

POWERED BY JOINTLY



FOR HR LEADERS FROM AI-CURIOUS TO AI-CAPABLE

EXPERIENCE IT. THEN DEPLOY IT.

You've seen the AI training market. Webinars on better prompts, digital modules nobody finishes, lunch-and-learns that might be interesting but create no lasting change in behaviour. Executives nod along, tick the box and go back to working exactly as they did before. The problem isn't awareness. People know that AI matters. The problem is that nothing they've been offered has changed how they actually work together. According to McKinsey & Company, fewer than 1 in 5 organisations report seeing meaningful impact from AI adoption. That gap, between knowing and doing, is now an organisational risk which widens every month and we're here to fix that.

WHY THIS LANDS DIFFERENTLY WITH EXECUTIVES

Executives are the hardest audience to shift because they're time-poor, skeptical of hype and they often switch off the moment something feels like a classroom. So we don't teach them AI, we put it to work. They use AI to solve problems they actually care about, with the colleagues they actually rely on. AI sharpens their thinking. It doesn't replace it. They leave with working outputs, shared ways of working and the confidence to continue. That shift, from individual experimentation to collective capability is where the value sits. It's also where most L&D programmes fall short.

WHY YOU SHOULD EXPERIENCE IT FIRST

We don't ask you to commission something you haven't experienced. The most effective route is simple, sample the AI Immersion first. You'll build with the tools, feel how the format works and see what changes when a team stops dabbling and starts working differently. Then you decide for yourself whether it fits.

THE ORGANISATIONAL CASE

Once you apply this to your organisation it's your executives who set the tone and pace of learning. If they're unsure how to use AI beyond basic tasks, that uncertainty spreads. If they come back with shared language, proven workflows and real confidence, that spreads too. Executives who've been through the programme become advocates and commissioners of AI capability, you seed a real culture shift.

A PRACTICAL NEXT STEP

Start by joining the taster day, the first half of the AI Immersion, mastering the power of generative AI. Here's the scenario we will run through: imagine that you've been fired! Now build an AI-powered startup to compete with your "old" company. During the day you'll research the market, create a brand, design a product, build an app and pitch it, working through six fast sprints with eight AI tools. You'll make something real, that really works. You'll finish the day knowing what AI can actually do, what it can't, and when to trust your own judgement over the output.

No presentations or lectures, just you, real AI tools and a problem worth solving.