



XPROMOS is a strong fit when a CEO or Founder is asking:

- Where can AI create the most meaningful business value right now?
- Do our people have the judgment and capability to use AI fluently?
- Which roles and workflows should change because of AI, *and which should not*?
- When AI creates capacity, where should we reinvest it for greater return?
- How will we know our AI efforts are improving the business, not just increasing activity?

Practical AI Strategy. Workforce Capability. Measurable Business Value.

AI is already in the business. But is it improving the business?

The challenge for CEOs and founders is deciding where AI should matter, whether people are equipped to use it well, and how to apply it in ways that improve how the business operates, markets, and grows. XPROMOS helps leadership teams move from scattered AI activity to focused, practical capability.

What We Help Leaders Do

Focus AI on the right work

Identify where AI can create meaningful business value across operations, customer experience, marketing, and growth—then connect those opportunities to the roles, workflows, and use cases that matter most.

Build workforce capability

Develop the fluency, judgment, and role-specific understanding people need to use AI intelligently in real work.

Turn capacity into business value

Identify the time, attention, and effort AI releases, reinvest that capacity into higher-value work, and measure whether the shift produces the intended result.

Why XPROMOS

For more than 35 years, XPROMOS has helped enterprise clients navigate changing markets, customer behavior, positioning, growth, and new technologies.

Today, we bring that experience directly into AI through work with LLMs, business leaders, and live AI Fluency cohorts.

We understand the technology.

We understand the business.

And we understand the humans who have to make the two work together.

Ready to turn AI activity into business value?

Connect with Co-Founder Yvette Brown at <https://cal.com/ybrown/30min>

Discover more at <https://xpromos.com>

