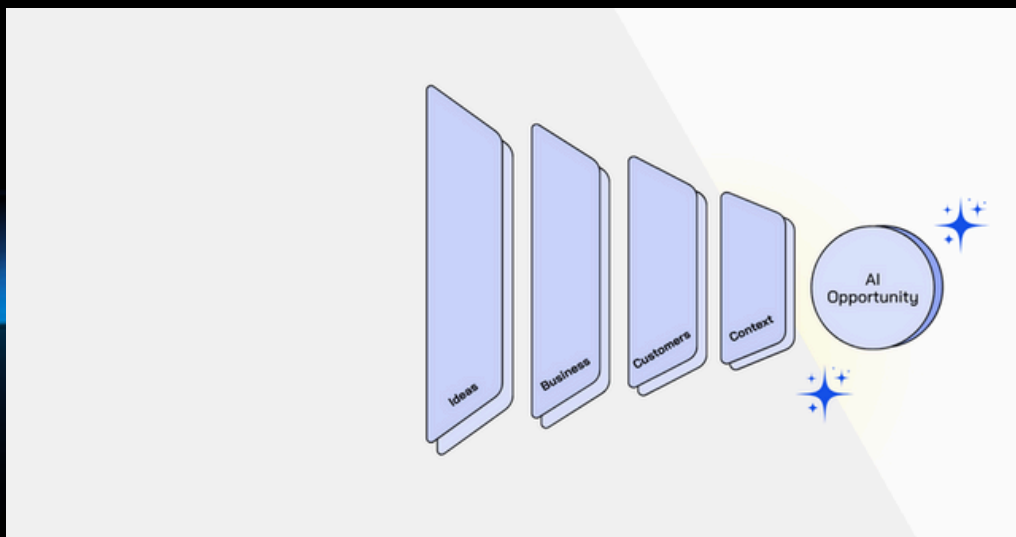


PROBLEM FRAMING

training for AI Teams



Imagine what's possible with AI –
before your competitors do.

Everyone's building with AI, and they're building fast. Speed isn't the challenge anymore — "Direction" is.



The teams who win this race won't be the ones rebuilding old software with new tools. They'll be the ones who **use AI to do what was never possible before** — because they chose the right **PROBLEMS** to **SOLVE**.

But most teams are still rushing in without that **CLARITY**, launching pilots with no business case, shipping features no one uses, and filling their roadmap with AI Hype and vendor pushed AI solutions.

We're here to change that.

A 5-Year Mission to Rethink How Teams Build With AI

We're on a mission to help 10,000 teams frame their most strategic, differentiated AI bets — before they waste months or millions on the wrong ones.

Year 1 - 2025

The Flagship Pilot

We're inviting a select group of forward-thinking companies to be among the first cohort to experience the full training, our frameworks, and the custom GPT-powered Copilot.



Applications and nominations now open

WILL YOU BE ONE OF THEM?

Problem Framing for AI Teams

A 1-day training to help your team scope bold, differentiated AI opportunities — so you lead the race, not just run it.

Format: 1-day immersive, on-site or online

Audience: Cross-functional AI teams (up to 24 people)

Includes: AI Problem Framing Playbook, Facilitation Slides + GPT-powered Copilot

Outcome: Fundable AI Opportunity Briefs

Why This Training Matters Now

Your customers are changing. Your market is shifting. And **at the intersection of evolving needs and emerging tech lies your roadmap to “meaningful AI”.**

When electricity was invented, the first innovations were electric lamps and motorized fans — not new ideas, just electrified versions of the old.

The real breakthroughs came when people **stopped replacing** and started imagining what electricity uniquely enabled.

AI is at that same moment. **The winners won't be the ones rebuilding old software with new tools.** They'll be the ones using AI to do what was never possible before.

But most AI teams are stuck:

- ❌ Vague mandates (“Do something with AI”)
- ❌ A sea of AI ideas but no method to filter, prioritize, or kill them
- ❌ Features that no one uses
- ❌ Endless stakeholders’ debate over what matters and where to focus
- ❌ Decisions driven by feasibility— not strategic value

“On a scale of 1–10, how confident are you in how your team scopes AI opportunities? If it's less than a 9, this training's for you.”

Who is it for

This training is for cross functional AI teams, including:



CIO's and IT Leaders

Product Managers & Innovation Leaders

Data & AI Teams

Designers & CX Professionals

Digital Transformation Team members

Service & Process Owners

Corporate Consultants & Agile Coaches

What to expect

This isn't a brainstorming session. It's a **strategic intervention** — designed to bring decision-makers and builders together to:

- ✓ Link AI ideas to business goals
- ✓ Validate against real customer pain
- ✓ Score and shape ideas worth funding

By the end of the day, your team leaves with crisp, **high-confidence AI Opportunity Statements** — aligned, actionable, and fundable.

What this is not

- ✗ An AI skills course to upskill data scientists
- ✗ A leadership seminar on high-level AI strategy
- ✗ A technical workshop to train engineers on prompts or code
- ✗ A design thinking retreat full of sticky notes and vague ideas

This is a Strategic + Tactical workshop designed to help teams scope the **right problems** before they build their AI solution.

How we teach



Up to 24 participants, divided into 4 cross-functional teams

Small groups mean more voices are heard – every perspective is acknowledged.



One big room with plenty of wall space and whiteboards

We're visual thinkers. Seeing ideas on the wall helps teams process, align, and remember (so nothing important gets lost in conversation).



Led by an expert facilitator – who guides the thinking, keeps the group focused, and challenges assumptions in real time.



Each team brings one real AI idea to the table. People learn best when the stakes feel real. Each participant works on a challenge their team actually cares about (not a made-up case study).



Teams stress-test and reframe their initial idea. Participants apply the full process, end-to-end, hands-on.



Every module follows this structure:

- **10% Theory** – short, bite-sized lessons
- **80% Practice** – hands-on team activities
- **10% Reflection** – group debriefs to connect insights and lessons learned

Agenda

9:00 – 9:30

Welcome & Intros

9:30 – 10:00

Module 1: What. When, Why PF

10:00 – 10:30

Module 2: Align with the Business

10:30 – 10:45

Break

10:45 – 12:00

Module 3: Understand the Customer

12:00 – 13:00

Lunch

13:00 – 14:45

Module 4: Contextualize the Problem

14:45 – 15:00

Break

15:00 – 16:45

Module 5: Craft the AI Opportunity

16:45 – 17:00

Wrap-up & Next Steps

10%

80%

10%

Curriculum

Module 1: What, When, and Why AI Problem Framing

Understand the cost of poor framing — and the power of doing it right.

- Learn why most AI efforts fail (it's not the new tech — it's the problem)
- Identify red flags of solution-first thinking
- Explore when and how to use Problem Framing inside fast-paced teams



Outcome

Teams select and define the AI idea they'll frame for the rest of the day, and understand why it needs framing in the first place.

Module 2: Align with the Business

Connect AI ideas to strategy— or cut them loose.

- Build a Solution Opportunity Tree to link ideas to business outcomes
- Map how each AI idea supports growth, efficiency, or innovation goals
- Score and prioritize AI ideas by business impact, strategic alignment, and reversibility



Outcome

Each team walks away with 1–2 AI bets that are business-relevant and strategically sound.

Module 3: Understand the Customer

Zoom in on who really needs your AI solution — and why.

- Shift the conversation from “can we build this?” to “who truly needs this?”
- Identify the Minimum Viable Segment (MVS) for each opportunity
- Build fast, functional proto-personas with facts, goals, behaviors, and pains
- Use the PALT lens to sort & prioritize customer challenges



Outcome

Teams leave with a clear user profile — and a ranked list of real, motivating problems.

Module 4: Contextualize the Problem

Ground your AI idea in real-world context— so it's not just viable, but valuable.

- Apply the 4U test (Urgent, Underserved, Unworkable, Unavoidable) to zoom out and prioritize what's strategically sound
- Build a Customer Journey Map or Service Blueprint to zoom in on specific touchpoints
- Assess feasibility, scalability, and reversibility — using the shared knowledge of the cross-functional experts in the room



Outcome

Teams leave with context-aware solution directions tied to moments that matter.

Module 5: Craft the AI Opportunity Statement

Turn everything into one clear, compelling “AI Opportunity Brief”.

- Synthesize the entire day's work into a crisp, fundable AI Opportunity Statement
- Connect tech feasibility, user pain, and business value — all in plain, persuasive language
- Use our custom GPT Copilot to refine, structure, and finalize the brief
- Leave with a leadership-ready asset your team can confidently pitch and pursue



Outcome

A polished, leadership-ready AI Opportunity Statement your team can pitch and validate with AI design sprints.

What participants get



Beyond the training, your team walks away with a full Toolkit to run powerful problem framing sessions again and again:



AI Problem Framing Playbook —

A detailed, step-by-step guide with templates, examples, and prompts — so your team can confidently repeat the process on new challenges.



Facilitation Slides — A ready-to-use PowerPoint deck with 50+ slides to help you scale the workshop internally. Perfect for leading sessions with other teams or departments.



AI Opportunity Copilot - A custom GPT-powered assistant trained on our exact method. Use it to shape new ideas, guide your framing sessions, and answer tough questions — on demand, anytime.

Apply or nominate your team today

— and imagine what's possible with AI, before your competitors do.



Limited to just a handful of visionary teams in 2025



Book a quick call to see if your team is ready to build meaningful AI solutions