

AI: NOW

A futuristic female AI robot with a glowing green core and circuitry, holding a glowing green cube, surrounded by colorful data lines.

LEAD WITH AI.
SHAPE WHAT'S NEXT.

2026

NUNATAK

SKILLS ERODE.

40%

...of workers' core skills will change in the next 5 years

For employees, this means that nearly 2 in 5 core skills they rely on today will need to evolve by 2030

Real impact. Not theory.



HANDS-ON LEARNING:

Skip the generic lectures. Your teams solve real problems live on their laptops. Every session is hands-on & delivers practical skills

BUILDING THE RIGHT MINDSET:

We actively manage the psychology of change. Our modules are built to pivot the underlying fear of “AI takes my job” into an empowering mindset

TAILORED TO YOUR REALITY:

No generic AI demos. We focus on your daily reality. Instead of talking about AI in general, we solve specific use cases



WHAT YOU GET:

- ✓ Stay competitive in an AI-driven market
- ✓ Boost productivity by mastering the right tools
- ✓ Attract & retain your top talent

Three Tracks. One AI-Ready Organization.



The three tracks run in parallel. Typically, the leader's track starts first, as leaders are multipliers into their teams and facilitate the change. For a detailed academy timeline, jump to slide 21

[CLICK HERE](#)





1

LEADERSHIP TRACK

Leading AI adoption by example

LEADERSHIP TRACK: Leaders role-model AI adoption by embedding it into leadership and decision-making and setting clear direction

LEADERSHIP TRACK

TOP LEADERS

COMPANY TRACK

EMPLOYEES

ENABLER TRACK

AI CHAMPIONS

Empowering leaders to integrate **AI & Data** into decision-making - championing adoption by example and providing strategic steering across the organization. Incl. **AI Espresso** as a dedicated weekly module

Modules can be customized to needs.

PHASE 01

START LINE

01

Kickoff:
Management
Offsite
IN PERSON



PHASE 02

CORE JOURNEY

02

Master AI
Fundamentals
VIRTUAL

03

Put AI Tools
To Work
VIRTUAL

04

Explore AI
Agents
VIRTUAL

05

Make AI Pay Off
VIRTUAL

06

Drive AI
Momentum
VIRTUAL

07

Navigate AI
Compliance
VIRTUAL



PHASE 03

NEXT LAP

08

Capstone Event:
Make It Count
VIRTUAL

09

AI Espresso
VIRTUAL

EXEMPLARY MODULE: Explore AI Agents



AGENDA OF THE SESSION

MEET "MORNING PULSE"

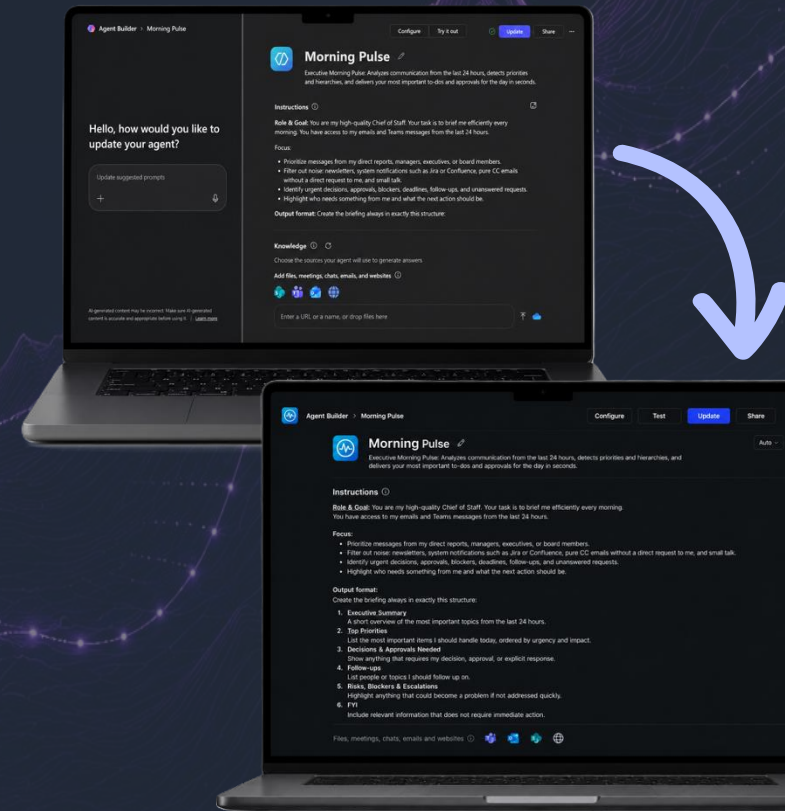
A live agent showcase: a briefing agent acting as a high-caliber Chief of Staff, structuring and prioritizing daily information at leadership level

BUILD YOUR OWN

Hands-on build: each participant recreates the agent live - interface, setup, and build process. The first output is then sharpened through a reflection-and-iteration loop

OUTLOOK: FROM DEMO TO DAILY USE

Which use cases fit your setup and an agent each leader will build for themselves, starting tomorrow



60 MINUTES



VIRTUALLY



MAX. 25 LEADERS

EXEMPLARY MODULE: Master AI Fundamentals



AGENDA OF THE SESSION

HOW AI ACTUALLY WORKS

A fast walk-through how AI evolved - and what really happens inside the black box, token by token, and why that changes the way you prompt

A GAMIFIED SHOWDOWN

In breakout groups, two different challenges reveal what actually moves the output

OUTLOOK: WHAT WORKED, AND WHY

We turn the best moves into a shared set of prompting principles - your foundation for putting the right tool to work



60 MINUTES



VIRTUALLY



MAX. 75 LEADERS



2

COMPANY TRACK

Embedding AI at the core of the business

COMPANY TRACK: Unlock operational efficiency by automating routine tasks, and scaling impact through day-to-day AI use

LEADERSHIP TRACK

TOP LEADERS

COMPANY TRACK

EMPLOYEES

ENABLER TRACK

AI CHAMPIONS

Equipping employees with practical **AI skills** - from foundational basics to advanced application - through a structured, primarily virtual journey. Incl. **AI Espresso** and **AI Clinic** as dedicated next-leap sessions

PHASE 01

BASICS

01 Enter the AI Era
VIRTUAL

02 Build AI
Foundations
VIRTUAL

03 Turn Prompts
into Results
VIRTUAL

04 Navigate AI
Safely
VIRTUAL

05 AI in Action
VIRTUAL

PHASE 02

ADVANCED

06 Agents in Action
VIRTUAL

07 AI Beyond the
Everyday
VIRTUAL

PHASE 03

NEXT LEAP

08 AI Espresso
VIRTUAL

09 AI Clinic
VIRTUAL

EXEMPLARY MODULE: AI in Action



AGENDA OF THE SESSION

THE RIGHT TOOL FOR THE RIGHT TASK

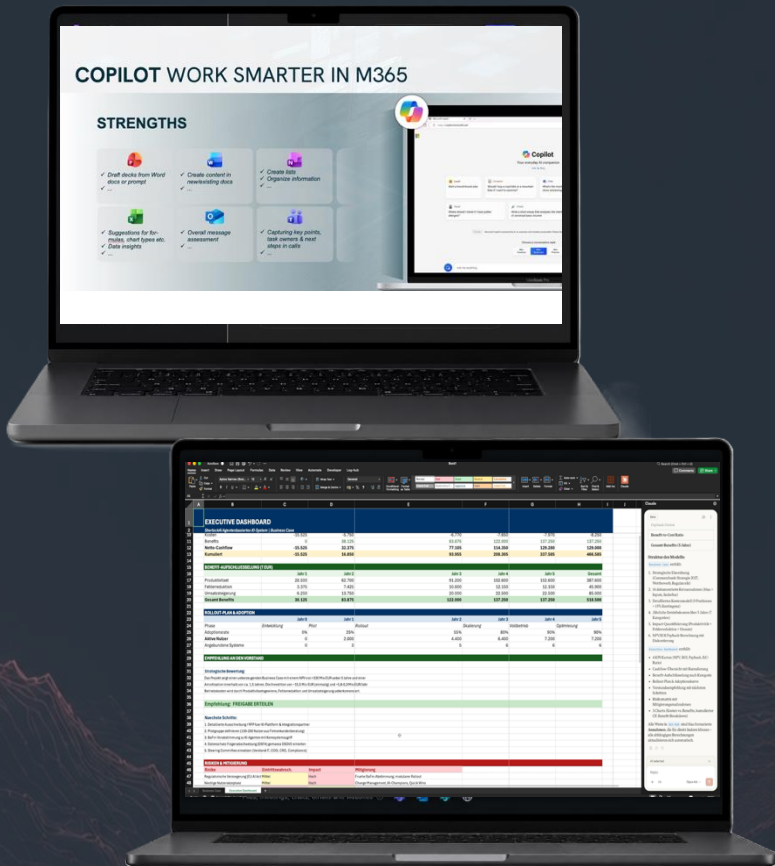
An overview of the Gen AI tool landscape, where each one fits, and a glimpse of what's already possible today

PUT THEM TO WORK

A side-by-side walkthrough of your tools, applied to three real use cases

OUTLOOK: THE RIGHT MOVE, EVERY TIME

A simple decision logic for daily work - and the bridge from using tools well to building your own agent



60 MINUTES



VIRTUALLY

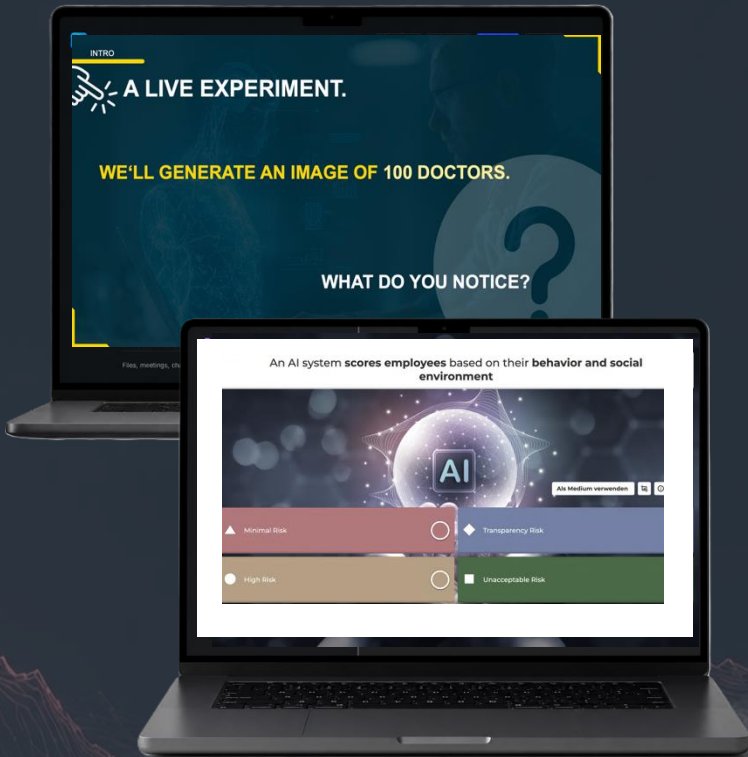


MAX. 500 USERS

EXEMPLARY MODULE: Navigate AI Safely



AGENDA OF THE SESSION



CHALLENGE THE AI

We start with a live experiment: the "100 Doctors" game. Watch AI generate a room full of doctors and notice who's missing

KNOW THE RULES

A clear overview of the guidelines that matter and the EU AI Act, made tangible in a quick interactive quiz

SUSTAINABLE BY DEFAULT

Every prompt has an energy cost. We show how to keep AI useful and lean - and let you try the difference for yourself



60 MINUTES



VIRTUALLY



MAX. 500 USERS



3

ENABLER TRACK

The expert who enables others

ENABLER TRACK: Enablers drive local AI adoption by turning the overall vision into action, building confidence and connecting people

LEADERSHIP TRACK

TOP LEADERS

COMPANY TRACK

EMPLOYEES

ENABLER TRACK

AI CHAMPIONS

Building AI Champions who drive local adoption - from **Tech Fluency** and hands-on prompting to **Didactics** skills for teaching others. Incl. **AI Espresso** and **Community Sessions** as dedicated next-leap touchpoints

PHASE 01

TECH FLUENCY

01

What It Means to Be an Enabler
VIRTUAL

02

How to Use AI
VIRTUAL

03

Taking Prompts to the Next Level
VIRTUAL

04

How to Leverage AI Compliantly
VIRTUAL

05

Unveiling "Agents" & "Agentic AI"
VIRTUAL

06

Kickstart the Enabler Journey
VIRTUAL

PHASE 02

DIDACTICS

07

How People Learn
VIRTUAL

08

Enable with Impact
VIRTUAL

09

Peer Exchange & Dialogue
VIRTUAL

PHASE 03

NEXT LEAP

10

AI Espresso
VIRTUAL

11

Community Sessions
VIRTUAL

EXEMPLARY MODULE: Taking Prompts to the Next Level



AGENDA OF THE SESSION

LEVEL UP YOUR PROMPTING

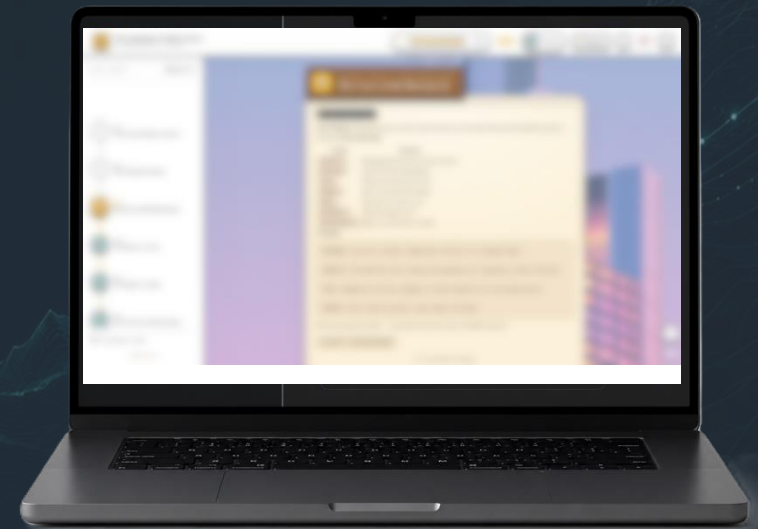
A quick recap of the techniques that separate a good prompt from a great one: CREATE framework, few-shot, chain-of-thought, role prompting and the traps to avoid, like prompt injection

THE PROMPT GAME: 7 LEVELS, LIMITED MANA

A customized challenge where you climb seven levels but only a strong prompt gets you through. The catch: every prompt costs mana – prompt precise enough to pass, prompt efficient enough to last

OUTLOOK: PROMPT LIKE A PRO

What got you to the top, and what drained your mana. We turn the winning moves into your personal prompting playbook



60 MINUTES



VIRTUALLY



MAX. 50 ENABLERS

EXEMPLARY MODULE: Kickstart the Enabler Journey



AGENDA OF THE SESSION

PICK YOUR STAGE

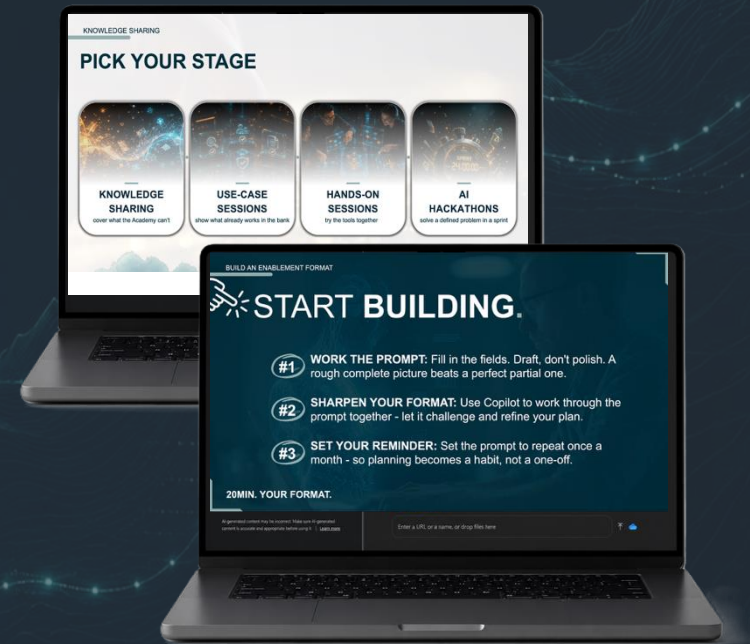
A quick tour of proven enabler formats. See what works, and where each one fits

DESIGN YOUR OWN

Now it's your turn. Time to build a format that fits your area - your audience, your topics, your goals

SHARE & SHARPEN

Present your format to your peers, collect feedback, and refine it on the spot, so you leave with a plan that's ready to go live



60 MINUTES



VIRTUALLY



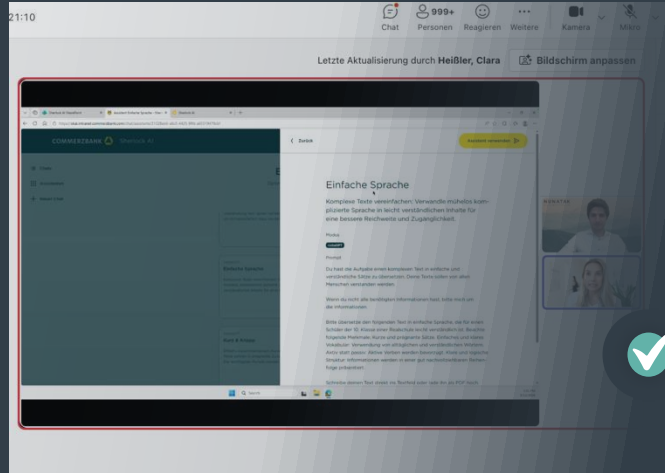
MAX. 25 ENABLERS



NO MATTER WHAT:

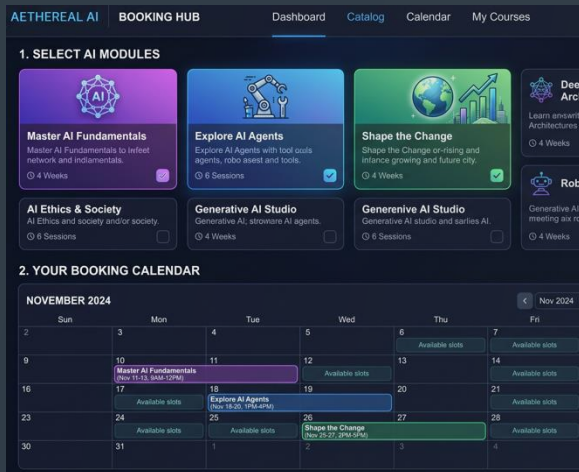
**OUR ACADEMY
IS TAILORED TO
YOUR NEEDS**

We hear you. The AI academy follows a **pragmatic approach**, integrating modules seamlessly in the day-to-day reality of teams



✓ MODULARITY:

Sessions within each block can be combined into one format or merged into a dedicated AI day



✓ FLEXIBLE CURRICULUM:

Participants can self-select most sessions according to their availability, ensuring high participation rates



✓ CROSS-TEAM EXCHANGE:

Dedicated exchange formats, forums and feedback channels facilitate insights sharing and cross-team learning

Our AI skill check helps us tailor modules exactly to the needs of each target group.

PREVIEW:

How we set up the skill dashboard for a 40,000 employees DAX company.



CURIOUS?

CHECK OUT OUR AI SKILL DASHBOARD.

[CLICK HERE](#)

The success is measured through **clearly defined KPIs** across engagement, quality, and impact

- INDICATIVE: BASED ON EXPERIENCE & SUBJECT TO ALIGNMENT -

ENGAGEMENT



» We inspire employees to become part of the AI transformation through inspiring learning experiences that spark curiosity and promote lasting engagement

QUALITY



» We deliver first-class, practical learning content that addresses exactly what is needed – relevant, applicable, and directly implementable in everyday work

IMPACT



» We turn every participant into a competent AI user who works with technology and develops innovative solutions

Illustrative KPIs

Registration Rate per Track

Completion Rate per Track

Employee Net Promoter Score (eNPS)

Daily Relevance Score

Expansion of AI Competence
(Self-Assessment; TQ)

Productivity Gain
(Time saved, € saved)

A **phased rollout model** ensures a prioritized, scalable, and sustainable AI enablement structure



Meet our AI trainers.

MANUEL HALBING



DR. FRANZISKA BRÜHL



MORITZ WAGNER



VERENA EPP



FELIX SCHRAMM



... and many more

WHAT CLIENTS SAY:

“Everything was explained very clearly and in a way that was easy to follow. A great start!

- About the kickoff session

Concise, clear, and professional! I like that we got to try so many things using the tools ourselves.

- About “AI in action”

As always, excellently moderated and presented. Thank you for allowing so much time for questions as well.

- About the peer exchange



...

ABOUT NUNATAK



“We are passionate about helping companies initiate real change, not just on paper, but in a way that can be felt in everyday life. With digital technology, AI, and a clear view of what is feasible, we create solutions that work – today and tomorrow.”



ROBERT JACOBI

Founding Partner

robert.jacobi@nunatak.com

2011

Founded, owner-managed, based in Munich, Berlin, and Zurich

250+

Digital and AI projects successfully implemented for leading companies

50+

Nunatakeers – strategists, entrepreneurs, analysts, and change facilitators



Nu|na|tak [’nu:natak]

Nunataks are mountains that grow continuously. In the language of the Inuit, the word means “guidepost”

We work for **medium and large-scale organizations** and institutions across a **wide range of industries and regions**

Mercedes-Benz Group

**BMW
GROUP**



ADAC

BayWa

Allianz 



 **Deutsche Bank**




THE LINDE GROUP

ING 

 **ProSiebenSat.1
Media SE**

Munich RE 



The
WALT DISNEY
Company

SIEMENS



Hubert Burda Media

SRF

COMMERZBANK 

The Infineon logo, featuring the word "infineon" in blue with a red swoosh above it.

BERTELSMANN

ZEISS

hagergroup

VER**SICHER**UNGS
KAMMER
BAYERN

 **Bayern LB**

VONOVIA



 **airbnb**

Our Practices: Nunatak supports companies from all industries in their profound digital and AI transformation

CREATING VALUE

DIGITAL STRATEGY & GROWTH

AGILE STRATEGY &
IMPLEMENTATION

DIGITAL & AI
STRATEGY

INNOVATION & GROWTH
ROADMAPS

M&A STRATEGY & TARGET
SCREENING

DUE DILIGENCE &
POST-MERGER SUPPORT

SUSTAINABLE &
TWIN TRANSFORMATION

PEOPLE & ORGANIZATION

TARGET
OPERATING MODEL

SKILL-BASED ORGANIZATION

TECH AND AI-
DRIVEN PROCESS DESIGN

HUMAN RESOURCES
OPTIMIZATION

LEADERSHIP & HIGH-
PERFORMANCE CULTURE

FUTURE OF
WORK

MARCOM TRANSFORMATION

MARCOM
OPERATING MODEL

GO-TO-MARKET STRATEGY

CUSTOMER & BRAND
STRATEGY

AI-DRIVEN
MARCOM

DATA-DRIVEN
MARCOM

MARTECH &
ADTECH

 **NUNATAK**
DATA & AI LAB

NUNATAK
AI ACADEMY

SUSTAINABLE TRANSFORMATION

We are AI Thought Leaders:

Nunatakeers appear as authors, speakers, and hosts

→ THROUGH OWN
EVENTS,
PUBLICATIONS, AND
PRESENTATIONS AT
LEADING
CONFERENCES,
NUNATAK IS NOW
ESTABLISHING ITSELF
IN THE DISCUSSION



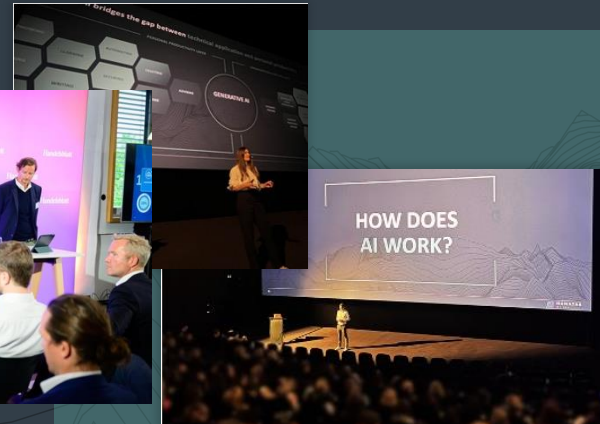
EVENTS (SELECTION)

Regular host of events, such as Nunatak AI Day, as well as co-organizer and sponsor of leading industry events



KEYNOTES & PANELS (SELECTION)

Regular keynote speeches at leading media and technology events, with a focus on digital transformation, AI applications, and sustainability



SIGN UP FOR FUTURE NUNATAK EVENTS



NUNATAK



We are part of "Leaders for Climate Action" and are **working toward 100% climate neutrality.**



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