For more than 15 years we have helped the world's leading organizations make the future. Find out how critical thinking can set you apart, help you grow, and solve your toughest challenges.

Welcome to the AI Critical Thinking Lab.

HumansFirst

The AI Critical Thinking Lab is designed to help organizations start the AI conversation, identify opportunities and move from idea to action.

One hundred percent of organizational leaders agreed that starting the AI conversation now is crucial for business success.

Let us show you how

HumansFirst

The AI Lab is run over a period of 6 to 10 weeks.

Outcome focused sessions

Through every stage, our goal is to orchestrate, capture, and synthesize insights into a clear path toward better decisions. The speed, story arc, and shared truths that emerge from these sessions become the foundation of your first AI game plan.

What might take most organizations months, we achieve in weeks combining critical thinking, design thinking, and story design to create fast, meaningful alignment and measurable outcomes.

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Build a Core AI Ideation Team

We bring together a small, diverse group of thinkers, technologists, strategists, change leaders, and skeptics to own the narrative and guide adoption.

HumansFirst

Create Urgency Through Understanding

Communicate why acting on AI now matters. Balancing excitement about potential gains with a candid awareness of ethical risks, social impact, and cultural readiness.

Use cases Boost productivity by automating a specific task or job

- Conducting "smarter searches" for everyday information
- Planning events, including personalized invites, tracking of guests, run of show
- Assessing potential candidates' recruiting performance
- Accelerating contract generation
- Processing customer information faster
- Identifying high-value consumers and generating tailored actions for sales reps

Domains Reshape multiple roles across an area of operations

- Developing and executing data-based campaigns, including content creation
- Conducting synthetic customer research
- Real-time monitoring for supply chain management and inventory control
- Accelerating coding processes and improving efficiency

MORE LOCALIZED ←

McKinsey & Company

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Empower Individual Learning

Enable people at all levels to build confidence with AI not through mandates, but through curiosity, hands-on practice, and shared accountability for learning.

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Design Spaces for Shared Discovery

Establish open forums where teams can ask questions, share experiences, and learn from early adopters. Treat AI as a collective learning journey, not a solo experiment.
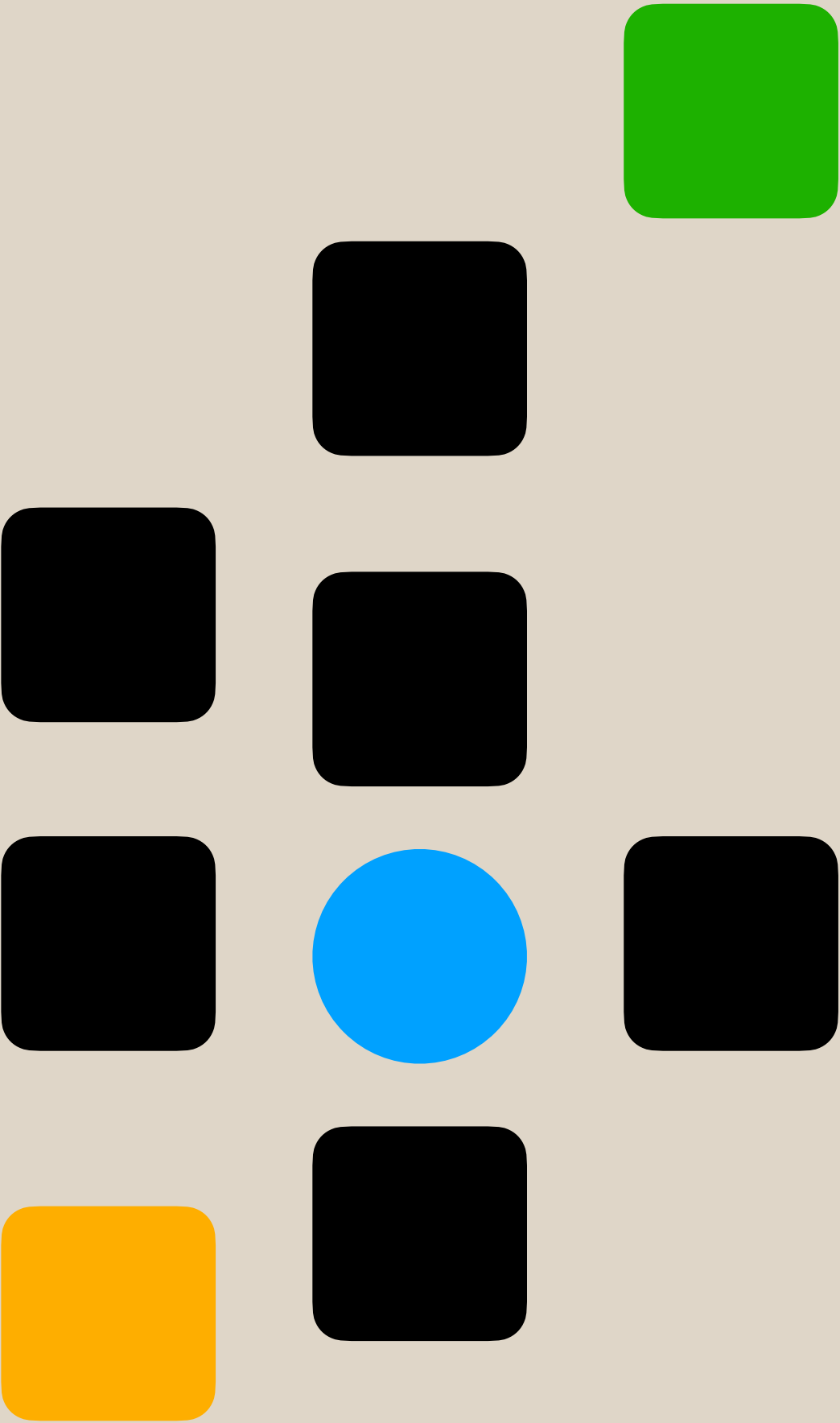
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Align Leadership Around Vision and Values

Bring leaders together to shape a Gen AI vision that connects technology to purpose defining not just what will change, but why and how it aligns with your culture.

Move from Ideas to Hypotheses

Document clear hypotheses and early use cases how might AI reshape decisions, workflows, and customer experiences? Capture assumptions so you can test, learn, and adapt.

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Establish Ethical Guardrails Early

Define your first principles for responsible AI use fairness, transparency, accountability and set a rhythm for reviewing them as technology and context evolve.

Plan for Responsible Workforce Evolution

Use learning from experiments to prepare for workforce shifts. Redeploy capacity toward higher-value work and ensure transitions happen with transparency, empathy, and purpose.

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Encourage Safe, Visible Experimentation

Promote experimentation within clear boundaries. Encourage teams to test, measure, and share building momentum through quick, safe wins.

HumansFirst

Create a Central Learning Loop

Use centralized forums to capture what's being learned from experiments, workforce impact, and customer feedback then feed that insight back into strategy and leadership conversations.
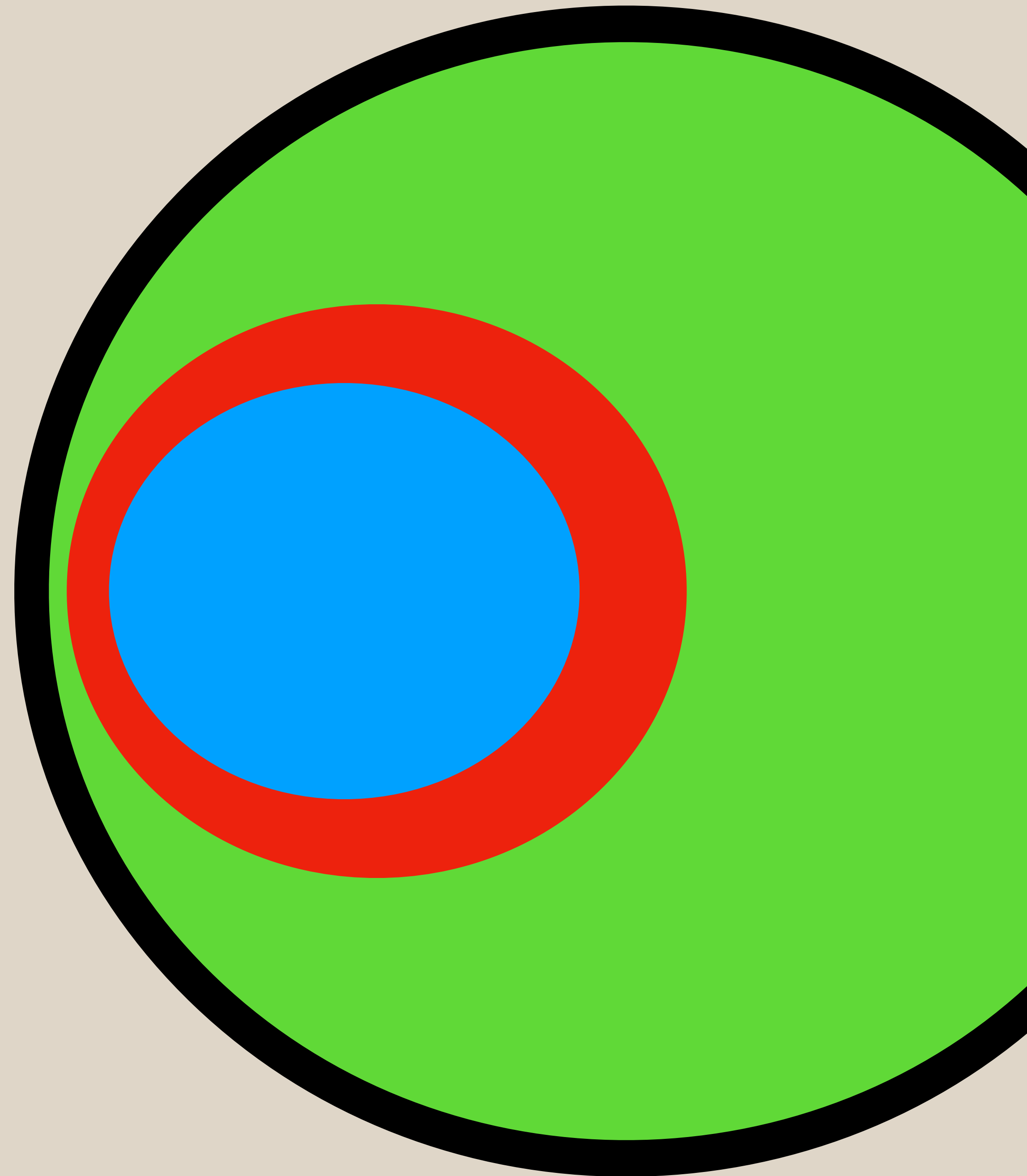
Start with people. Build understanding. Learn out loud. Shape AI through human insight, not fear.

Reach out