

Effectv

REALISING THE VALUE FROM AI

Built on your own work, not on a generic curriculum.

A hands-on AI program designed around what your people actually do. Nothing is designed until we have interviewed you. Most of the room's time is spent working on your own material, and what people do with it afterwards is followed up and reported back.

HOW THE PROGRAM IS SHAPED

1

Understand

FUNDAMENTALS

What these tools actually do, in plain language, with no technical background assumed. How to tell whether an answer is correct. What can and cannot go into which tool, and why.

2

Build

HANDS-ON, ON YOUR OWN MATERIAL

Small groups working on something real they brought: a report, a forecast, a proposal, a shortlist. Everyone builds one working assistant on their own content.

3

Apply, and track it

NINETY DAYS AFTER THE ROOM CLOSES

What people actually did in the three months after: workflows changed, use cases trialled, working rules adopted. Collected from the participants themselves and sent to your leadership team as a short note.

DELIVERED IN PERSON OR REMOTELY

Whichever suits your calendar and your sites. The structure, the group work and the assistant each participant builds are the same either way.

Nothing is designed until we have spoken to you.

The difference between a session that lands and one that is politely tolerated usually comes down to one thing: whether the examples reflect how the people in the room actually work. So the content is built after the interviews, not before.

WHAT THAT MEANS IN PRACTICE

Interviews first	Thirty to forty-five minutes each with the leadership team and every department head. We ask what the work is, what has already been tried, and what your own policy position currently is.
A short exercise, before the day	Every attendee opens free accounts on the major tools, runs one short exercise on their own work, and sends back what they got. That is what the worked examples are built from. It is not a test and it is not used to place anyone.
Every example is yours	The cases, the workflows and the exercises come from your own material. Generic examples are the reason most AI training is forgotten within a week.
Rooms split by what people want to work on	Not by seniority and not by how much AI someone has already used. People choose. Nobody is placed, graded or sorted.
Up to thirty in a room	That is the upper limit, so everyone's own material actually gets worked on and every question gets answered. Larger groups run as more than one cohort.

INCLUDED, AND NOT OPTIONAL

The interviews and the pre-work are part of the program. A client who skips them gets a generic program, which is a program we do not want to deliver.

HOW THE ROOM ACTUALLY RUNS

- No explanation block runs longer than about fifteen minutes before the next thing people do themselves.
- Groups of four to six, formed by department or function wherever possible, so the worked example is shared.
- A live demonstration of a real working setup: the facilitator's own AI use, on real work, at full speed, with the mistakes left in.
- Question time is blocked into the agenda twice, in the middle and at the close. It is the part participants rate highest, and an agenda with no room for it gets interrupted anyway.

THE HONEST NOTE ON THE INTERVIEWS

The interviews are program design. They are not a discovery call wearing a costume, and **we never sell other work inside a program**. If something surfaces that is worth a deeper conversation, it is raised openly after the program, as a separate proposition with its own scope.

Three stages, and the third one runs after everyone goes home.

Most AI training stops when the room empties, which is exactly when the habit either forms or does not. The last of the three stages runs after that.

STAGE 1. FUNDAMENTALS

Plain language, no technical background assumed. What these tools actually do, why three of them give three different answers to the same question, how to check whether output is correct, and what data can and cannot go into which tool. Plus a working section on agents: the difference between an assistant that answers a question and an agent that carries out a multi-step task on its own, when to hand work to one, and where the human checkpoints belong.

Consistent across every group, so the organisation ends with one shared baseline rather than several.

STAGE 2. HANDS-ON, ON YOUR OWN MATERIAL

The majority of the room's time. Participants work in small groups on something real they brought: a report, a forecast, a proposal, a customer complaint, a hiring shortlist. The facilitator moves between groups.

- **Everyone builds one working assistant** on their own content, during the session, not a demonstration of someone else's.
- **Everyone drafts one written position:** their team's working rules for AI, in their own words.
- Everything participants do themselves runs on a free account. Nothing needs to be installed or purchased to take part.

STAGE 3. APPLICATION, TRACKED OVER NINETY DAYS

WHEN	WHAT HAPPENS
On the day	Each participant names the one task they will hand to AI first, and writes it down. Their own work, their own words.
Day 30	One short written check-in to every attendee: what did you try, what worked, what broke. Answers go back to them, not only to us.
Day 90	A short note to your leadership team on what people actually did in the three months: workflows changed, use cases trialled, working rules adopted. Collected from the participants themselves.

WHY THE NINETY-DAY NOTE MATTERS

It is the honest measure of whether the program was worth doing. A program that is not measured afterwards is asking to be judged on the mood in the room, which is the least reliable signal there is.

Your people are already using AI. The question is whether it happens structurally, or around you.

Some of it informal, most of it without a shared framework, much of it without a policy behind it. The program brings that use into the open and gives it a structure.

THREE OPTIONS

OPTION	WHO ATTENDS	BEST WHEN
Leadership working session	CXOs and senior leadership, one session, peer-level rather than a briefing	You want leadership aligned first. It is also what most determines whether a wider program lands
Leadership plus selected departments	The leadership session, plus one to three department groups over consecutive days	You want the approach proved in one or two functions first
Full organisational program	Leadership, plus department cohorts across the organisation	You want one shared baseline across everyone, rather than several

EACH DEPARTMENT COHORT, IN THREE PARTS

Foundations. AI awareness, the tool landscape, prompt discipline, responsible use, and working with agents. Consistent across every group.

Your work, specifically. Custom use cases built for that function from the preparation interviews. This is where the program earns its value.

Hands-on practice. A real scenario from that function. People leave with something they can use, not a certificate. Technical cohorts take a shorter foundations section and go further into governance, security and enterprise AI architecture.

GOVERNANCE RUNS THROUGH EVERY DAY, NOT A MODULE AT THE END

Data leakage

Confidential material pasted into external tools, with no idea where it goes or how long it is kept.

Bias and fairness

Screening and prioritisation can embed historical patterns without anyone intending it.

Unofficial use

The people most likely to be using AI without sanction are often the most capable, so your highest performers may currently represent your highest data risk.

Confidently wrong answers

The risk is use without the habits to catch an error before it reaches a report or a decision.

Accountability

No training resolves the legal question, and we say so. The working principle: AI drafts, humans own decisions.

WHAT YOUR ORGANISATION HAS AT THE END

- A common language for AI across everyone who attended, and a leadership team fluent enough to evaluate an AI proposal rather than nod at it.
- Function-specific use cases ready to trial, and a governance conversation started.
- The note at ninety days on what people actually changed.

One facilitator, working on real material at full speed.

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Eighteen years in product. Global Director, Search and Recommendations at Gartner. Founded SeeQR, later acquired. MBA, Ross School of Business, University of Michigan. Currently delivers AI programs for business school faculty.

The block participants consistently rate highest is watching a real working setup used on real work, with the mistakes left in. That is a large part of why the program is delivered by the person who actually works this way rather than by a presenter.

We sell no software and hold no vendor partnerships that pay us. What we recommend in the room is what we think is right for your teams.

WHAT THIS PROGRAM DOES NOT DELIVER

Organisational AI transformation is not a training outcome.

This program builds the foundation: shared language, baseline capability, and visible leadership commitment. Embedding AI into your workflows, redesigning how roles operate, and building governance infrastructure are the next layer. That work is different in nature and requires a different kind of engagement.

This is stated before the program rather than after it, because a proposal that oversells the outcome underdelivers the trust the program runs on.

WHAT WE NEED FROM YOU

- Your leadership team and department heads: thirty to forty-five minutes each, before the program.
- Cohort groupings confirmed, so the rooms can be arranged.
- The pre-read exercise completed and returned by attendees, since the worked examples are built from it.
- A room with reliable wifi, or a working video setup if the program runs remotely, and people released to attend properly rather than half-attending between meetings.
- Any existing AI policy you have, so the program builds around it rather than across it.

NEXT STEP

A short call to confirm the cohorts, the functions involved, and any existing AI policy we should build around. That sets the shape of the program, and the dates follow.

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