//mindstone

BROCHURE

From AI Licenses to P&L Impact.

How we help your leaders and teams move AI past the early adopters, and turn your investment into business results you can prove.

ALIGNMENT | EXECUTION | TRANSFORMATION | INTELLIGENCE

THE EXECUTIVE DILEMMA

Buying the licenses was the easy part.

Turning them into business results is a different problem.

If you have already rolled out seats for Copilot, ChatGPT, or Claude, you did the right first thing. Security is cleared, people have access, and early enthusiasts are experimenting.

Yet six months in, a familiar gap opens up. Most leaders start out assuming internal teams can carry the rollout from here, until the CEO or CFO asks a fair question: *We are spending real money on this. What is it actually changing?*

Priorities pull in different directions:
Every function agrees AI matters, so every function chases its own small experiments.

Usage stays broad, but shallow:
Most people have a license, fewer use it every day, and fewer still have changed how they actually work. You end up with a two-speed workforce.

Pilots lose momentum:
Promising tests wrap up, and without someone owning what happens next, teams quietly go back to the old way.

The math doesn't reach the P&L:
Counting "hours saved" feels vague in a leadership meeting when costs are rising and the numbers haven't moved.

85%

of workers say the AI training they received didn't help.

Docebo

41 of 75

leaders we surveyed named proving ROI as the hardest part of AI.

Mindstone Buyer Research, 2026

HOW WE CLOSE THE GAP

Licenses are a starting line, not adoption. Getting real return requires moving four pieces together, starting wherever your rollout feels stuck today.

1. EXECUTIVE ALIGNMENT

Agree on the few places where AI will actually move the business.

Page 3

2. WORKFORCE EXECUTION

Help every team move from casual prompts to real workflow change.

Page 4

3. EMBEDDED TRANSFORMATION

Redesign core processes so early wins stick and compound.

Page 5

4. TRANSFORMATION INTELLIGENCE

See where teams are stalled, guide the next step, and prove the return.

Page 6

Agree on where AI pays off before you scale.

When AI is new, it is natural for every department to explore on its own. The catch is that a hundred disconnected experiments rarely add up to a number the CFO cares about. Saving five minutes here and there feels busy, yet it leaves the business largely unchanged.

At the same time, people watch what leaders do. If the executive team talks about AI in town halls while delegating the actual work to IT or L&D, the rest of the company treats it as optional, or quietly wonders what it means for their jobs.

When leaders align on a short list of commercial bets up front, two things shift immediately: the business gets clear permission to change how it works, and effort concentrates where the payoff is large enough to measure.

HOW WE WORK WITH YOUR LEADERS

Executive Session

For the C-Suite & Senior Leadership

An in-person working session built around your actual business challenges, not a generic product tour. Seeing AI work on your own company's problems turns polite interest into real conviction. Together, we narrow the noise down to the priorities that matter most and agree on how success will be measured before anyone scales.

Leadership Immersion

For the C-Suite & Senior Leadership

A hands-on working environment where your leaders use AI on their own daily workload. Alongside Mindstone coaches, they connect AI to their existing tools and hand it a real analytical task to run overnight. Once a leader has built with AI themselves, they no longer have to rely on IT to tell them where it will pay off in their function.

WHAT CHANGES Your leadership team stops pulling in different directions, removes the hesitation holding the middle of the company back, and puts real weight behind a few measurable goals.

"By coffee break of the first day, I'd already realised the value was achieved... likely the best investment I've made in 10–15 years."

Mark Davies
Founder & MD, 7Futures

Turn paid-for licenses into everyday work that pays off.

Most people know their job well, yet struggle to see how AI fits into the messy reality of their day. When support focuses on tool features rather than their actual role, people stay safe: they rewrite an occasional email, summarize a meeting, and stop there.

The hidden cost shows up once usage spreads without depth. You pay for seats and tokens spent on low-value lookups, weak "AI slop" forces colleagues to spend time checking and fixing someone else's draft, and scattered personal time savings vanish into busywork.

Showing someone their own task done in five minutes changes that calculus instantly. When people learn to apply AI to the real work of their role, and aim it at the revenue, cost, and speed metrics their team already runs on, adoption stops being a push and starts showing up in the work delivered.

HOW WE WORK WITH YOUR TEAMS

AI Competency Academy

Building the AI foundation across every team

A four-week coaching program built around each person's actual role. Participants learn to use AI as a thought partner on their daily work, build custom assistants tailored to their job, and complete a capstone assessed on real deliverables. It closes the gap between early adopters and everyone else while raising the quality of everyday output.

Agentic AI Academy

Moving daily users from doing the work to delegating it

Designed for teams already using AI every day. Handing a complex task to an AI agent without structure just produces bad output faster. Participants learn the discipline that makes scale pay: breaking down repetitive, multi-step workflows, briefing secure agents to run them in parallel, and reviewing the work, so team output grows without adding hours or headcount.

WHAT CHANGES You close the two-speed workforce gap, cut out low-value AI rework, and turn everyday license usage into measurable gains in team output.

PROVEN IMPACT

31% → 83% surge in daily active AI usage within four weeks *(Lufthansa Innovation Hub)*

~20% increase in product demos run per Account Executive as AI freed up selling time *(Epignosis)*

"I am not technical, I am finance. Yesterday I asked for an MCP and it built one in 10 minutes."

Konstantinos Misiriotis
Financial Reporting, Epignosis

Redesign how work flows so the gains stick.

Even a strong launch hits a natural wall. Internal champions are usually volunteers with demanding day jobs, the tools shift every month, and pilots end without a clear owner. When energy dips or a champion moves roles, teams quietly revert to familiar habits.

There is also a ceiling to speeding up individual tasks inside an old process. If one person finishes a step faster only for the work to sit in someone else's inbox, the bottleneck simply moves, and the reclaimed time disappears. Real return comes when someone owns the change end to end, redesigns the workflow around AI, and redirects that freed-up capacity toward work that earns or saves.

HOW WE KEEP MOMENTUM MOVING

Transformation Partner

Embedded in your company

A senior Mindstone partner embedded in your company and accountable for changed work, not workshop attendance. Bringing a practical approach refined across dozens of rollouts, they help you skip months of trial and error: stepping in where teams stall, backing your champions with proven playbooks, leading end-to-end workflow redesigns, and reporting progress into your leadership reviews.

Certified Internal Delivery

Built for global enterprise scale

For larger organizations rolling out AI across thousands of people, your own coaches shadow a Mindstone-led cohort. We certify them to our standard using our playbooks and quality checks, so the capability stays inside your business and you can scale to every team on your own timeline.

WHAT CHANGES

Momentum holds long after launch, stretched internal champions get real backing, and core workflows are redesigned so reclaimed capacity shows up in business results.

PROVEN IMPACT

50+ agentic workflows built across 12 departments in three months *(Epignosis)*

EXECUTIVE ALIGNMENT · WORKFORCE EXECUTION · EMBEDDED TRANSFORMATION · **TRANSFORMATION INTELLIGENCE**

Steer AI toward your goals, and prove what pays off.

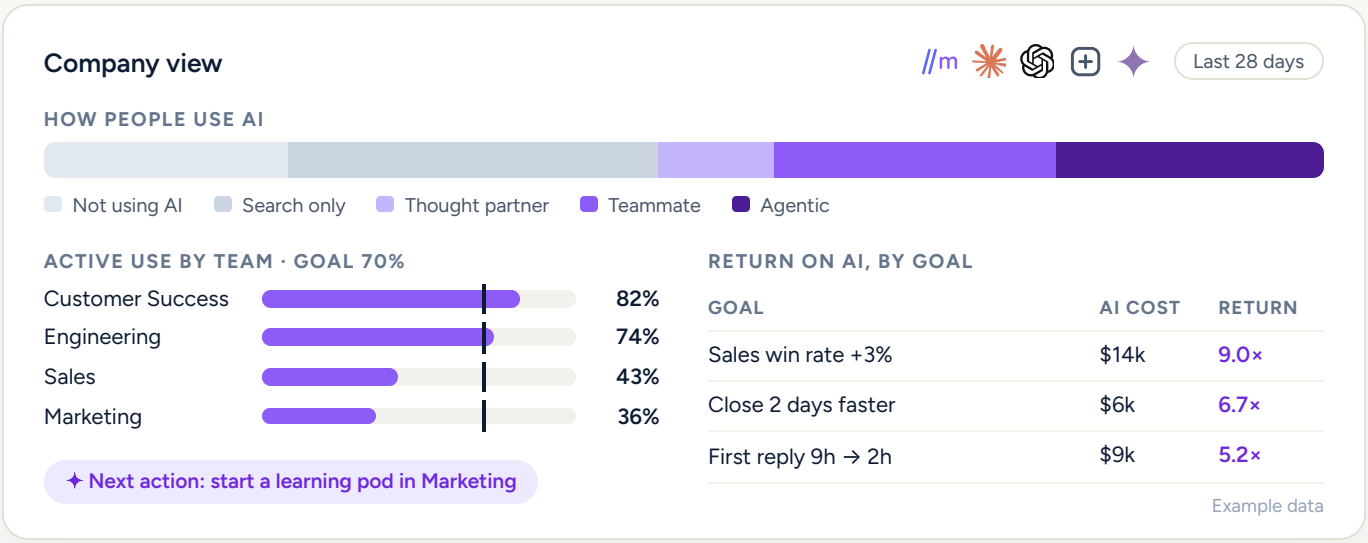
Most organizations fly half-blind once AI rolls out. License counts, logins, and employee surveys only tell you who showed up, not whether the work changed. Meanwhile, usage data sits trapped inside separate tools, with IT managing software spend on one side and business leaders accountable for results on the other.

Without visibility across tools, you cannot see which teams are stuck or why. And without a baseline agreed up front, any ROI claim in a board meeting sounds like guesswork the CFO won't sign off on.

THE MINDSTONE TRANSFORMATION ENGINE

More than a dashboard.

The Transformation Engine works across the AI tools your teams already use, measuring depth of use, from simple search to full agentic workflows, rather than surface login counts. It connects that activity directly to the business KPIs you agreed up front and turns what it sees into clear next steps: priorities for leaders, playbooks for champions, and practical nudges for employees.



HOW WE WORK OUT THE RETURN

1

Agree on the baseline:
Before anything starts, we align with your leaders and finance team on target KPIs you already track.

2

Measure real use:
We look at how people actually use AI in their work across tools, rather than relying on self-reported surveys.

3

Compare before and after:
We measure post-coaching performance against your baseline and total program cost. A goal that doesn't move counts as zero.

Your First 90 Days: From Alignment to Measurable Proof.

You don't need a multi-year transformation contract to see what works. Most customers start with their leadership team or one business unit, paired with a Transformation Partner.

PHASE	FOCUS & EXECUTION	WHAT YOU GET
Weeks 1–2	**Alignment & Baselines:** Executive session to agree on priorities; Transformation Engine sets baseline KPIs with Finance.	**Agreed AI priorities and baseline metrics set with Finance.**
Weeks 3–8	**Targeted Execution:** Priority teams go through role-specific coaching and build agentic workflows on live work.	**Priority teams applying AI to daily work; first core workflows redesigned.**
Day 90	**Leadership Review:** Full read-out comparing workflow gains and financial return against baseline; selection of the next wave.	**Clear read-out against your baselines and a plan for the next wave.**

PROVEN AT SCALE

15,000+
people coached on their own daily work

39% → 73%
confident using AI in their work, before vs. after coaching

58,733
use cases built on real work

TRUSTED BY LEADERS AT

Pearson · Lufthansa Innovation Hub · FT Financial Times · EPIGNOSIS · DELTA · EY

Talk to a transformation partner.

mindstone.com/#book · hello@mindstone.com