

From Knowing to Becoming: Transforming Leadership with AI & Micro-Experiments

Bridging the gap between learning and doing in the flow of work.

The Problem: The Knowing-Doing Gap



Knowing

Traditional training fails to drive lasting behavioral change.

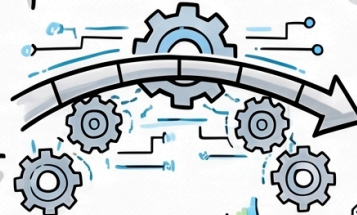
Isolated workshops rely on individual motivation to transfer abstract insights back to work.



ONLY 12% of organizations effectively deliver learning in the flow of work.

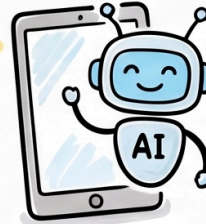
Most learning architectures are built around passive content delivery rather than active experimentation.

Stuck in passive learning.



AI bridges the crucial gap between insight and real-world action.

AI guides experiment design, supports conversation rehearsal, and prompts structured post-action reflection.



The Solution: AI-Powered Micro-Experiments

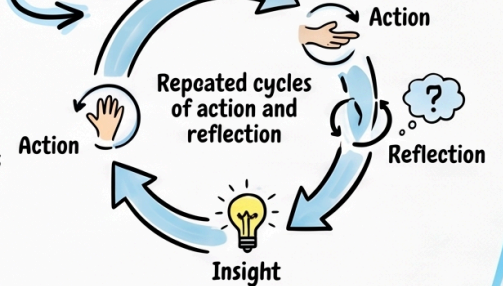
Micro-experiments turn everyday tasks into intentional behavioral tests.

Leaders test small leadership hypotheses with curiosity rather than relying on willpower alone.



Testing in the flow of work.

MICRO-EXPERIMENTS



BECOME



Continuous experimentation accelerates the shift from "Know" to "Become."

Transform static knowledge into a lasting learning identity.