



Brainist

A Human-Centered AI Adoption Partner

Helping organisations turn AI into a sustainable organisational capability.

Who We Are



Brainist was founded to connect human potential with artificial intelligence.

We help leaders and organisations adopt AI while keeping people at the centre of learning, decision making and transformation.

We believe successful AI adoption is not primarily a technology challenge, but a leadership, skill building and change management challenge.

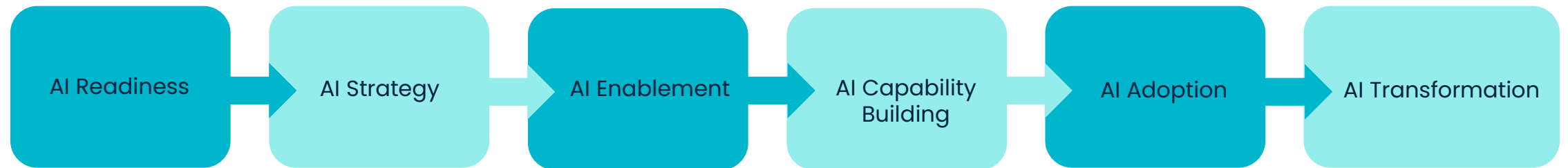
By combining AI adoption, leadership development, AI readiness and responsible AI principles, we guide organisations through every stage of their AI evolution.

The Brainist AI Adoption Framework™



The Brainist AI Adoption Framework is a practical, human-centered approach built on years of leadership, organisational development and AI adoption experience. Rather than relying on generic AI training or one-size-fits-all methodologies, it provides a structured roadmap tailored to each organisation's AI maturity, business priorities and pace of change.

The framework recognises that every organisation follows its own **AI evolution**. Instead of rushing to the latest technologies or skipping essential stages, it guides leaders through a structured journey that builds the capabilities, confidence, governance and organisational readiness needed to achieve measurable business outcomes.



AI Evolution guided by Leadership, Change Management, Governance

What We Do



Depending on the organisation's needs, we combine advisory, workshops, leadership facilitation, capability-building programmes and practical learning experiences to support successful AI adoption and sustainable business impact.

AI Readiness

Assessing organisational readiness, identifying opportunities and barriers, and defining the foundations for successful AI adoption.

AI Strategy Support

Helping leaders define AI priorities, identify strategic AI opportunities, and build practical AI roadmaps aligned with business goals.

AI Capability Building

Developing AI literacy, introducing relevant AI tools and use cases and equipping people with the practical skills and organisational capabilities needed to work effectively with AI.

AI Adoption

Supporting the integration of AI into everyday workflows, helping teams move from experimentation to sustainable business use.

Leadership Development

Equipping leaders with the mindset, knowledge, and skills needed to lead AI-driven transformation.

AI Governance

Helping organisations design, implement, and sustain responsible AI governance frameworks that address risk, compliance, ethics, and accountability.

Change Management

Engaging stakeholders, building trust, managing resistance, and supporting behavioural change throughout the AI adoption journey.

Outcomes



- AI-ready mindset and workforce
- Stronger leadership alignment
- Faster skills development
- Responsible AI usage
- Accelerated AI adoption
- Measurable business value

Why Organisations Choose Brainist



While many AI initiatives start with technology, Brainist starts with people.

Our Core Principles

- Leadership before technology
- Strategy before AI implementation
- AI literacy before tools
- Governance before enterprise adoption
- Business value before AI trends

The Founder Behind Brainist



A Bridge Builder's Journey

Looking back on my career, I see a recurring pattern: I have always built bridges.

As a leader, I wanted to understand my people as deeply as possible: their personalities, strengths, development areas, and hidden opportunities. I built bridges between their individual reality and their potential, helping people discover what they were truly capable of.

As a marketing and sales manager, I built bridges between brands and customers by transforming product value into stories, emotions and personal benefits.

As a learning and development professional I built bridges between organisational challenges and the people who had to solve them by developing the mindset and skills they needed. The ultimate goal was never training itself, but lasting behavioural change that drives business performance.



The Founder Behind Brainist



From Building Bridges to Human-Centered AI Adoption

As the founder of Brainist, I continue to do the same today. I build bridges between human potential and artificial intelligence. Every day, I work to help individuals and organizations leverage the opportunities offered by AI in the safest, most responsible, and most effective way possible, transforming AI adoption into real business transformation.

Technology alone does not create change. Real transformation happens when leaders, employees, and technology create value together.

This is the foundation of my Human-Centered AI Adoption approach.



The Experience Behind Brainist



Brainist is built on more than 25 years of my international leadership, people and skills development, consulting, and AI adoption experience. This unique combination enables me to help organizations turn AI into measurable business impact.

Selected organizations and brands that have shaped my professional journey and contributed to the expertise behind Brainist:

Disney

Adidas

Big Bus

Roche

Givaudan

KPMG

Ford

Diageo

Pasha
Holding

Yettel

Lidl

Budapest
Spas



Every organisation follows its own AI evolution.

Let's guide yours.

Brainist

Human-Centered AI Adoption Partner

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