



Forward with AI

Empowering Our Workforce for the Future

L&D Awards Submission

March 2026

CONFIDENTIAL

KEEPS YOU GOING.

***Do you use AI
in your daily work?***

THE WILD WEST OF SHADOW AI

Before Forward with AI: The 'Shadow AI' Crisis



Late 2024: Our people were curious about AI, but they were experimenting in the dark.

! **Security Risks**

🧩 **Fragmented Knowledge**

ACCEPTING AI

From Fear to Fluency



THE TVH SOLUTION

Forward with AI: AI adoption programme



FORWARD WITH AI

Bringing everyday AI to all desk users in a **safe, structured and compliant** way.

OUR GOAL?

Reaching 100% of the TVH desk workforce to ensure everyone is 'AI Ready'.

FORWARD WITH AI

3 Tiers of training



All Desk Users

- 3,000+ Colleagues.
- Our massive global core, moving toward "Everyday AI" fluency simultaneously.
- Global live online webinars.



AI Ambassadors

- 160+ Pioneers.
- Local experts acting as the first line of peer-to-peer adoption and trust.
- Dedicated in-depth training.
- Direct access to AI Experts.
- Premier access to Gemini Enterprise

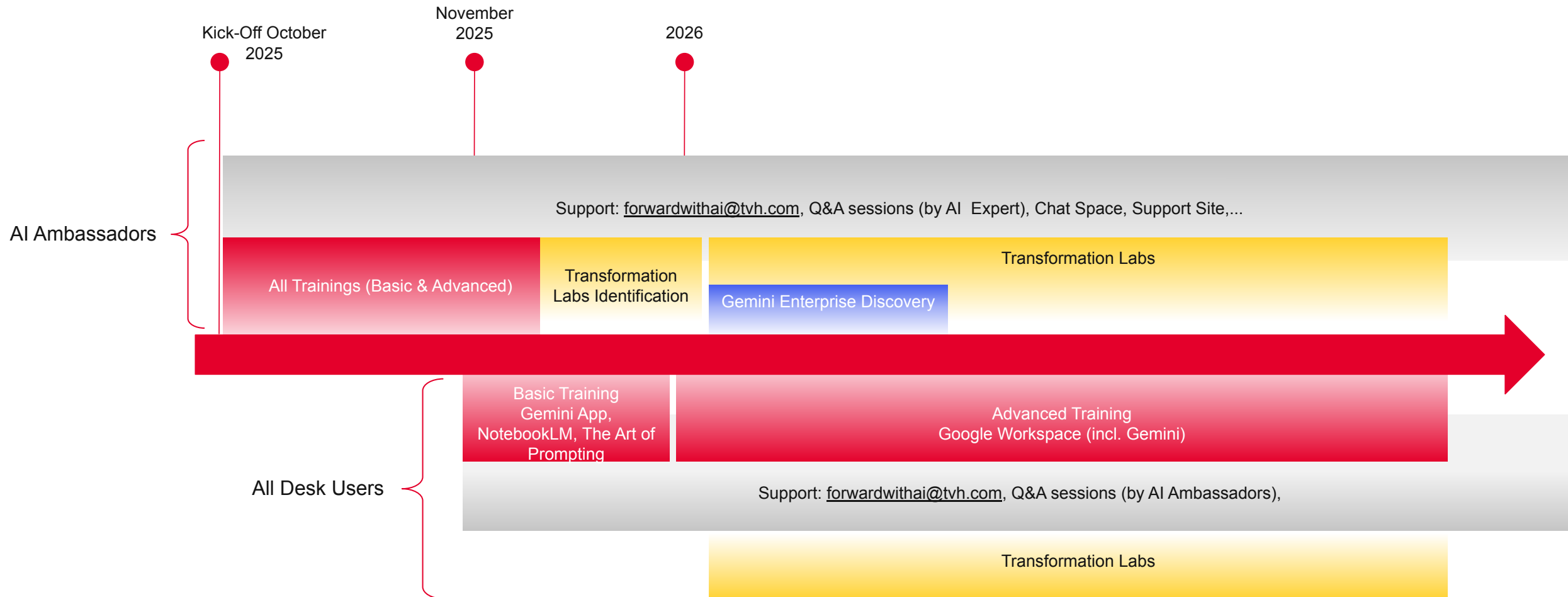


Top Management

- 80+ VIPs
- Sponsorship coalition
- "White-glove" (individual sessions) for higher buy-in.

THE TVH SOLUTION

Delivering the Learning Journey per Target Group



THE TVH AI CHARTER

Dedication to a Safe, Compliant and Human-Centric use of AI



DIDACTIC APPROACH

Train-the-Trainer Model



- **PEER-TO-PEER SUPPORT AND LEARNING**
 - Ambassadors as SPOCs
- **ACTIVE LEARNING**
 - Transformation labs
- **COMMUNITY BUILDING**
 - Dynamic dialogue
 - Continuous Knowledge Sharing
 - Agile Support

COMMUNICATION APPROACH

Changing the Culture one Target Group at a Time.

- **FOCUS ON MINDSET SHIFT**
- **PERSONALIZED COMMUNICATION TRACKS**
- **SUPPORT MATERIAL**



MEASURING SUCCESS



By removing the fear and providing the tools, we turned a security risk into **our greatest competitive advantage**.

Our desk users are now **faster, smarter, and more focused** on high-value work.

Measuring "Return on Employee" through engagement and satisfaction.

8.7

Course Rating
(out of 10)

1200+

Monthly active users on
Gemini

12

Transformation Labs
organized

No. 1

most used AI app (Gemini)

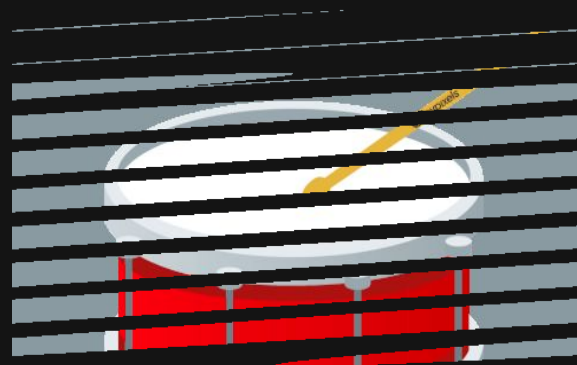
We aren't just teaching "prompting". We are installing a new way of thinking at TVH - a new culture of AI innovation.

WHAT'S NEXT?

The 2026 AI Vision for TVH - we actively pursue **Vibe Coding** & **Agentic**, but also...



And the winner is...



TVH WON THE JURY PRIZE



TVH pioneers with a global digital transformation driven by AI

With *Forward with AI*, TVH has designed a learning initiative that goes far beyond training: it is a strategic catalyst for organization-wide change. What began as a response to fragmented "shadow AI" experiments grew into a safe, scalable, and human-centric program that enables every employee to use AI responsibly and with confidence in their daily work.

The strength of this initiative lies in the combination of simplicity and ambition: a strong ambassador network, peer-to-peer learning, and Transformation Labs where real business cases are solved live. More than 160 ambassadors, 80 leaders, and 3,000 employees are already *AIready* today, with an impressive satisfaction score of 8.7/10—a clear sign of high engagement and direct value creation.

The program proves that digitalization only succeeds when people are at the center, meaning equal investment is made in technology, learning, and leadership. *Forward with AI* has not only built new skills but also delivered tangible impact: higher efficiency, better adoption, and a shared language around responsible AI use.

In addition, the initiative is remarkably "transferable." The Ambassador & Lab model forms a scalable blueprint that can be applied to almost any organization undergoing digital transformation. Even though it is still in its early stages, this promising initiative deserves recognition because it elevates learning to a strategic engine of change—agile, human, and future-proof.

On behalf of the jury

Jan Laurijssen

The background of the image is a grayscale photograph of an industrial facility, likely a factory or warehouse, featuring complex metal frameworks, conveyor systems, and various mechanical components. A prominent, solid red diagonal stripe runs from the top-left towards the bottom-right, bisecting the image. Centered on this red stripe is the word "THANKS" in a large, bold, white, sans-serif font.

THANKS



Contact details