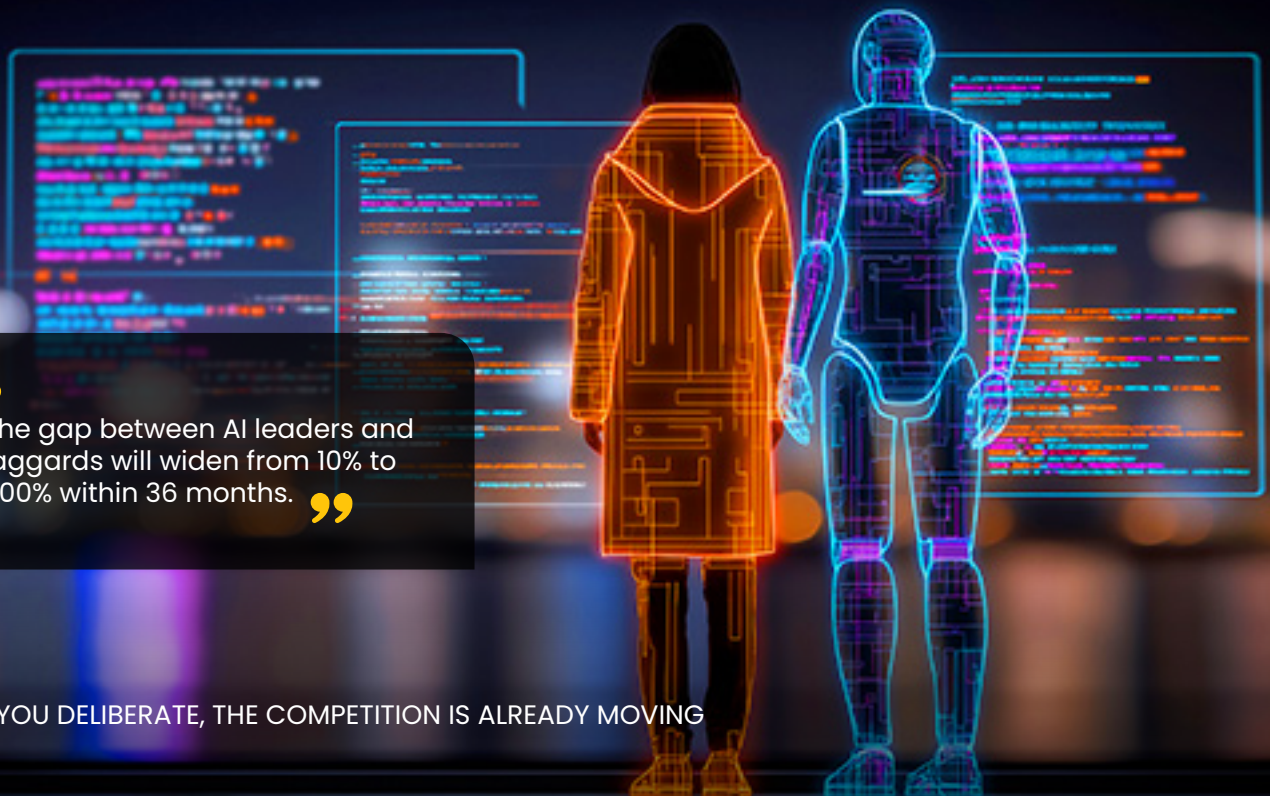
"Where is our AI strategy?" Lack of measurable AI adoption is becoming a board-level concern. Investors compare you to AI-enabled peers.

“

The gap between AI leaders and laggards will widen from 10% to 300% within 36 months.

”

WHILE YOU DELIBERATE, THE COMPETITION IS ALREADY MOVING



Surface use saves minutes. Fluent use changes outcomes.

Your teams are using AI. The question is whether they are moving the needle on performance. Across sales, HR, and analytics, performance improves only when AI is applied to strategic work embedded in real workflows.

THE INSIGHT THAT CHANGES EVERYTHING

One meaningful win rewires behavior. When people solve a real problem quickly with AI, motivation and adoption follow. This is why design should not center on comprehensive coverage but on the time taken for the first win.

15 months

**AWARENESS · DEMOS · COURSES ·
CERTIFICATIONS**

Employees ace every quiz, and still never change how they work.

15 minutes

**ONE REAL PROBLEM · ONE
CONCRETE WIN**

One win rewires an employee's entire relationship with AI.

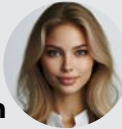
FUNCTION	SURFACE USE	FLUENT USE
Sales	✗ Taking meeting notes and sending recaps.	→ Role-playing before calls, gathering intelligence, lifting win rates.
HR	✗ Drafting job descriptions and standard emails.	→ Redesigning onboarding, predicting retention risk, personalizing at scale.
Analysts	✗ Summarizing reports and formatting spreadsheets.	→ Stress-testing assumptions, surfacing blind spots, delivering insight faster.

Everyone has access. The difference is in achieving AI fluency to drive performance.

03 · PROOF IN PRACTICE

Same starting point. Four different paths to impact.

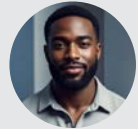
Every one of these leaders had broad AI access and flat performance. What moved the needle was embedding AI into the real work, by role.

SARAH**Sales Director · 45-person team**

Gave the team ChatGPT eight months ago. Everyone uses it for notes and emails, but win rates and deal velocity have not moved. Reps still spend three days prepping enterprise calls.

CATALOG + ROLE-SPECIFIC PRACTICE · 6 WEEKS

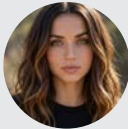
Reps now rehearse objection handling with AI before every call and pull competitive intel from transcripts. Proposal time: 3 days to 4 hours.

JAMES**CHRO · 12,000 employees**

Rolled out Copilot enterprise-wide. Spent \$2.4M on licenses, 73% adoption. The board asked what they got for it, and he had no answer.

CATALOG+ WITH GOVERNANCE · 12 WEEKS

Reframed measurement around hiring speed, capacity, and quality. Learning evidence now influences business decisions and ROI is visible.

PRIYA**VP Engineering · 180 engineers**

Engineers use Copilot daily for boilerplate, but want agentic workflows. 48 internal tools, zero documentation, senior engineers stuck repeating themselves.

BESPOKE AGENTIC TRAINING · 2 WEEKS

Built training from their own repos, no docs needed. Engineers now deploy AI agents for testing and review. Onboarding: 6 weeks to 10 days.

MARCUS**CLO · 45,000 employees**

Tried everything: awareness campaigns, eLearning, workshops. 89% completion, strong NPS. People still do things the old way. Needed something that sticks and scales.

FULL CONTINUUM TO INDEPENDENCE · 16 MONTHS

Baselined all 45K, built role-specific programs for 20+ job families, certified 200 internal facilitators. 65% time reduction on repetitive tasks.

04 · THE CONTENT-TO-CONSULTING CONTINUUM

One system. Five ways to enter it.

You do not pick one approach. You move through them as you mature. We don't lock you into a single model. Our solution is flexibly designed to meet you where you are so that you can span the full spectrum based on your needs. For instance, you can start with buying the Catalog for 10,000 people along Consult Deep for the top 200.

01 Catalog

Off-the-shelf literacy at scale

Self-paced AI literacy across 150+ courses and 11+ languages. Baseline thousands of employees fast, with a shared language and progress you can report.

02 Catalog+

Contextualized to your world

Catalog content remapped to your tools, roles, and terminology, with line-of-business prompting and role-level adoption dashboards. Employees see themselves in the content.

03 Bespoke

Built around your real workflows

Fully tailored, scenario-based programs on real processes, with first-win sprints and agentic training built from your own documentation. Workflows get redesigned, not just discussed.

04 Consult Light

Learning plus the strategy to land it

Consulting-led diagnosis, an AI strategy blueprint, and co-designed governance, so the change actually sticks. Learning connects to business performance for the first time.

05 Consult Deep

Fluency as organizational infrastructure

A multi-year partnership that builds internal champions, a maturity roadmap, and board-ready ROI reporting. A self-sustaining system, with declining vendor dependency.

These are not designed as tiers but as analogous solutions that can be mixed and matched based on where it matters most to you.

Different problems require different entry points. The institutional knowledge we build in Year 1 makes the continuum more valuable as you mature.

05 · WHY THIS WORKS

The market sells courses. We build the system that makes courses work.

ROLE-SPECIFIC RELEVANCE

Role and context-specific applications raise relevance, which raises adoption. People learn on the work they actually do.

CONTINUOUS REINFORCEMENT

Reinforcement tied to real metrics prevents the knowledge fade that erodes every one-off training event.

FOCUS ON BEHAVIOR CHANGE

We prioritize behavior change over course completion. The measure of success is behavior change and business outcomes.

ORGANIZATIONAL INDEPENDENCE

We build internal capacity, so you keep momentum without permanent reliance on external consultants.

THE NIIT + SWEETRUSH + ST. CHARLES ADVANTAGE

Award-winning creative design, enterprise-scale managed learning infrastructure, and consulting-grade change management. One team, one contract, global delivery.

70

YEARS COMBINED
EXPERIENCE

3,000+

L&D PROFESSIONALS
GLOBALLY

700+

INDUSTRY
AWARDS

34

COUNTRIES

DEPLOYED AT ENTERPRISE SCALE

Technology Leader

AI FLUENCY CONTENT



Large-scale AI fluency built at enterprise scale, now repurposable as a starter kit in the live catalog.

IT Infrastructure Leader

AGENTIC AI TRAINING



Full training built from code repositories in two weeks. 48 systems consolidated, 4.8/5 instructor rating.

Energy Leader

MANAGED LEARNING SERVICES



\$4M+ annual savings, 70% cost reduction, 260K+ cases a year across a nine-year engagement.

Telecommunications Leader

END-TO-END MLS



3M hours annually across 137 countries, 32% cost reduction, 55 certified trainers.

Outcomes, not completions.

We measure the full distance from reach to business performance, so learning evidence earns a seat in the decisions that matter. The final rung is the one boards care about.

01	Reach	People engaged across roles, functions, and geographies.
02	Satisfaction	Learner experience quality and engagement scores.
03	Learning	Capability advancement across AI literacy levels.
04	Application	Behavior change. Are people using AI differently in the work?
05	Performance	Business impact: productivity, cost, revenue, and risk.

70%

TRANSFORMATION
RATE, COMMUNITY
VS. SELF-PACED

3×

KNOWLEDGE
RETENTION VS.
SELF-PACED

65%

TIME REDUCTION
AT AI-INTEGRATED
LEVEL

9 months

AVG. TIME FROM
LEVEL 1 TO LEVEL 4

“

When AI changes how decisions are made and how work is performed, adoption follows naturally.

”

THE BEHAVIOR GAP IS THE PRIMARY LIMITER OF AI ROI. WE ARE BUILT TO CLOSE IT.

READY TO CLOSE THE GAP?

Prove the value in six weeks.

A focused pilot with 50 to 100 participants solving real, role-specific problems. We measure behavior change and application, not module completion. In week seven, you review the evidence and decide to scale or walk away.

STEP 01

Discovery Call

A 30-minute conversation to identify where the behavior gap is costing you most.

STEP 02

Use-Case Workshop

We map role-specific quick wins and the fastest paths to measurable improvement.

STEP 03

Six-Week Pilot

Real-world validation in your environment, with results you can take to the board.

Start with a 30-minute discovery call.

One system. Six weeks to prove it.

NIIT

businessimpact@niitmts.com

ATLANTA | BENGALURU | BERGEN | CHICAGO | DALLAS | DEBRECEN | DUBLIN | GURUGRAM |
LEIPZIG | LONDON | MALAGA | MUNICH | ROCHESTER | SAN JOSÉ | SHANGHAI | SHEFFIELD |
ST. CHARLES | TOULOUSE | VANCOUVER