

CASE STUDY

The Fluency Advantage: Building AI Capability in a Regulated Industry

PROGRAMME

Four-session virtual AI Academy

COHORT

277 professionals across 27+ organizations

KAINDLY

HELLO@KAINDLY.AI · LEAD AI, DON'T CHASE IT.

ABOUT KAINDLY

AI Fluency and Adoption Accelerator

The gap between those who use AI and those who don't is an access problem. Millions of professionals across every industry have the expertise, the judgment, and the drive to integrate AI into their work, but they lack an on-ramp that meets them where they actually are. KAINDLY was founded to build that on-ramp. Our mission is to make AI fluency accessible to those who have been left behind, so that no one's potential is limited by their access to opportunity.

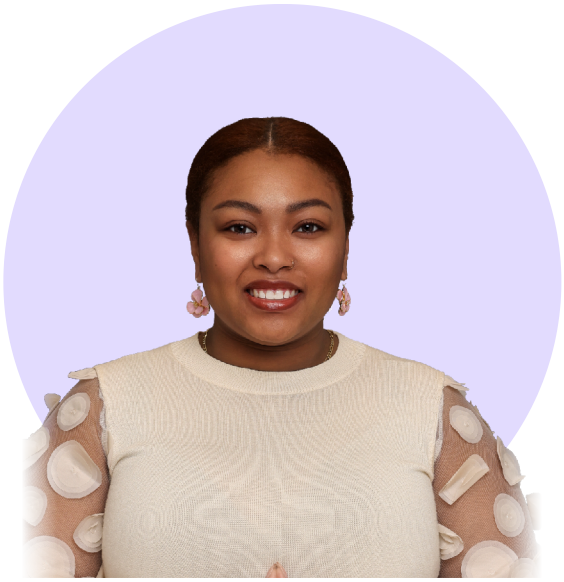
We take a human-centered approach to AI adoption. Before we teach a single tool or technique, we address what most training skips entirely: the fear of falling behind, the uncertainty of where to start, and the isolation of learning alone. Our methodology is built on structured frameworks, live practice, and community-based learning, all designed for the least confident person in the room, not the least brilliant. When you build for the margins, you lift everyone.

KAINDLY's north star is one million learners who become AI-fluent by 2030. Not passive consumers of AI content, but professionals who can think critically with AI, apply it to real work, and lead others through the same journey. Every workshop we facilitate, every assessment we design, and every community we build moves toward that goal. The AI revolution will include everyone, or it will fail. We intend to make sure it includes everyone.

CO-FOUNDERS



Barbara Salami, MBA
CEO & Co-Founder



Leanna Baker Williams, PharmD, MS
COO & Co-Founder

PROGRAMME AT A GLANCE

Reach and Satisfaction

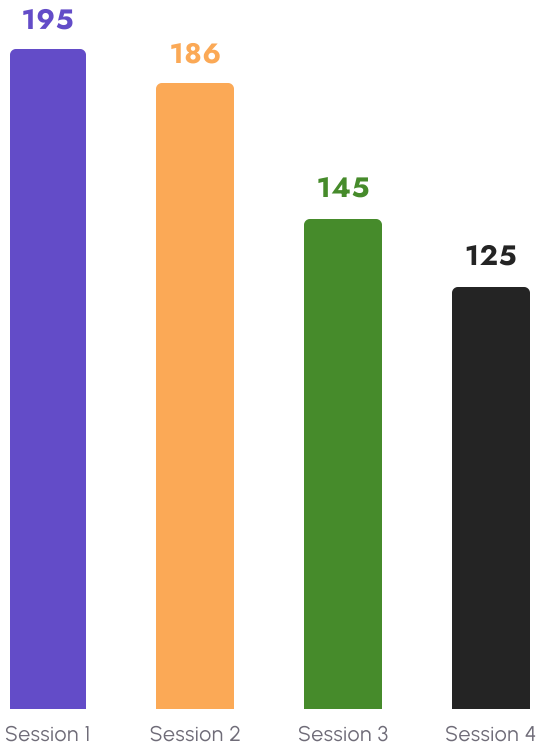
Professionals Registered
277
27+ organizations

Average NPS
+74
vs ≥50 benchmark

Retention S1 → S4
64%
free & voluntary

Confidence Improved
94%
zero declined

Peak Attendance by Session



Average peak attendance 163 · the 125 at the finale were the committed core of the cohort.

NPS by Session

SESSION	PERFECT 10S	NPS
Session 1 *Demystify the Machine*	72%	+81
Session 2 *Prompting Like a Pro*	73%	+86
Session 3 *Prompts in Action*	60%	+66
Session 4 *Own Your AI Future*	62%	+64

320 survey responses across the series.

Programme Outcomes · Kirkpatrick Framework

Level 1 · Reaction | Level 2 · Learning | Level 3 · Behavior

+74 avg NPS — 62% perfect 10s at the finale, zero negative sentiment; 74% named the KAINDLY Framework most valuable	REACTION	Met
5.6/7 self-reported confidence at close: 94% reported improvement	LEARNING	Met
85% used AI for work within one week — 42% changed behavior before the programme ended	BEHAVIOR	Met

Evaluated against Levels 1–3 of the Kirkpatrick training evaluation framework.

OUR PARTNER

A 24,000-Member Association

Most organizations that invest in AI training do so without a clear picture of where their people actually stand. They deploy tools, issue guidance, and assume adoption will follow. It rarely does.

A national nonprofit professional association with more than 24,000 members across the pharmaceutical and life sciences sector recognized this gap — and chose to address it with evidence rather than assumption.

The organization provides leadership development, career advancement programming, and professional networking for individuals at every level — from early-career analysts through C-suite executives. Its membership spans clinical development, commercial strategy, quality assurance, regulatory affairs, medical affairs, research and development, market access, and executive leadership.

It had never offered AI-specific programming. That changed in early 2026.

MEMBERSHIP SCOPE

- Clinical Development & Operations
- Commercial Strategy & Marketing
- Quality Assurance & Compliance
- Regulatory Affairs & Pharmacovigilance
- Medical Affairs
- R&D & Translational Science
- Market Access & HEOR
- Executive Leadership

Annual conference · Global leadership summits · Digital member portal · Tiered corporate partnerships



THE CHALLENGE

A Structural Gap in a Motivated Workforce

Member companies were deploying AI platforms, but corporate guidance on how to use them remained uneven. Experienced professionals, many in senior roles, found themselves expected to integrate tools they had never been trained on, in environments where a single hallucinated reference or unsanctioned data input could carry regulatory consequences.

CONSTRAINTS

1

Audience Diversity

The membership spans entry-level to executive, across more than a dozen professional functions. A single-track curriculum needed to serve all of them without losing advanced learners or leaving cautious ones behind.

2

Regulatory Sensitivity

Participants work in environments governed by strict compliance frameworks. AI training had to address data confidentiality, hallucination risks, and human-in-the-loop accountability from the very first session.

3

Scale Without Dilution

With 200+ registrants expected in a virtual format, the programme needed to deliver hands-on practice at scale, with engagement participants could feel and facilitators could measure.



> **"Never going to catch up."**
>
> — Academy participant, Session 1 opening pulse check
>
> Asked how they felt about AI at the start of the programme.

PROGRAMME DESIGN

The Programme Lifecycle

The AI Academy comprised four 90-minute sessions, each designed to move participants deeper into applied practice:

BEFORE

AI Readiness Assessment

10-dimension diagnostic placing each participant on the five-stage AI Readiness Spectrum, establishing a baseline to inform session design.

SESSION 1

Demystify the Machine

Grounded participants in AI fundamentals, platform navigation, and personalization setup, with the goal of moving the room from confusion to clarity in 90 minutes.

"I used Claude today for the 1st time, it was great!"

— Participant, session chat

195 attended

SESSION 2

Prompting Like a Pro

Introduced KAINDLY's structured prompting methodology. Participants applied it in live exercises and compared outputs across revisions.

"I used CRAFT for a job-related task that I abandoned weeks ago. The output is amazing, and closer to what I need!"

— Participant, Session 2

186 attended

SESSION 3

Prompts in Action

Team-based prompt challenges scored against a rubric, plus the AI Opportunity Scan for mapping personal workflow tasks to AI support.

"It gave me clarity on my prioritisation and where it can really support me... As someone newish to AI this was really helpful."

— Participant, Session 3

145 attended

SESSION 4

Own Your AI Future

Readiness Assessment deep-dives, stage-based breakout reflections, and 90-day behavioral roadmaps built from each participant's results.

"I am leaving more knowledgeable and feeling more empowered."

— Participant, Session 4

125 attended the finale

AFTER

The KAINDLY Collective

Ongoing community with curated learning pathways, a prompt library, live weekly sessions, and peer accountability for those sustaining momentum beyond the cohort.

DIAGNOSTIC INSTRUMENT

The AI Readiness Assessment: Measuring the Gap Between Interest and Action

Training without diagnosis produces inconsistent results. KAINDLY's AI Readiness Assessment is a diagnostic instrument measuring **10 dimensions of AI readiness** across three layers:

Mindset Layer

How someone relates to AI emotionally, how they see their identity in relation to it, and their openness to change.

Practice Layer

What they actually do with AI tools, how they evaluate outputs, and whether they integrate AI into real workflows.

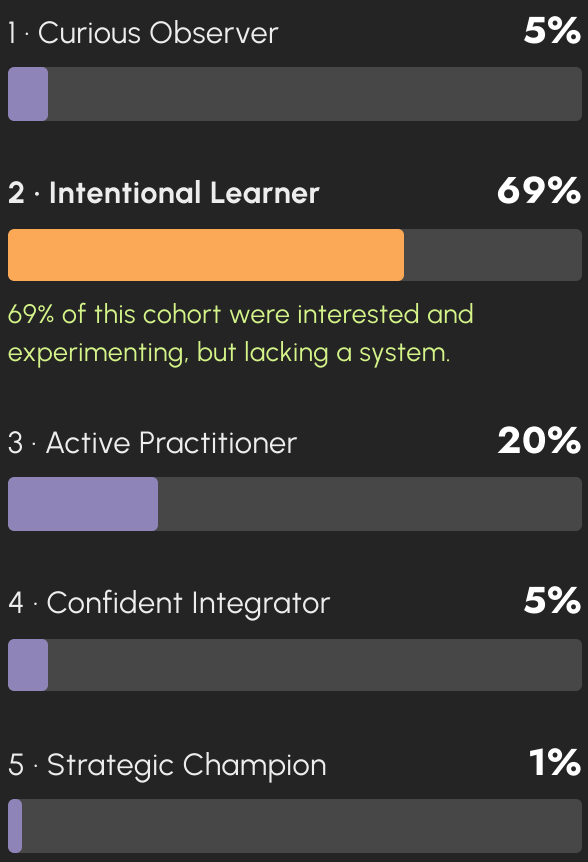
Environment Layer

The context where the work happens — and whether it supports adoption.

The assessment measures the gap between interest and action, and between capability and confidence.

The Five-Stage AI Readiness Spectrum

n = 177 · completed pre-course · AI Academy, Q1 2026



177 professionals completed the assessment pre-course. The distribution shows what satisfaction surveys tend to obscure: most participants started earlier on the spectrum than their interest would suggest.

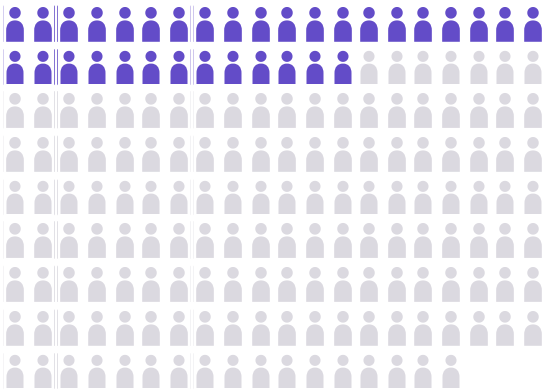
Interested in having your organization or team do the AI Readiness Assessment? Contact us at hello@kaindly.ai.

AUDIENCE PROFILE

The Cohort: Functional Breadth Across a Regulated Industry

PROFESSIONAL FUNCTION	SHARE
Clinical Development / Clinical Operations	18%
Commercial, Sales, or Marketing	12%
Quality Assurance / QC / Compliance	8%
R&D, Discovery, Preclinical, or Translational Science	8%
Market Access, HEOR, or Pricing	8%
Strategy, Business Development, or Partnerships	7%
Medical Affairs / Medical Information	7%
Regulatory Affairs or Pharmacovigilance	5%
Executive Leadership / General Management	5%
HR, IT, Finance, Legal, Manufacturing, Other	23%

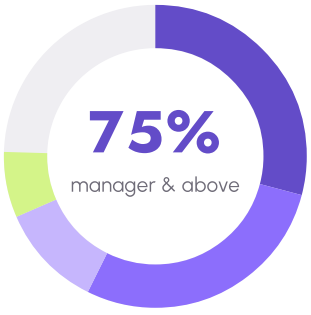
ONE ORGANIZATION, 33 SEATS



Each figure is one of the 177 professionals who completed the assessment. The **33 violet figures** came from a single organization.

27+ organizations represented. A cluster of 33 employees from a single top-5 global pharmaceutical company completed the assessment independently — a signal that enterprise employees are self-selecting into external AI training where internal programmes fall short.

SENIORITY DISTRIBUTION



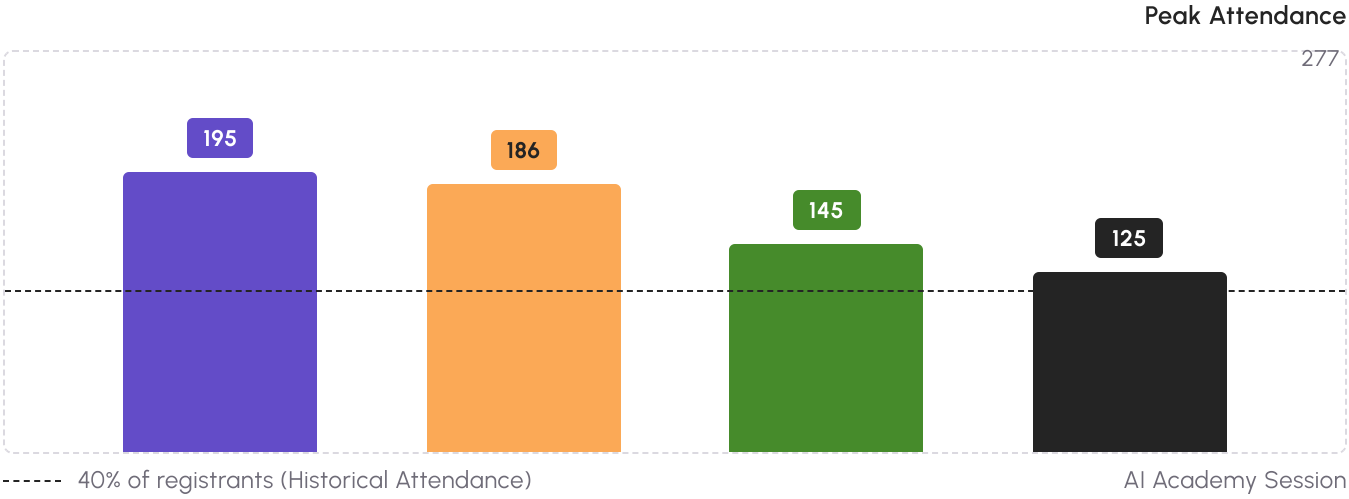
- Manager / Sr. Manager — 29%
- Assoc. Director / Director — 28%
- Senior Director+ — 11%
- C-Suite — 7%
- Individual contributor / other — 25%

RESULTS

Session-Over-Session Performance

Retention from Session 1 to Session 4 reached 64% — a figure that gains weight considering this was a free, virtual programme with no attendance mandate. The 125 professionals who attended the finale represented the committed core of the cohort.

163
Average Peak Attendance



NPS ACROSS THE SERIES



Session 1
NPS +81

Session 2
NPS +86

Session 3
NPS +66

Session 4
NPS +64

Ring shows share of respondents giving a perfect 10.

HOW PARTICIPANTS FELT ABOUT AI

SESSION 1 OPENING

"Never going to catch up."

overwhelmed · skeptical · behind

SESSION 4 OPENING

excited 38% · motivated 22% · confident 19%

Zero negative responses.

EVALUATION AGAINST THE KIRKPATRICK FRAMEWORK*

LEVEL 1 · REACTION

+74 NPS

320 survey responses across 4 sessions. 62% gave perfect 10s at the finale.

LEVEL 2 · LEARNING

94% reported greater confidence

Self-reported confidence averaged 5.6/7 at close. None reported feeling less confident.

LEVEL 3 · BEHAVIOR

85% used AI for work within one week

86% applied CRAFT between sessions. 42% changed how they work before the programme ended.

74% named the KAINDLY Framework the most valuable element; 91% committed to continued use.

*Evaluated against Levels 1–3 of the Kirkpatrick training evaluation framework.

EVIDENCE

Four Findings That Define the Programme's Impact

1

From Awareness to Behavioral Activation

Between Sessions 1 and 2, 85% of attendees had used an AI tool for a work-related task — unprompted by any assignment. By Session 3, 86% had applied the CRAFT framework between sessions; 93% of those reported it produced usable results. One medical writing consultant reduced slide preparation from 80 hours to 10 — an 87.5% efficiency gain — using the structured prompting approach taught in Sessions 2 and 3.

2

Individual Fluency Produced Organic Enterprise Distribution

By the programme's midpoint, participants were building capability for their teams. One director planned to require her entire team to adopt AI-assisted meeting management the following week. Individual contributors described transitioning into internal AI teaching roles without being asked. This organic distribution behavior is the enterprise multiplier effect most training programmes fail to produce.

3

Sentiment Shifted From Anxiety to Agency

Among participants who responded in both sessions (n = 112), non-positive sentiment fell from 25% in Session 1 (cautious, skeptical, overwhelmed, behind) to 0% in Session 4. Session 1 dominant responses: curious (34%), overwhelmed (5%), skeptical (4%), concerned (4%), behind (4%). Session 4 had shifted entirely: excited (38%), motivated (22%), confident (19%).

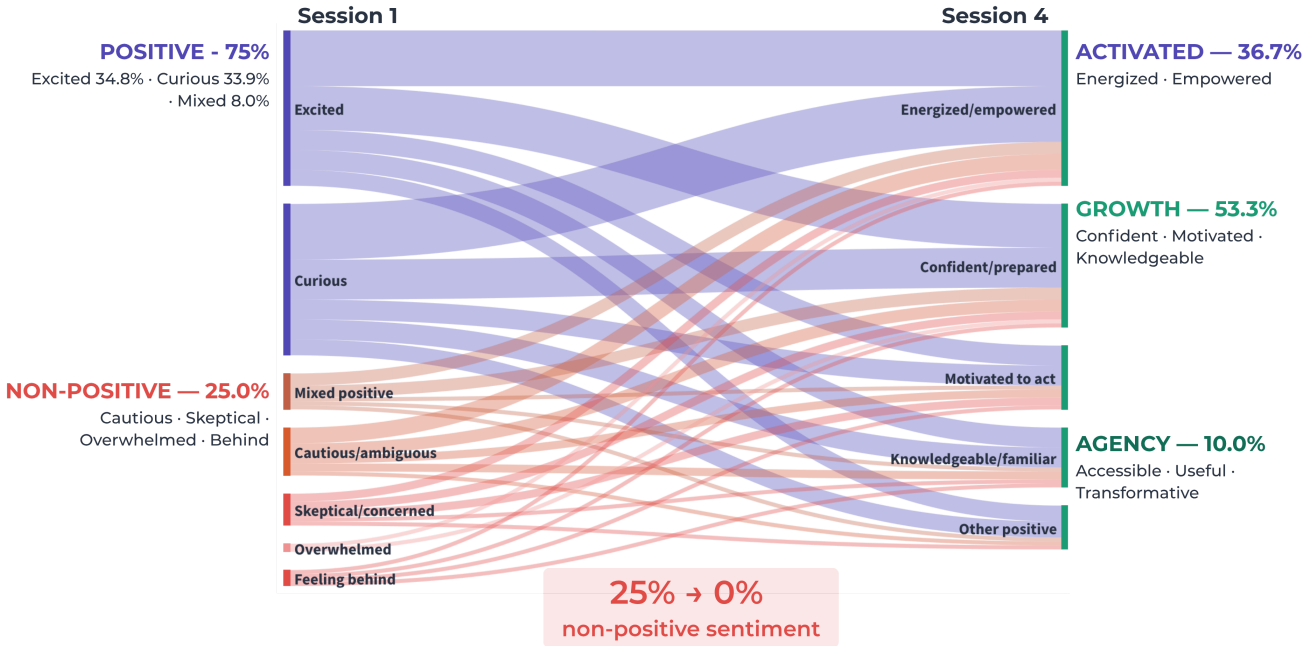
4

The Readiness Assessment Revealed What Satisfaction Surveys Cannot

As behavioral fluency increased, some self-assessed confidence scores declined. One possible reading is a calibration effect: learning increases awareness of what remains to be learned. The Readiness Assessment is designed to capture that distinction.

"It went from overwhelming to a part of my way of working." VERBATIM PARTICIPANT REFLECTION

Sentiment transformation: Session 1 → Session 4



n = 112 participants · AI Academy Sessions 1–4 · Q1 2026

STRATEGIC IMPLICATIONS

Applicability Beyond a Single Sector

The conditions this cohort faced are not confined to one industry: uneven corporate guidance on AI adoption, confidence gaps among experienced professionals, sensitivity around AI-generated outputs in compliance-governed environments, and expectations to adopt tools without structured training. These dynamics describe any organization where accuracy matters, compliance is real, and professionals are expected to integrate AI without a clear pathway.

Scalable Delivery

277 professionals registered across a single cohort. Virtual delivery maintained 64% retention from Session 1 to the finale — meeting or exceeding most in-person benchmarks at a fraction of the logistical cost.

Enterprise-Grade Measurement

177 completed Readiness Assessments. 320 survey responses. Kirkpatrick Level 1–3 data, behavioral change tracking, real-time engagement metrics. An evidence base built for budget justification.

Outcomes Beyond the Room

85% used AI for work within seven days. 42% changed behavior before the programme concluded. Multiple participants began building AI capability for their teams without instruction.

DOWNSTREAM PIPELINE SIGNALS

Community Conversion

72% of registrants at KAINDLY's founding community membership event came through the partner's network. One participant converted immediately after receiving her Readiness Assessment report — with no sales interaction.

Conference Expansion

The partner's executive leadership signaled interest in a full-day AI immersion at its 10th annual conference in October 2026. 15+ attendees called for more sessions, tiered tracks, and weekly office hours.

Enterprise Self-Selection

33 employees from a top-5 global pharmaceutical company self-selected in through no corporate channel. When enterprise employees seek external training independently, internal programmes are not meeting demand.

For organizations weighing AI fluency investments, the open question is whether they will build the pathway for their people, or whether their people will find one on their own.

KAINDLY has delivered similar programming for nonprofits, entrepreneurs, military associations, and public workshop audiences. The methodology transfers because the underlying problem is universal: capable people who want to adopt AI but lack the frameworks, practice, and community to sustain progress.



"CRAFT is now part of my daily routine. Thank you!!"

ACADEMY PARTICIPANT, SESSION 4



"This has definitely been an awareness exercise for me. I am working on clarity and communication... in the prompts, but also in my communication with team members and colleagues."

ACADEMY PARTICIPANT, SESSION 2

A SYSTEM FOR AI FLUENCY

We Close the AI Gap With *Fluency*.

Most enterprise AI programmes stall because they treat adoption as a skill problem. KAINDLY treats it as an access problem and builds the habits, language, and leadership culture that make AI stick inside real organizations.

WHO WE ARE

An AI fluency and adoption accelerator, helping organizations and individuals move from awareness to action, building the habits, confidence, and leadership culture that turn AI into a genuine competitive advantage.

OUR PHILOSOPHY

The adoption gap is an **access gap**: access to the right context, language, leadership modeling, and psychological safety to experiment. We close each one.

OUR METHOD

Diagnose before you treat. Every engagement begins with an honest measurement of where people actually are, not where they think they are. **Interventions that fit the real problem stick.**

FIVE PILLARS OF ENGAGEMENT

Each stands alone. Together, they compound.

01 **AI Readiness Spectrum™** — ASSESSMENT
A 10-dimension diagnostic that places every individual on the AI adoption curve, available for individuals and enterprises.

02 **Skills Audit & AI Opportunity Scan** — DISCOVERY
Maps AI's highest-value opportunities to your real workflows using our *Find the Friction First™* methodology, producing a heat map of adoption opportunity across teams.

03 **Executive Leadership Accelerator** — LEADERS
A hands-on session where leaders leave with a daily practice, the right questions to ask their teams, and the confidence to model AI use so others feel safe to follow.

04 **Custom Curriculum Design & AI Academy** — ENTERPRISE
Diagnostic data translated into bespoke cohort programmes built around your specific workflows, roles, and transformation goals.

05 **The KAINDLY Collective** — COMMUNITY
Weekly sessions, monthly challenges, peer community. The Collective is where habits become competitive advantage for individuals and organizations alike.

TRUSTED BY

Leading biotech and pharma organizations, nonprofits and mission-driven institutions, and executive teams across industries.

WHERE WE WORK

Enterprise & Individual. Executive teams, function leadership, full-organization rollouts, and individual practitioners building fluency on their own timeline.

START HERE

KAINDLY.AI — Take the AI Readiness Assessment. Schedule a conversation. Or just explore. The sequence will find you.