

Hyped in Silicon Valley. Made useful by people.

AI only lives up to the hype once we use it in ways that create real value. Because that rarely happens when we just talk about AI, we developed a workshop where organizations and teams experience for themselves what sustainable AI enablement means – using real workflows.

Half-day workshop

6-12 people

On-site or remote

799 € net.
excl. travel costs

WHY THIS WORKSHOP IS NEEDED

AI is already a topic everywhere. Yet attention and resources often go into tools, technology, and strategy – while the decisive lever is underestimated: the people who are supposed to work with it.



Orientation in the AI hype instead of even more input



Clarity on the gap between ambition and reality



Understanding scepticism instead of jumping to conclusions about resistance



Experiencing what people-centred AI enablement looks like in practice

WHAT BECOMES CLEARER AFTER THE WORKSHOP



A realistic picture of AI
What AI can actually do, where it creates value – and why promising initiatives often fail.



How AI strategy turns into value
How real workflows, clear criteria, roles, and decision paths turn AI ambition into concrete impact.



Implementation starts with experimentation
Why structured experimentation is essential for unlocking AI's potential, generating evidence fast, and keeping risks under control.



AI needs shared ownership
Why AI cannot sit with IT alone – and why business, leadership, and enabling functions need to work together.



The importance of people & culture
Why people, culture, and ways of working often determine whether AI creates value at all.

WHO THE WORKSHOP IS ESPECIALLY SUITED FOR



Cross-functional groups
C-level, IT, HR, Legal, and business units develop a shared understanding of AI enablement.



Upcoming investment decisions
Practical first-hand experience before investing in programs, tools, etc.



Future AI multipliers & transformation teams
Groups who will later support AI initiatives themselves get to know relevant ways of working and framework conditions in advance.



Diverse groups with varying experience levels
Groups who want to understand in advance how different starting levels and expectations are integrated into the AI Enablement program.



Many AI initiatives, little adoption and value creation
Groups who first want to check whether the AI enablement approach offers an additional lever.

WHAT THE WORKSHOP IS ABOUT

Using a real workflow, participants experience what it takes to turn AI strategy into concrete impact: value, quality, and responsibility.



VALUE

Where does AI really pay off?
What problem is being solved, what AI contributes – and whether the case fits your priorities.



QUALITY

How do we evaluate work results?
Shared criteria for assessing results on substance and quality.



RESPONSIBILITY

What structures are needed?
Roles, decision paths, and guardrails for safe, sustainable use.

The format can be flexibly adapted to maturity level, objectives, and group composition.



Johanna Lehmann
Business Trainer & New Work Facilitator

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IN JUST 5 STEPS FROM EXPERIENCE TO MORE CLARITY

1

Arrival

Experiences, expectations, and open questions are given a shared framework. Uncertainties and concerns are explicitly welcome. A compact introduction shows why AI works differently from previous technology trends – and what that means for sustainable AI enablement.

2

Experience

The starting point is real workflows. In peer groups, two to three selected AI working methods from the AI Enablement Playbook are applied in practice.

3

Reflect

The results are presented, discussed together, and reviewed for value, quality, and responsibility.

4

Anchor

Everyone leaves with a personal mini-playbook – ready to use immediately in everyday work. A transfer assignment continues the work after the workshop.

5

Follow-up

2–4 weeks later, approx. 45 min: The transfer assignment, application experiences, and workshop feedback are evaluated together. Optionally, the AI Readiness Assessment provides additional guidance: the team results show exactly where to focus next.



The outcome is concrete action steps to close the gap between strategy and impact.



PRACTICAL CASE: PROCUREMENT, PHARMA

12 WEEKS AI ENABLEMENT. MEASURABLE PROGRESS.

AI COMPETENCE

+21,9%

Using AI competently, reflectively, and responsibly

3.2 → 3.9
out of 5.0

CHANGE READINESS

+18,5%

Actively embrace change and sustainably integrate new ways of working

2.7 → 3.2
out of 5.0

READY TO LEAD SHARE

x2

High AI competence and high readiness for change

3 people → 6 people
out of 12 people

WHAT PARTICIPANTS SAY



The activity across the whole team developed its own momentum, sparking very valuable development.

Group Director Procurement



The training gave us the courage to just get started.

Manager Procurement



All expectations were met and the skepticism was overcome.

Manager Procurement

All results were collected using our AI Readiness Assessment by PMA Academy – this is how we make impact visible.

- ✓ Basis for precisely tailoring the sprints
- ✓ Basis for management and team reports
- ✓ Evidence of development over the entire program duration

- ✓ Guidance for leaders and facilitators
- ✓ Selection of suitable AI Transformation Specialists
- ✓ Identify personal development needs and make targeted use of the 12 weeks

Individual Report ↗

Management Report ↗



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