

GROWTHHUB AI — ENTERPRISE INTELLIGENCE

THE AI ADOPTION PROGRAMME

Process first. Tools second. Results measured.

DELIVERED BY AN HRD CORP ACCREDITED TRAINER

“80% say AI makes them faster. Only 37% of companies see it in profit.”

The gap is not the tool — it’s the adoption. This programme closes it in twelve weeks.

SOURCE: STATE OF AI IN 2026 SURVEY

SOUND FAMILIAR?

Licences bought — usage never measured

Training attended — behaviour unchanged

Pilot impressed — never reached production

Nobody owns the number

THE PROGRAMME

Twelve weeks. Four moves. One number that has to move.

1 DIAGNOSE

WEEKS 1-2

Audit the real workflows first. **Baseline cost-per-output and cycle time** before anything changes — and inventory every AI tool your staff already use, including the unapproved ones.

2 FIX, THEN FIT

WEEKS 3-4

Don’t automate waste. Simplify and standardise the process, then match the tools to the fixed process — with clear guardrails and a PDPA-safe usage policy everyone actually understands.

3 ENABLE

WEEKS 5-8

Role-based training on your team’s **actual work** — not generic demos. Leaders adopt first: if management won’t change its own workflow, no training budget fixes adoption below them.

4 MEASURE & SCALE

WEEKS 9-12

Re-measure against the Week-1 baseline. **Saved hours get redeployed** to revenue work — or they don’t count as savings. Scale what proves out; kill what doesn’t, on data.

WHAT YOU WALK AWAY WITH

A BASELINE YOU CAN DEFEND

Cost-per-output numbers your CFO will accept

ONE OWNER, ONE NUMBER

Every workflow has a name and a metric attached

A TEAM THAT USES THE TOOLS

Adoption measured in work, not attendance

A SCALE / KILL DECISION

Backed by before-and-after data, not opinion

WHO IT’S FOR

Built for teams that already bought AI

SME owners and enterprise teams of **20-200 staff** who have the licences but can’t yet point to the result.

Especially operations, HR and service teams with **approval bottlenecks** and manual, repeatable workflows — where one fixed process pays for the whole programme.

WHY GROWTHHUB AI

Led by an operator, not a theorist

- ✓ **Kelvirn Wong** — Six Sigma Master Black Belt, MBA; 26+ years in Fortune 500 operations; USD 10M+ improvement value delivered.
- ✓ Recent work: KPI-tied AI training-needs analysis for one of Southeast Asia’s largest learning & consulting companies.
- ✓ Also delivered: a 24/7 health assessment & monitoring platform for one of the region’s largest, oldest MLMS.

Start with a **free 30-minute Adoption Diagnostic** — we map where your rollout is stuck and name the first number to fix.

+6019 488 7319 | growthhub-ai.co | calendly.com/kelvirnwongkaiping/30min

GrowthHUB-AI

PEOPLE | PROCESS | AI | GROWTH

THE AI ADOPTION PROGRAMME — PAGE 2

WHICH PHASE IS YOUR ROLLOUT STUCK ON?

Twelve statements. Tick Yes or No for each — answer for how your rollout actually runs today, not how it's supposed to run. Then count the "No"s in each phase.

1 DIAGNOSE

MY "NO" COUNT ☐

- 1 We measured a **baseline** (cost per output or cycle time) for at least one workflow **before** AI went in. ☐ YES ☐ NO
- 2 We know **every AI tool** our staff use — including the personal, unapproved ones. ☐ YES ☐ NO
- 3 **One named person** owns the adoption result. ☐ YES ☐ NO

2 FIX, THEN FIT

MY "NO" COUNT ☐

- 4 We **simplified the process before** choosing the tool — not the other way round. ☐ YES ☐ NO
- 5 We have a written, **PDPA-safe AI usage policy** — and staff have actually seen it. ☐ YES ☐ NO
- 6 Every AI tool we pay for is **matched to a specific workflow** — nothing was bought "just in case". ☐ YES ☐ NO

3 ENABLE

MY "NO" COUNT ☐

- 7 Training ran on our team's **real work**, not generic demos. ☐ YES ☐ NO
- 8 Our **managers use the tools** themselves — visibly. ☐ YES ☐ NO
- 9 We track **actual usage**, not just licences bought. ☐ YES ☐ NO

4 MEASURE & SCALE

MY "NO" COUNT ☐

- 10 We **re-measured against the baseline** at 30, 60 and 90 days. ☐ YES ☐ NO
- 11 **Saved hours were redeployed** to revenue work — and we can point to where. ☐ YES ☐ NO
- 12 We have **killed or cut** at least one tool that didn't prove out. ☐ YES ☐ NO

YOUR RESULT: your rollout is stuck in the **earliest phase with 2 or more "No"s**. That phase is where the fix starts — everything after it is built on sand until it's solid.

STUCK IN PHASE 1 — DIAGNOSE

You're flying blind. Without a baseline and a tool inventory, every AI decision is a guess.

STUCK IN PHASE 2 — FIX, THEN FIT

The tool isn't the problem — the process is. Automating a broken workflow just makes the mess faster.

STUCK IN PHASE 3 — ENABLE

Tools don't adopt themselves. If training was generic and managers aren't using it, the team won't either.

STUCK IN PHASE 4 — MEASURE & SCALE

Activity isn't outcome. If nobody re-measured, you don't have an AI programme — you have AI spending.

Mostly "Yes" all the way down? You're ahead of most companies. The diagnostic is where we find the next number worth moving.