

# Why AI Training **Fails** at Scale

And what leading companies do instead



**Taylor Malsheimer**  
Head of Product



**Bobby Isaacson**  
Head of Enterprise

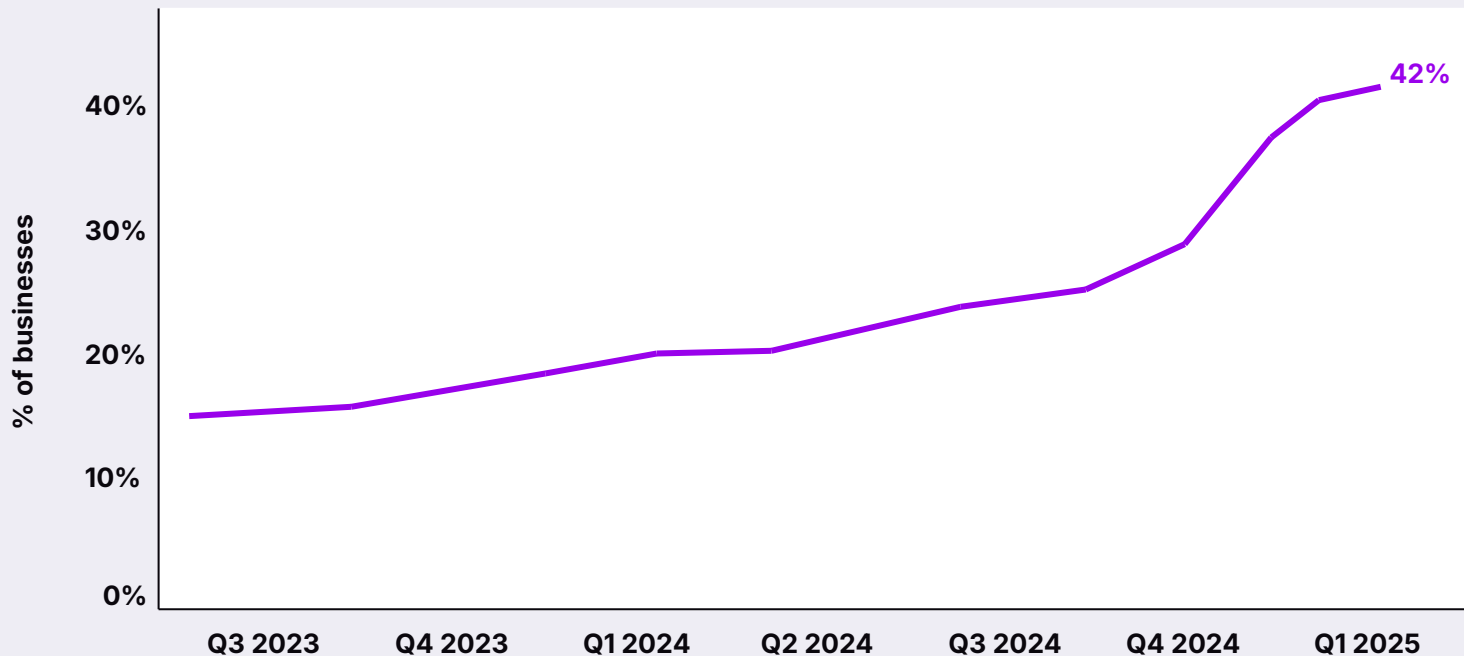
CEOs are  
quick to brag  
about being  
AI-first



# The dirty secret of enterprise AI



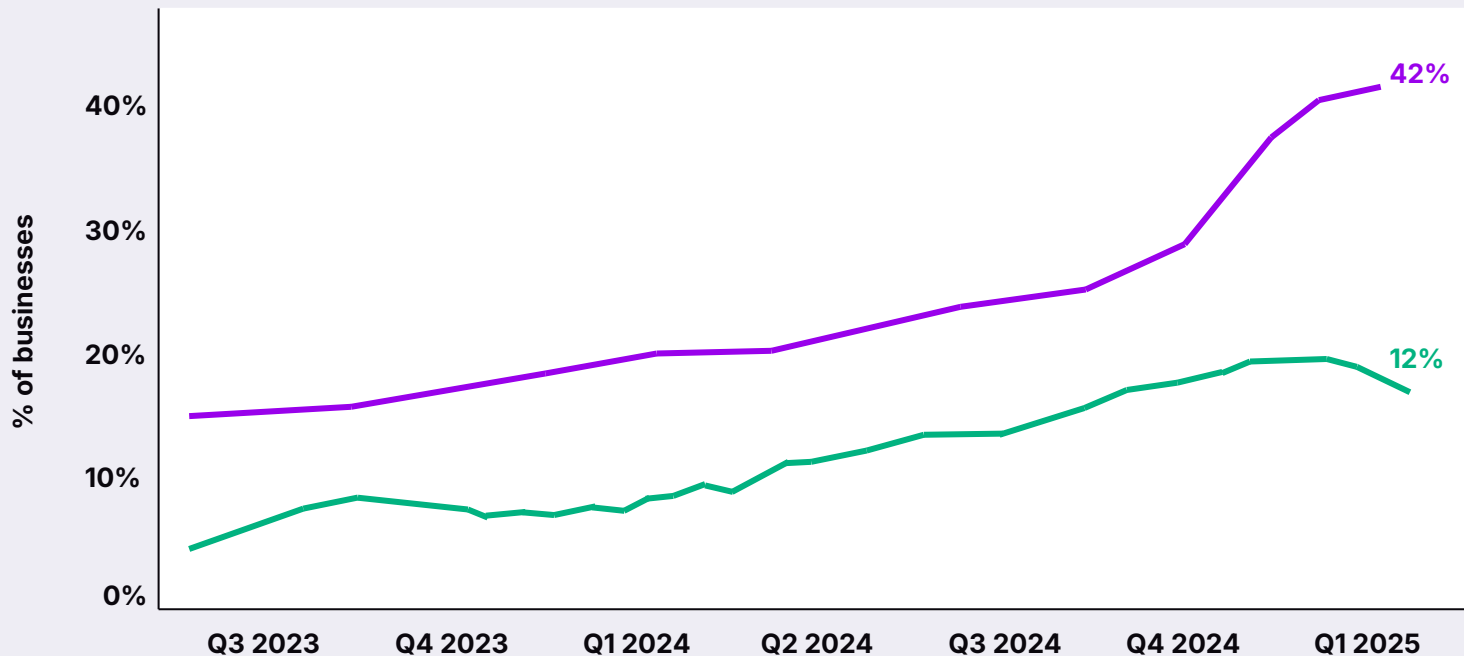
% of US Businesses with Paid Subscription to AI



# The dirty secret of enterprise AI



% of US Businesses with Paid Subscription to AI vs. % of Businesses Using AI in Business Operations

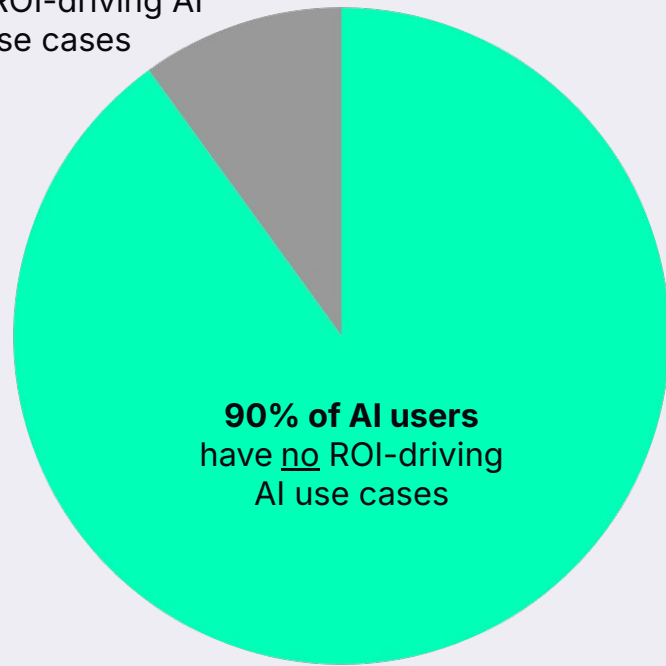


Source: Coatue, US Census Bureau, Macrobond, Apollo Chief Economist.



# We're in an AI Use Case Desert

**10% of AI users**  
have ROI-driving AI  
use cases



**90% of AI users**  
have no ROI-driving  
AI use cases



**Do these use cases sound familiar?**

### **TOP 5 MOST COMMON AI USE CASES**

- #1.   Rewriting emails / messages**
- #2.   Quick fixes for code**
- #3.   Alternative to Google**
- #4.   Quick fix for Excel formulas**
- #5.   Summarizing documents**



Employees, not  
orgs, are  
capturing the  
ROI

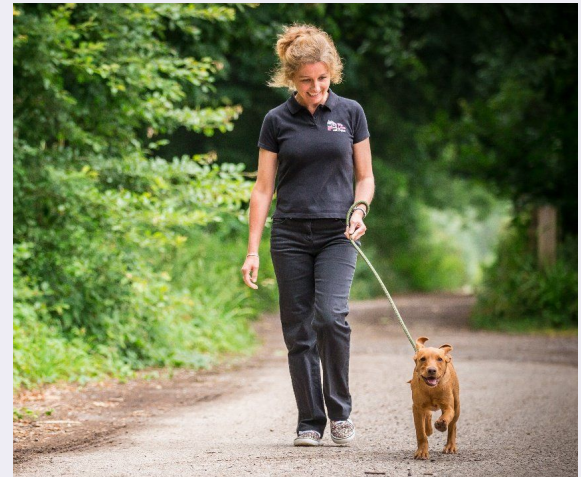
"AI [is my] secret. It's making me more productive. **Why would I encourage my peers who I'm competing with for promotions to be as effective as me?"**

*- Section survey response*

# It's not just about frequency of use



**80%** weekly active users  
x **0% shared** productivity gain  
= **0%+** Realized \$\$ savings  
(headcount equivalent)





# It's frequency x *sophistication* of use



**80%** weekly active users  
x **25% shared** productivity gain

---

= **10%+** Realized \$\$ savings  
(headcount equivalent)



Grow while keeping  
headcount steady

THERE'S NO SHORTAGE OF ENERGY AND INVESTMENT, SO ...

Why is the current approach to  
AI enablement **failing**?



# Most companies run the standard software roll out playbook

1. CEO announces “we’re AI-first”
2. Tell employees to “default to AI”
3. Roll out the software
4. Schedule an “AI week”
5. Appoint a few ambassadors
6. Expect usage (and ROI) to follow

# But AI is different from software



It can be used in **infinite ways** specific to your role

It **changes constantly**

Knowing **how** to use it  $\neq$   
using it for business  
value

# But AI is different from software



It can be used in **infinite ways** specific to your role



Generic courses  
don't work

It **changes constantly**



One-time trainings  
don't work

Knowing **how** to use it  $\neq$   
using it for business  
value



Prompting tips  
don't work



# So the “Head of AI” is set up to fail

“In the first six months, I trained 824 people (out of 8,000) **by myself** with hand-to-hand combat.”

- Eric Porres, Head of AI, Logitech



**And many  
employees  
feel like this**

**"We shouldn't be  
using AI just for the  
sake of using it."**




What organizations need  
instead





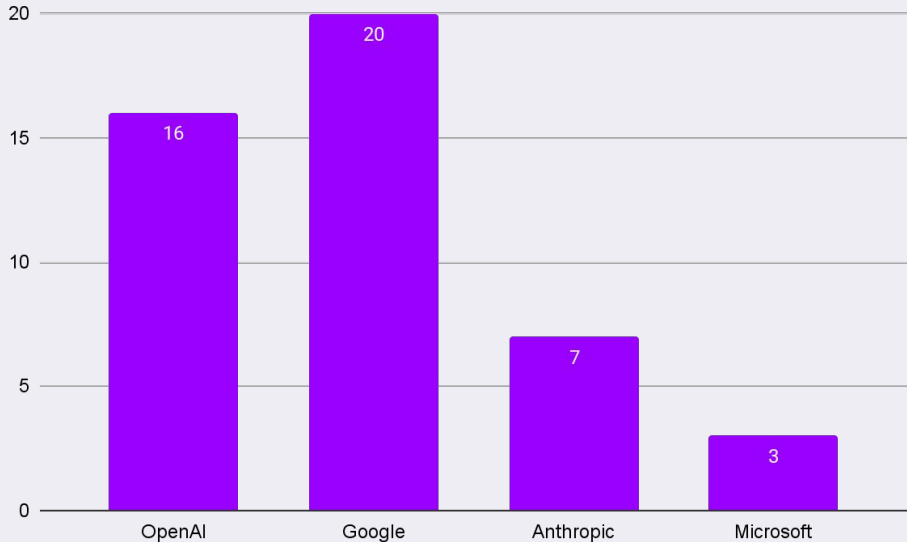
# Hyper-relevant use cases for every employee

WHAT EMPLOYEES GET NOW	WHAT EMPLOYEES NEED
	<p>"I'm a product manager working on a clinical workflow app for long-term care, and I want to <b>reduce compliance inefficiencies related to MIPS documentation</b>. Can AI help with that...?"</p>



**45+ model releases or updates** from  
major enterprise AI providers in 2025

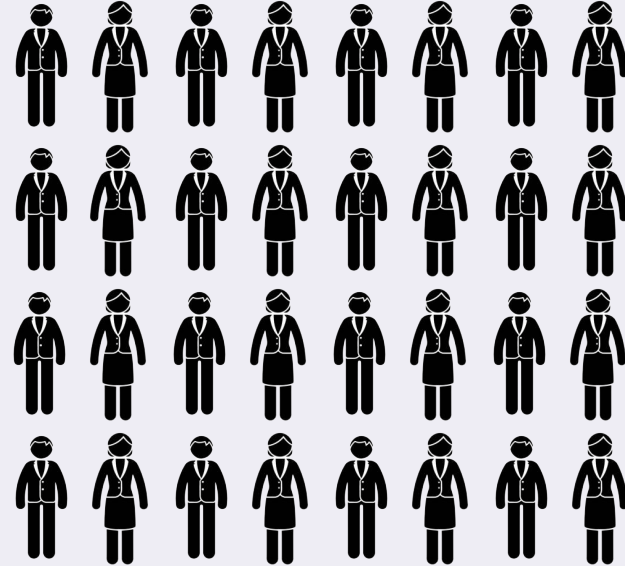
Updated  
guidance with  
every model or  
feature release



# Visibility and virality of successful AI use cases

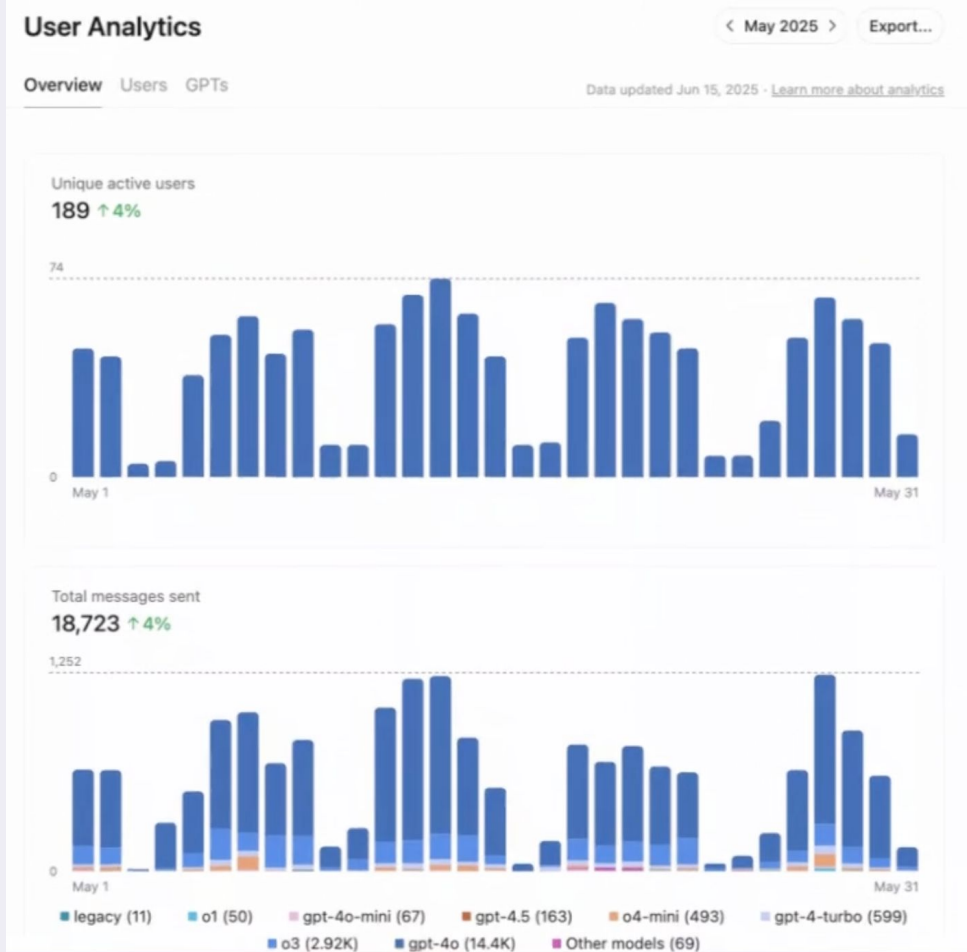


"I figured out how to  
use AI to **save 10  
hours a week in  
client onboarding.**"



# Insight into what people are using AI for

\*Not just that they're using it



ChatGPT Enterprise dashboard analytics, July 2025

## THE ULTIMATE GOAL

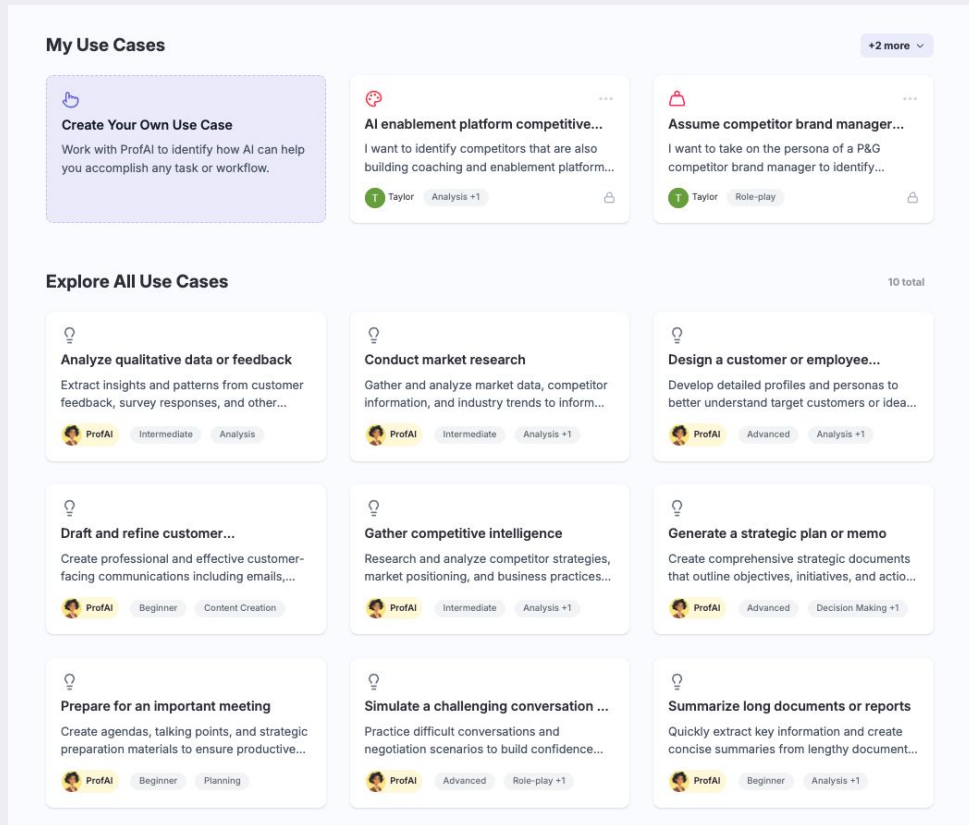
ROI-driving AI use cases in  
every pocket of the  
organization



## OUR SOLUTION

# ProfAI Use Case Coach

Hyper-personalized use case discovery, sharing, and reporting





## The Head of AI's challenge

## ProfAI's solution

AI's capabilities are constantly changing

Use case coaching based on the latest model updates

Employee use cases are unique (and not obvious)

Hyper-relevant use cases based on role + priorities

No way to see what people are using AI for

Real-time measurement of employee use cases

Use cases stay in the heads of super users

Use case sharing across teams

ProfAI **learns** about  
each individual's role, AI  
proficiency level, and  
priorities



ProfAI

### Tell us a bit about your work


The more we know about your role, the better we can  
personalize your learning path.

Industry or company

e.g., Education startup using AI for personalized  
tutoring

Your role

e.g., Senior UX Designer creating AI-driven  
course flows

 We use this to personalize your content, you can  
update it anytime.


**LET'S DO THIS!**







Then coaches your  
employees on key AI  
skills in the context of  
their role


**ProfAI** BETA

Time to write your own prompt from scratch. Here's the scenario:  
Your boss wants you to create a brief report for project stakeholders  
on potential risks for a large-scale construction project in a foreign  
country.

Write a prompt to help you accomplish this.

PROMPT

Create a draft intake for a new




Good attempt. You described a clear task, but you didn't give enough  
context to help the AI understand what the product is all about!


TRY AGAIN



ProfAI helps  
employees find  
**hyper-relevant use**  
**cases** at scale



Filter by Goal



**Create Your Own Use Case**

Work with ProfAI to identify how AI can help you accomplish any task or workflow.



\*\*\*

**AI enablement platform competitive...**

I want to identify competitors that are also building coaching and enablement platform...

 Taylor Analysis +1 

**Analyze qualitative data or feedback**

Extract insights and patterns from customer feedback, survey responses, and other...

 ProfAI Intermediate Analysis

**Conduct market research**

Gather and analyze market data, competitor information, and industry trends to inform...

 ProfAI Intermediate Analysis +1



### Define your Use Case

Great! Just like your other thought partners, I'll be a better coach if I know a bit more your specific situation. So I'm going to ask you a few questions to better define our use case

Which aspects of the wireframe design do you want the AI to describe in detail?

1/4

- ☐ User interaction flow
- ☒ Visual hierarchy and layout principles
- ☐ Accessibility considerations
- ☐ Component relationships and dependencies
- ☐ Design system elements and patterns

ProfAI helps employees **better define their use case** to provide personalized coaching and prompts

Employees get **pro tips and watch outs** to safely and effectively implement AI





### Pro Tips for Your Use Case From ProfAI

Based on your situation, here are a few things I'd keep in mind when executing this use case.

#### Data Security Critical

You'll be uploading interviews containing client identifying information (names, business details). Here's how to protect this data:

-  Use your company's secure LLM only - Never use public AI services
-  Remove PII before upload - Strip email addresses and other identifying information



### Execute your Use Case

Here's your action plan and an initial prompt to get started with AI. You can also save and share this prompt, action plan, and use case.

#### Your Starter Prompt

 Copy to Clipboard

 Edit

 Open with 

Analyze the uploaded call transcripts and identify:

1. The top 3-5 recurring themes or topics that customers mention most frequently
2. Representative quotes that best demonstrate each theme
3. Any patterns in customer sentiment (positive, negative, or neutral)
4. Actionable insights or recommendations based on the analysis

Please organize your findings in a clear, structured format with specific examples from the transcripts.


Employees get an **action plan and starter prompt** to execute

# Share use cases with colleagues or teams


Standardize and share great use cases across your organization to drive forward your AI culture


Courses Use Cases Workshops


5 Prom


 **Saving & Sharing**


**Name**

Sit volumptatem 

 **Sharing & Visibility**

☒  **Private**  
(only you can access)

☐  **Share via link**  
(anyone with the link can access)

☐  **Share in Use Cases library with colleagues**

**Cancel** **Save**

Best Practices & Things to Watch Out For!

# Track employee AI certification and use cases

## Progress Dashboard

[Download User Data](#)

Track user engagement and progress toward AI proficiency in ProfAI

### System Metrics

Overall platform engagement and user activation



Total Users

1,265



Activation Rate

50.6% (1265/2500)



Monthly Active Users

84.5%

### Program Overview

Basic AI Proficiency

User progress against key program milestones



Programs Completed

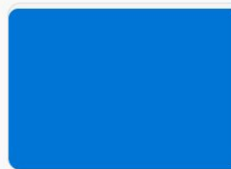
970 76.7%

100%



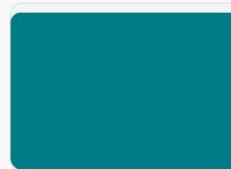
Enrolled

97%



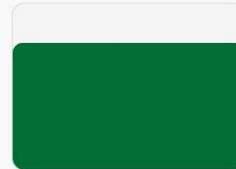
Onboarded

94.9%



Program Started

76.7%



Program Completed

### Use Cases

User-generated use cases and adoption metrics



Users with Use Cases

67.0% (847/1265)



Use Cases Completed

3,420 all time

All Time



Custom Use Cases Completed

1,847



# Recommendations based on your profile

See hyper-relevant use cases based on  
your role, company, and day-to-day work

The image displays two recommendation cards from ProfAI, each featuring a lightbulb icon at the top left. The first card is titled "Gather competitive intelligence" and describes the function as "Research and analyze competitor strategies, market positioning, and business practices ...". It includes a yellow "ProfAI" badge, a grey "Analyze +1" button, and a blue "For You" button with a person icon. The second card is titled "Generate a strategic plan or memo" and describes the function as "Create comprehensive strategic documents that outline objectives, initiatives, and actio...". It also includes a yellow "ProfAI" badge, a grey "Make Decisions +1" button, and a blue "For You" button with a person icon.

**Gather competitive intelligence**

Research and analyze competitor strategies, market positioning, and business practices ...

ProfAI Analyze +1 For You

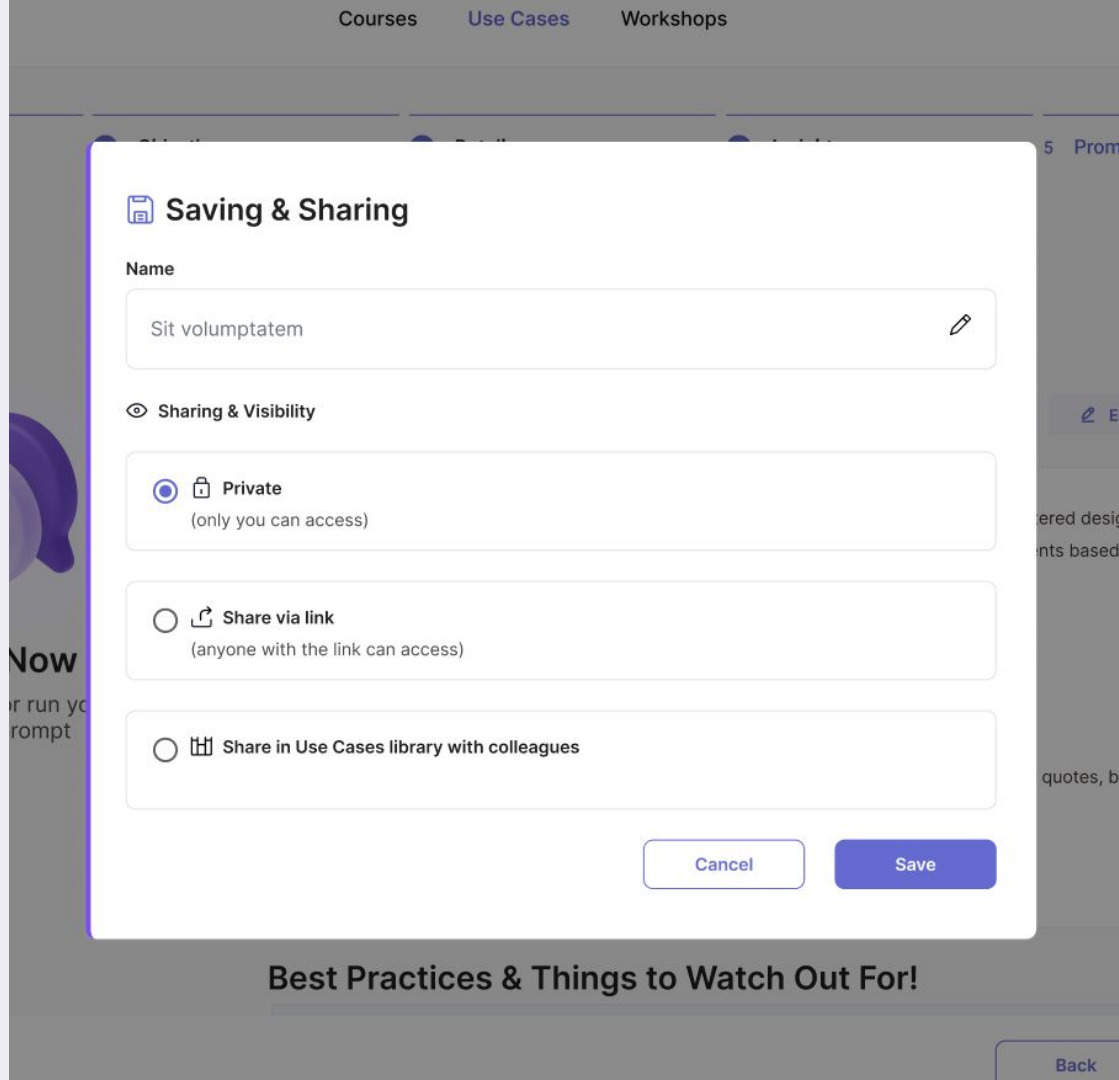
**Generate a strategic plan or memo**

Create comprehensive strategic documents that outline objectives, initiatives, and actio...

ProfAI Make Decisions +1 For You

# Company use case library

Standardize and share great use cases across your organization to drive your AI culture



Best Practices & Things to Watch Out For!

YOUR MANDATE

Driving frequent x  
sophisticated AI use





# Your 3 mandates as the head of AI

1

Get **every knowledge worker** access and coaching to an **Enterprise LLM**



2

Turn on **the most advanced capabilities** you possibly can (i.e. custom GPTs)

3

Give employees tools to **discover great AI use cases** without 1:1 coaching

# A few ways to drive use case virality

1. Spotlight great use cases in Slack, Teams, or regular meetings
2. Do a “first to 100 great use cases” competition across departments
3. Set an expectation for sharing a use case 1/month for each employee
4. Track and share your organizational use case library breadth every month

# Where you are vs. where you're going

