

● AI ADVISORY

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Team AI Training & Change *Management.*

A 12-week program that turns marketing teams into confident, fluent AI applicators inside real work.

INSIDE THIS BRIEF

The problem on your desk • *Our thesis* • *How we work* • *What's included* •
What you walk away with



Team AI Training & Change *Management.*

The AI-First Mindset Program runs on real work from day one, with change management built in. For teams whose AI tooling sits idle.

THE PROBLEM ON YOUR DESK

Licenses are easy. Adoption is hard. Most AI tooling sits idle because the team was never shown how it fits the work they already do. Your team does not need to understand model architecture; it needs to use AI fluently inside real work. Without a deliberate adoption habit, early momentum fades into a spike that never sticks.

OUR THESIS

You bought the AI tools. *Now get the team using them.*

The AI-First Mindset Program

01 · TWELVE WEEKS, INSIDE THE WORKING WEEK

01

Fluency in the real work

Participants apply AI to live tasks from week one. No sandbox exercises, no theory: the curriculum runs on the work they already have.

02

A shared prompt library

The team builds and tests a common library of prompts and workflows tied to its highest-frequency work, so good practice spreads.

03

Adoption that outlasts it

Managers step in with check-in structure and a change plan, so week-12 momentum becomes the permanent way the team works.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ A 12-week guided program built around the working week
- ✓ A shared, tested prompt library tied to frequent work
- ✓ A manager-led change-management plan
- ✓ Live AI workflows running inside each participant's role
- ✓ Manager check-in structure to reinforce adoption
- ✓ A working portfolio of workflows as proof of fluency

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

01

Real workflows, *not theory.*

02

A working *prompt library.*

03

An adoption habit, *not a spike.*

04

Tools bought, *finally used.*

“

Twelve weeks in, it's just how the team works now.

CMO · B2B ENTERPRISE, 40-PERSON MARKETING TEAM

Get the team *actually using AI.*

Book a program intro to see how 12 weeks builds durable AI adoption.

Book a session →

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