

THE INSIGHT THAT CHANGES EVERYTHING

One meaningful win rewires behavior. When people solve a real problem quickly using AI, motivation and adoption follow naturally. Design for time-to-first-win.

15 months



AWARENESS • DEMOS • COURSES • CERTIFICATIONS • WORKSHOPS

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

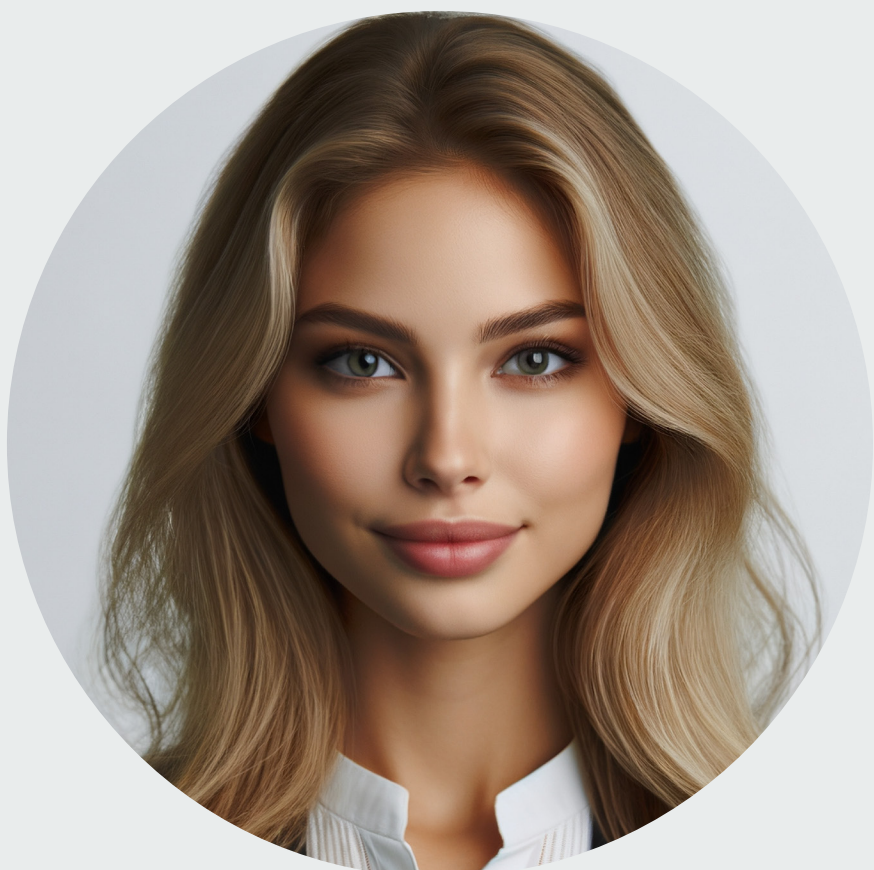
VS.

15 minutes



ONE REAL PROBLEM • ONE CONCRETE WIN

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



MEET SARAH
Sales Director,
Mid-Market SaaS.
45-Person team

THE CHALLENGE	WHAT CHANGED
“We gave our 45-person sales team ChatGPT licenses 8 months ago. Everyone uses it for meeting notes and email drafts. - But our win rates have not moved. Our deal velocity is the same. Our reps still spend 3 days prepping for enterprise calls. - I thought AI would be a game-changer. Instead it is just a fancy note-taking app.”	After role-specific AI fluency program (6 weeks): - Reps role-play objection handling with AI before every call - AI pulls competitive intel and risk signals from transcripts - Proposal creation time: 3 days → 4 hours - Moved from transactional use to performance-driving fluency

SOLUTION: CATALOG + ROLE-SPECIFIC PRACTICE

Despite broad AI usage, sales performance stalled. By embedding AI into objection handling, competitive analysis, and proposal design, the team shifted from activity to impact—improving win rates and velocity.

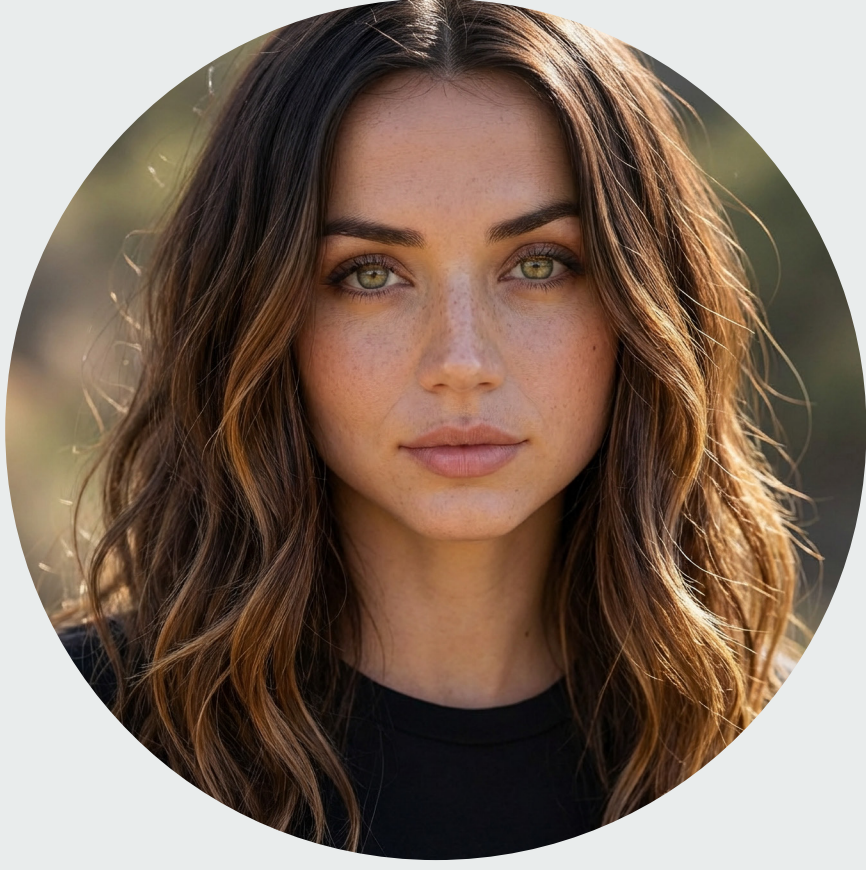
THE CHALLENGE	WHAT CHANGED
“We rolled out Copilot enterprise-wide. Spent \$2.4M on licenses. Ran mandatory training for everyone. - Adoption rate looks good at 73%. But when I talk to managers, they say their teams are just using it for emails and summarizing documents. - The board wants to know: What did we get for \$2.4M? I do not have an answer.”	After building system readiness (12 weeks): - Governance: Clear guardrails before scaling (not fear-based) - Skills architecture: Shared definitions across HR, Finance, Legal, Ops - Measurement credibility: Tracking productivity, not just completion - Learning evidence now influences business decisions



MEET JAMES
Chief HR Officer,
Financial Services.
12,000 Employees

SOLUTION: CATALOG+ WITH GOVERNANCE

High adoption metrics failed to convince the board. Reframing measurement around hiring speed, capacity, and quality restored credibility and demonstrated tangible ROI.



MEET PRIYA
VP of Engineering,
Healthcare Tech Startup.
180 Engineers.

THE CHALLENGE	WHAT CHANGED
“Our engineers use GitHub Copilot daily. It helps with boilerplate code. But we are trying to move to agentic AI workflows. - The problem? No one knows how. We have 48 different internal tools. Zero documentation. Our senior engineers are stuck explaining the same things over and over. - We need our team building with AI agents — not just autocompleting functions.”	After bespoke agentic AI program (2 weeks): - Built training from their own GitHub repos — zero docs needed - Engineers now deploying AI agents for testing, code review - Onboarding time: 6 weeks to 10 days - Instructor rating: 4.8 out of 5 across all cohorts

SOLUTION: BESPOKE AGENTIC TRAINING

Engineers used AI daily, but inconsistency slowed scale. Training built directly from existing code created a shared framework, cutting onboarding time and accelerating delivery.

THE CHALLENGE	WHAT CHANGED
“We have tried everything. Awareness campaigns. E-learning modules. Workshops in every region. Lunch-and-learns. - Our completion rates are 89%. Our NPS is good. But when I walk the floor, people still do things the old way. - Training does not change behavior. I need something that actually sticks — and scales to 45,000 people.”	After 16-month transformation partnership: - Started: Catalog for baseline fluency (all 45K employees) - Scaled: Role-specific programs for 20+ job families - Transformed: 200 internal facilitators certified - Measured: 65% time reduction on repetitive tasks



MEET MARCUS
Chief Learning Officer,
Global Manufacturing.
45,000 Employees

SOLUTION: FULL CONTINUUM TO INDEPENDENCE

At enterprise scale, sustainable change required capability transfer. Building internal facilitators and governance transformed AI fluency into a self-sustaining system.