EBSCOlearning teams turn AI potential into everyday reality with Mindstone

A strategic focus on employee transformation leads to AI-powered innovation in daily work.

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EBSCOlearning

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Industry:
Information Services

Parent Company Size:
3,000+ employees

Challenge:
Needed to build competitive AI capabilities across workforce

Solution:
Enterprise AI Academy

Impact:
Built strong AI competency through scalable, role-relevant practical training aligned to business goals; empowered employees to identify and implement AI solutions across functions, driving productivity gains and time savings; fostered a culture of innovation by enabling teams to share AI wins through internal meetups

We're realizing a return that's hundreds of times greater in productivity gains and time savings. The value proposition [of Mindstone] is undeniable.

Michael Laddin
Senior Vice President & General Manager, EBSCOlearning

Results

77%
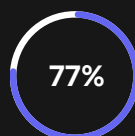
Increased AI Tool Usage
All non-users increased usage; 33% became daily users.

4.1/5
avg.

AI Adoption Readiness Score
The team effectively demonstrated the skills, confidence and ability to leverage AI across practical work scenarios.

4.67/5
avg. rating

Program Satisfaction
Employees found the overall program relevant and engaging.

A STRATEGIC VISION DEMANDS TRANSFORMATION

EBSCOlearning, a division of EBSCO Information Services, is a leading provider of corporate learning, educational and career development products and services for businesses, educational institutions and workforce development organizations.

With the growing use of Generative AI tools at work, EBSCOlearning saw AI competency as a strategic imperative. Senior VP and General Manager Michael Laddin recognized that all functions needed a deep understanding of AI tools and technologies—and the ability to leverage them effectively.

We needed to level up our teams' understanding of AI tools, their capabilities, strengths and limitations to identify the right tools for specific use cases and inform our product and business strategy.

Michael Laddin
Senior Vice President & General Manager, EBSCOlearning

CHOOSING THE RIGHT SOLUTION

While the vision was clear, the path to workforce transformation posed several challenges.

EBSCOlearning needed a practical approach that would work across diverse functions while scaling organization-wide. Any solution would need to deliver role-relevant training that aligned with business context and demonstrate tangible impact quickly.

With numerous AI training options flooding the market, finding a credible partner became crucial. Mindstone stood out for its unique methodology focused on practical skills development tailored to both employees' roles and EBSCOlearning's specific business and industry context.

We evaluated several solutions to pilot, but Mindstone's AI Academy really resonated. The platform's ability to cater learning to both individual and business context plus the focus on building real-world competency, not just theoretical knowledge, aligned perfectly with our goals for meaningful transformation at scale

Michael Laddin
Senior Vice President & General Manager, EBSCOlearning

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ENABLING TEAMS TO IDENTIFY USE CASES & IMPLEMENT THE RIGHT TOOLS

EBSCOlearning took a bottom-up approach to AI adoption, empowering employees to discover and implement AI solutions that mattered to their specific roles.

Through Mindstone AI Academy's core program, teams learned to integrate AI into daily workflows, understand the AI ecosystem's practical applications across functions, and automate routine processes for more strategic work.

The program delivered this through a combination of personalized platform learning and expert guidance. On the platform, employees accessed AI training tailored to their roles and company context, practiced with real-time feedback, and learned from peers' proven use cases.

This self-paced learning was complemented by interactive expert sessions, where teams received implementation support for their specific challenges through workshops and practical deep-dives.

This dual approach ensured employees could build competency at their own pace while getting expert guidance to accelerate practical application.

The hands-on learning approach really set the program apart. Getting specific feedback on prompts in the sandbox really helped me improve in real-time. Building GPTs was a breakthrough moment —it centered my understanding of how to apply AI effectively in my work. I found the whole approach of the program really effective.

Maria Rioux Nagy
Product Management Manager, EBSCOlearning

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3
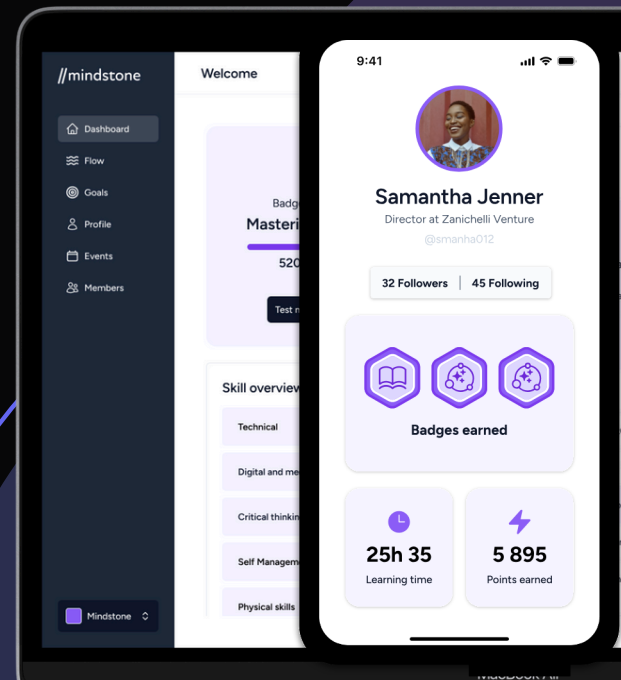
FOSTERING CONTINUOUS LEARNING AND INNOVATION THROUGH COMMUNITY

The program extended beyond initial training through regular internal meetups where employees showcase AI-driven projects and explore emerging developments.

These meetups created a space for employees to share their learnings with peers and stay up to date with new developments in the AI landscape, guided by insights from industry experts.

This community-driven approach helped maintain momentum and drove ongoing innovation, empowering teams to collaborate and explore new ways to integrate AI into their workflows.

The internal meetups help serve as a point of accountability for everyone, and it really helps keep [AI] top of mind... those check-ins really help continue to foster [the learning] and make sure we're embracing the work we did. It also allows us to see what other teams are doing with AI, which helps spark new ideas and gives us a chance to learn from each other. Even just hearing from other teams...pushes us to think differently and apply AI in ways we hadn't considered before."

Maria Rioux Nagy
Product Management Manager, EBSCOlearning

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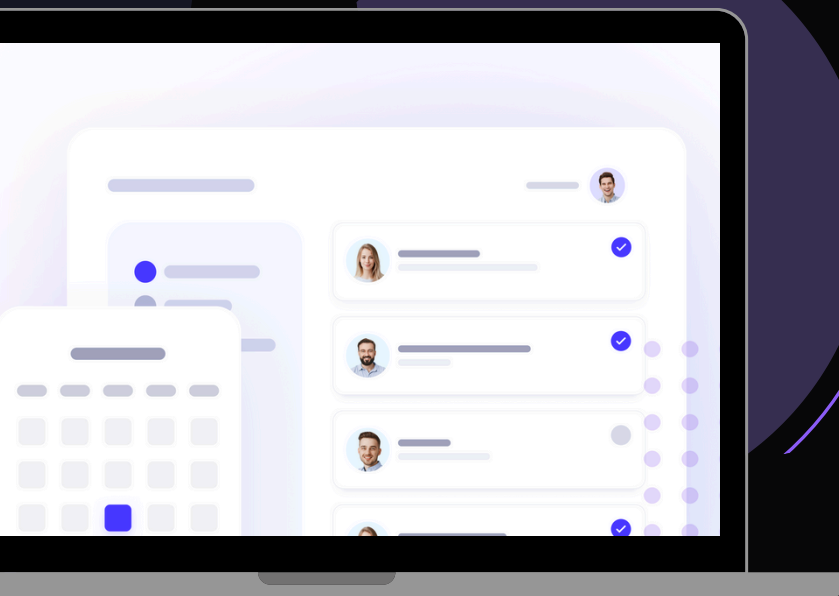
REAL IMPACT: TURNING AI POTENTIAL TO REALITY

**HOW KISHORE USES AI TO CUT DEVELOPMENT TIME BY 97%
TO ACCELERATE PRODUCT INNOVATION**

TASK USE CASE

Handling development cycles that typically took 31 hours of work across multiple days, Kishore identified an opportunity to dramatically accelerate the process of turning product ideas into testable solutions.

Applying his learnings from AI Academy+, Kishore developed a workflow that converts product ideas directly into working applications in just one hour. Starting with basic requirements, he uses AI to generate detailed feature descriptions, create technical specifications, and produce complete applications—cutting the development cycle by 97%.

His process enables EBSCOlearning to rapidly validate new product ideas. Whether it's building user interfaces, creating system functionality, or generating visual mockups for presentations, Kishore now transforms product requirements into testable solutions within a day.

This acceleration translates to faster feature validation, quicker market response, and more rapid product evolution for EBSCOlearning.

Use Case: Product Development

Productivity Gain
31x

Time Savings
30 hrs/week

Annual Savings
$105,952.50

Program ROI
354.36x

I has transformed how I approach the development of proofs of concept. Now, I can take the specification from product managers and stakeholders and get a proof of concept out within a day. The AI Academy has really helped us work together to innovate and respond quickly to new ideas.
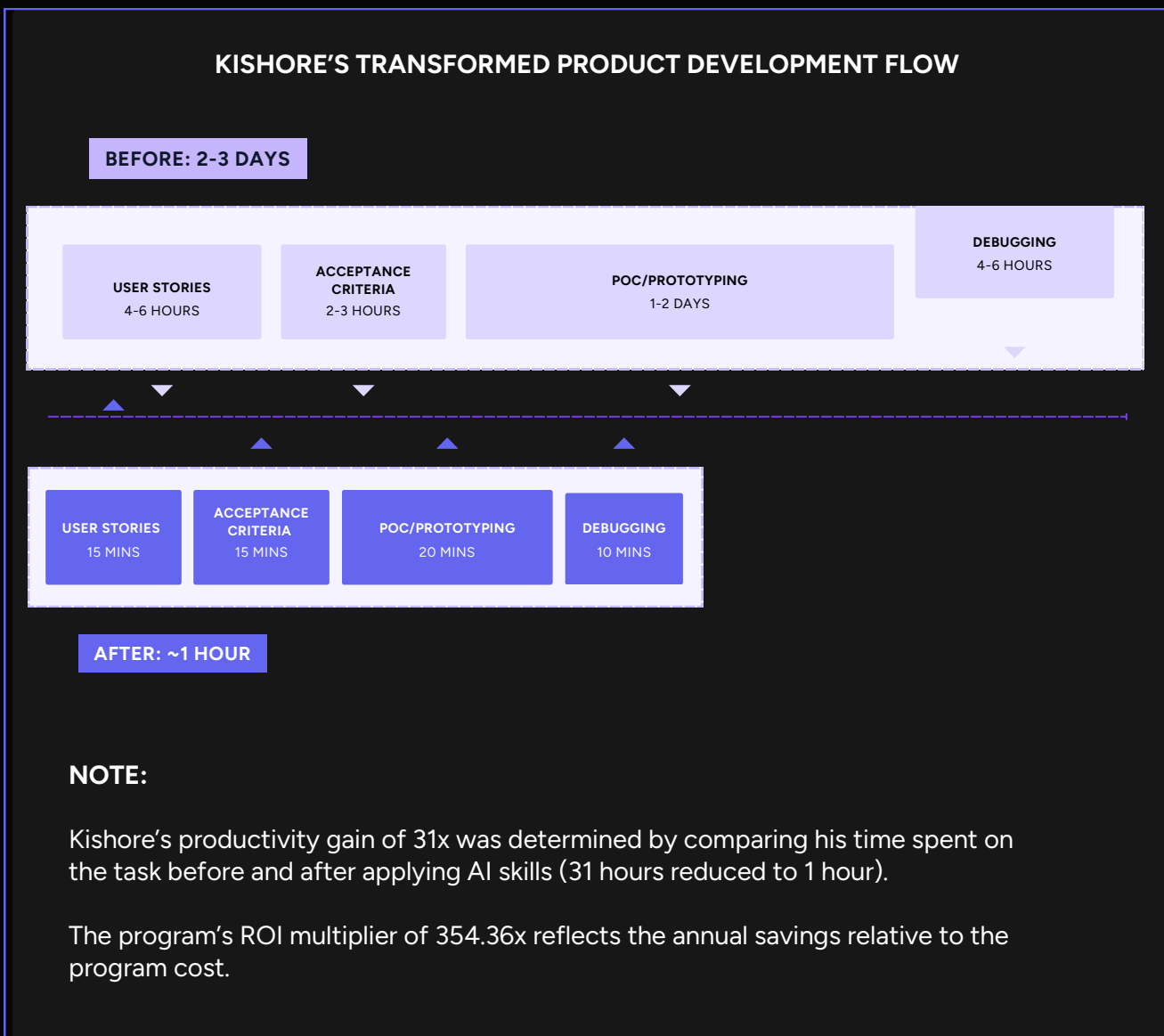
Kishore Karavadi
Software Architect, EBSCOlearning

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REAL IMPACT: TURNING AI POTENTIAL TO REALITY

Kishore now works 31 times more efficiently on proof of concept tasks. His productivity gains translate to over $100,000 in annual savings on his estimated salary, unlocking a 354x return on EBSCOlearning's training investment.

In this application of his AI skills, Kishore has transformed his workflow and driven further value for EBSCOlearning.

KISHORE'S TRANSFORMED PRODUCT DEVELOPMENT FLOW

BEFORE: 2-3 DAYS

USER STORIES 4-6 HOURS	ACCEPTANCE CRITERIA 2-3 HOURS	POC/PROTOTYPING 1-2 DAYS	DEBUGGING 4-6 HOURS

USER STORIES 15 MINS	ACCEPTANCE CRITERIA 15 MINS	POC/PROTOTYPING 20 MINS	DEBUGGING 10 MINS

AFTER: ~1 HOUR

NOTE:

Kishore's productivity gain of 31x was determined by comparing his time spent on the task before and after applying AI skills (31 hours reduced to 1 hour).

The program's ROI multiplier of 354.36x reflects the annual savings relative to the program cost.

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REAL IMPACT: TURNING AI POTENTIAL TO REALITY

HOW ASHLEY LEVERAGES AI TO FOCUS ON HIGH-VALUE ENGINEERING WORK SHE ENJOYS

TASK USE CASE

Ashley identified multiple opportunities to transform both administrative and technical workflows after the program.

While she started by creating a custom GPT to streamline email communications, she notes that she has gotten the most relief so far from automating repetitive engineering tasks. One task Ashley is particularly excited has been transformed is managing processes running on ports—a necessary but tedious part of development work.

Previously Ashley had to manually identify and kill processes multiple times throughout the day. By developing a specialized GPT to automate these terminal commands, she transformed a frequent interruption into an effortless process.

What used to be a multi-step task now takes just seconds, saving Ashley 90 minutes every week. The time saving allows Ashley to focus on more complex engineering challenges, significantly boosting her productivity.

Use Case: Engineering Task

Productivity Gain
4x

Time Savings
90 mins/week

Annual Savings
$3,350.21

Program ROI
11.20x
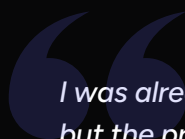
I was already tinkering with AI tools before the program, but the program really transformed how I thought about using AI in my work. Learning techniques like chain of thought reasoning, persona prompting and reverse questioning really helped me transform the results I get using AI. I'm now using AI across my workflows.
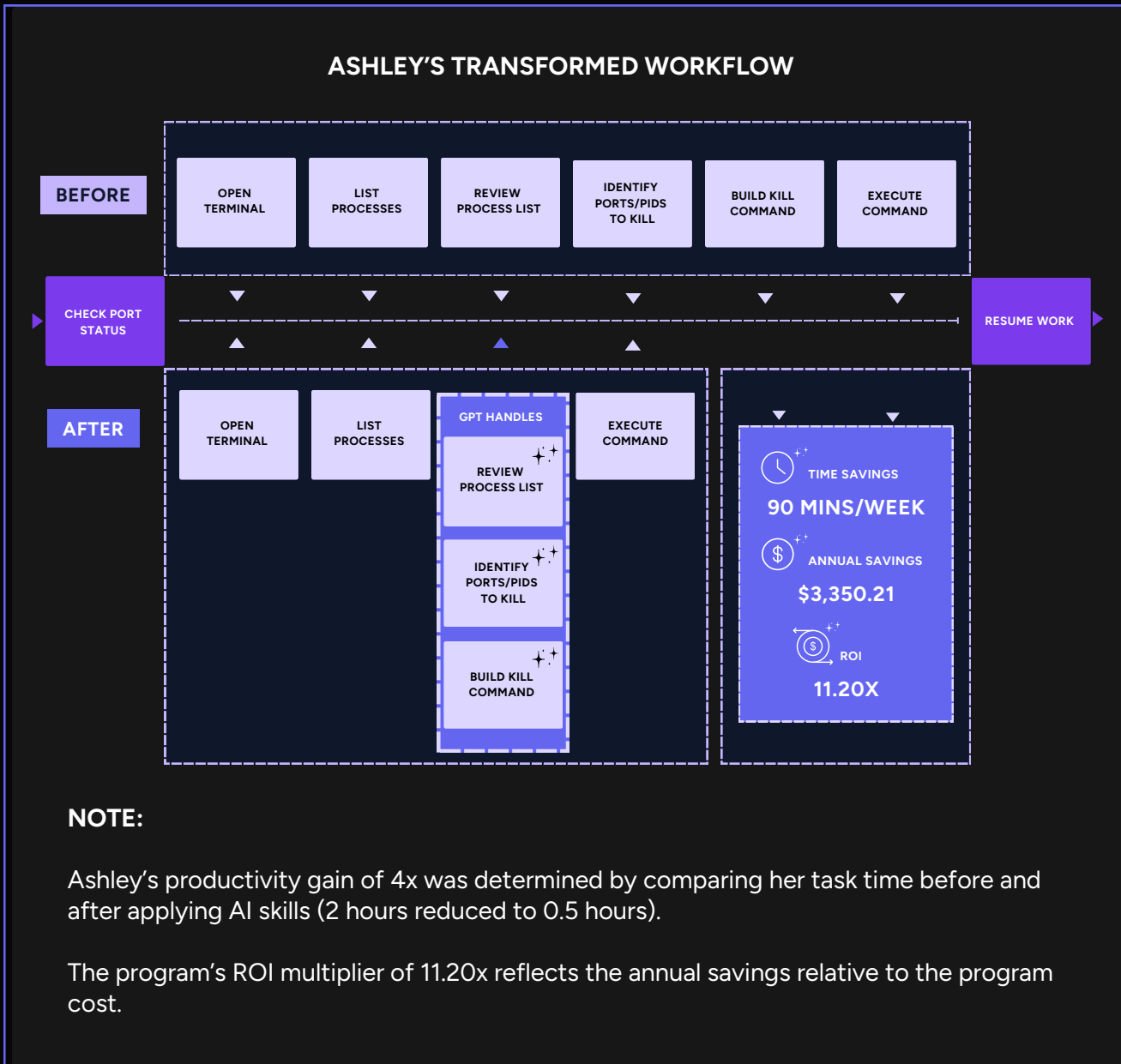
Ashley Garcia-Arellano
Software Engineer, EBSCOlearning

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REAL IMPACT: TURNING AI POTENTIAL TO REALITY

Ashley now works 4 times more efficiently on this engineering task. Her productivity gains translate to over $3,350 in annual savings on her estimated salary, achieving an 11x return on EBSCOlearning's training investment.

By applying her AI skills for this task, Ashley has optimized her workflow and contributed additional value to EBSCOlearning.

ASHLEY'S TRANSFORMED WORKFLOW

BEFORE

| OPEN TERMINAL | LIST PROCESSES | REVIEW PROCESS LIST | IDENTIFY PORTS/PIDS TO KILL | BUILD KILL COMMAND | EXECUTE COMMAND |

CHECK PORT STATUS

RESUME WORK

AFTER

| OPEN TERMINAL | LIST PROCESSES | GPT HANDLES | EXECUTE COMMAND |

GPT HANDLES:
- REVIEW PROCESS LIST
- IDENTIFY PORTS/PIDS TO KILL
- BUILD KILL COMMAND

TIME SAVINGS
90 MINS/WEEK

ANNUAL SAVINGS
$3,350.21

ROI
11.20X

NOTE:

Ashley's productivity gain of 4x was determined by comparing her task time before and after applying AI skills (2 hours reduced to 0.5 hours).

The program's ROI multiplier of 11.20x reflects the annual savings relative to the program cost.

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REAL IMPACT: TURNING AI POTENTIAL TO REALITY

HOW MARIA USES AI TO MANAGE HER MENTAL LOAD, PROJECTS AND TEAMS

ROLE USE CASE

Leading multiple products, projects, and initiatives, Maria identified an opportunity to use AI to handle the cognitive load of constant context switching and coordinating multiple teams.

With the program, Maria learned to create custom GPTs that serve as intelligent assistants for cross-functional work. This has transformed her approach to product management and team leadership, dramatically increasing her productivity by focusing on more strategic tasks.

Rather than getting bogged down, Maria now uses AI for "work to react to," letting her apply her expertise more strategically. By integrating these AI assistants into her workflow, Maria transformed how she leads her teams.

What once created significant mental load—tracking multiple projects, coordinating across teams, maintaining consistency—now happens more smoothly through AI support, enabling her to focus on strategic leadership and facilitating collaboration across teams.

She's seen a transformation not just in her own productivity, but in how others are working together saying, "*People are embracing the work that other team members are doing to make our lives more efficient and more uniform*"

Use Case: Strategic Management

Productivity Gain
4x

Time Savings
10 hours/week

Annual Savings
$31,651.50

Program ROI
105.86x

> "*With all the context shifting I do - overseeing multiple products, partner projects, and new innovations - using AI efficiently has been a game changer. What I've learned through the program has allowed me to save at least 10 hours worth of work a week. A colleague even asked me, "I don't know how you get everything done that you get done." And it's because I've been leveraging AI better.*

Maria Rioux Nagy
Product Management Manager, EBSCOlearning

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REAL IMPACT: TURNING AI POTENTIAL TO REALITY

Maria's use of AI skills across her role has led to a 4x productivity boost. Her role-wide efficiency gains equate to over $31,000 in annual savings, yielding a 105x return on EBSCOlearning's training investment.

This application of AI has empowered Maria to streamline her workflow and dedicate more time to strategic initiatives for EBSCOlearning.

MARIA'S SUPERCHARGED MANAGEMENT ROLE

Before AI   💼   10 hours/week time savings

After AI   💼 💼 💼 💼 💼

NOTE:
Maria's productivity gain of 4x was calculated by comparing her total weekly hours saved (10 hours) to a standard 40-hour work week.

The program's ROI multiplier of 105.86x reflects the annual savings relative to the program cost.

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REAL IMPACT: TURNING AI POTENTIAL TO REALITY

HOW MAGGIE RECRUITED AI TO DOUBLE HER TWO-PERSON MARKETING TEAM'S CAPABILITIES

ROLE USE CASE

Maggie identified three key areas where AI could amplify her two-person marketing teams' efforts: content & social media management, email marketing & lead nurturing, and data analysis & sales support.

With the skills she'd developed in the AI Academy, Maggie created two specialized AI assistants to handle these tasks. Her branding strategist GPT, trained on EBSCOlearning's style guides, product sheets, and learning path library, manages content creation and brand consistency. Her email marketing expert GPT, equipped with HubSpot certification knowledge, handles marketing automation and personalization

By connecting these two AI teammates with HubSpot and Google Sheets, Maggie transformed her team's operations.

What once took hours of work and stretched the team—from creating content at scale to providing customers with personalized experiences through complex email sequences —now happens efficiently through her AI assistants, handling work that would typically require hiring more markerters.

See Page 12 for Maggie's Team's Expanded Capabilities

Use Case: Marketing Development

Productivity Gain
2.11x

Time Savings
19 hours/week

Annual Savings
$42,177.63

Program ROI
141.06x

We are a 2 person marketing team and we can only do so much. So I needed [help with a couple of tasks] - creating content, generating social content ideas, product messaging, data analysis [...]. it's just pretty incredible what we could do. It's been great.
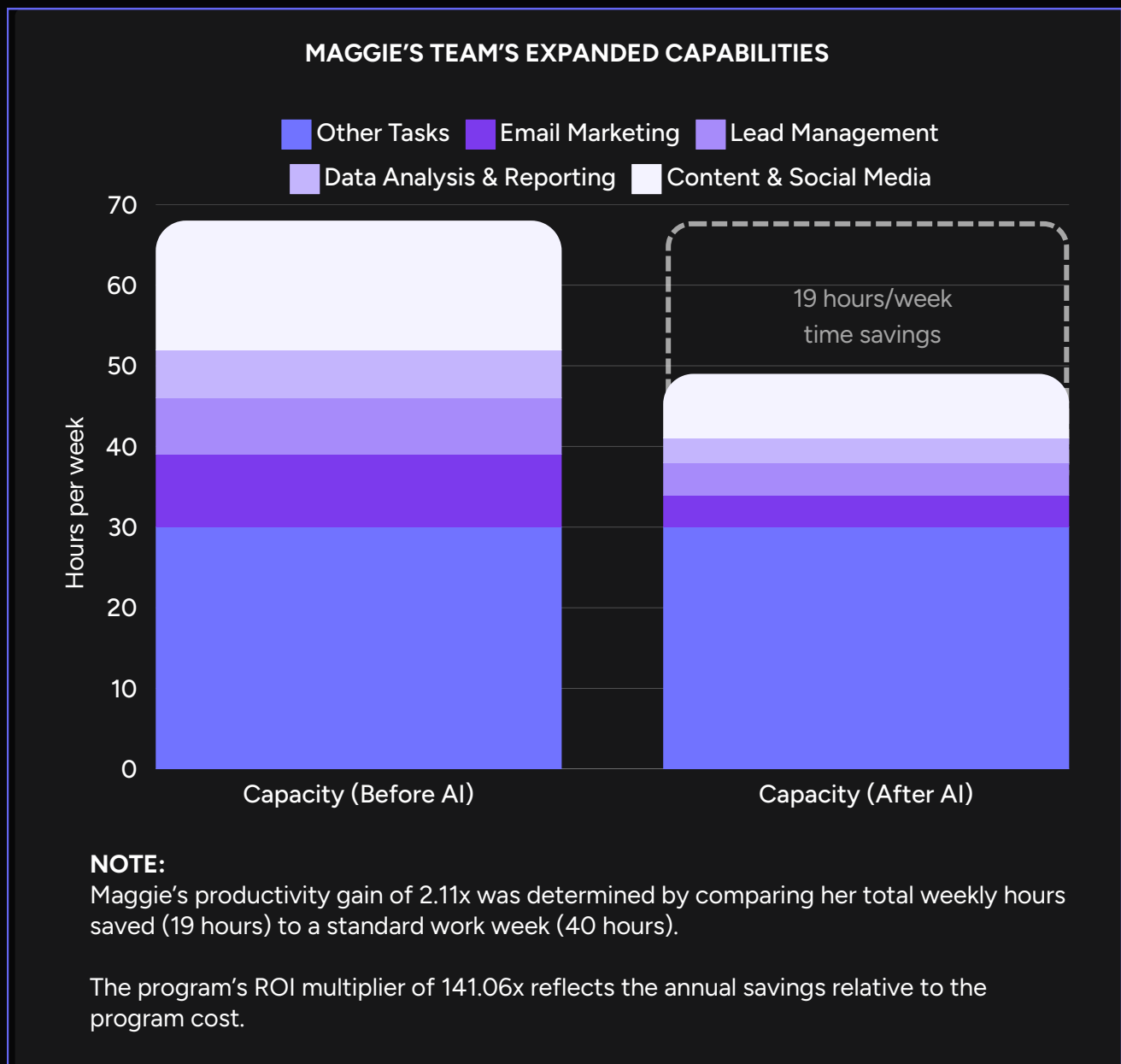
Maggie Woodroof
Senior Digital Marketing Specialist, EBSCOlearning

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REAL IMPACT: TURNING AI POTENTIAL TO REALITY

In applying AI skills across her role, Maggie operates with 2.11 times the productivity, doubling her efficiency. This productivity boost translates to over $42,000 in annual savings, resulting in a 141x return on EBSCOlearning's training investment.
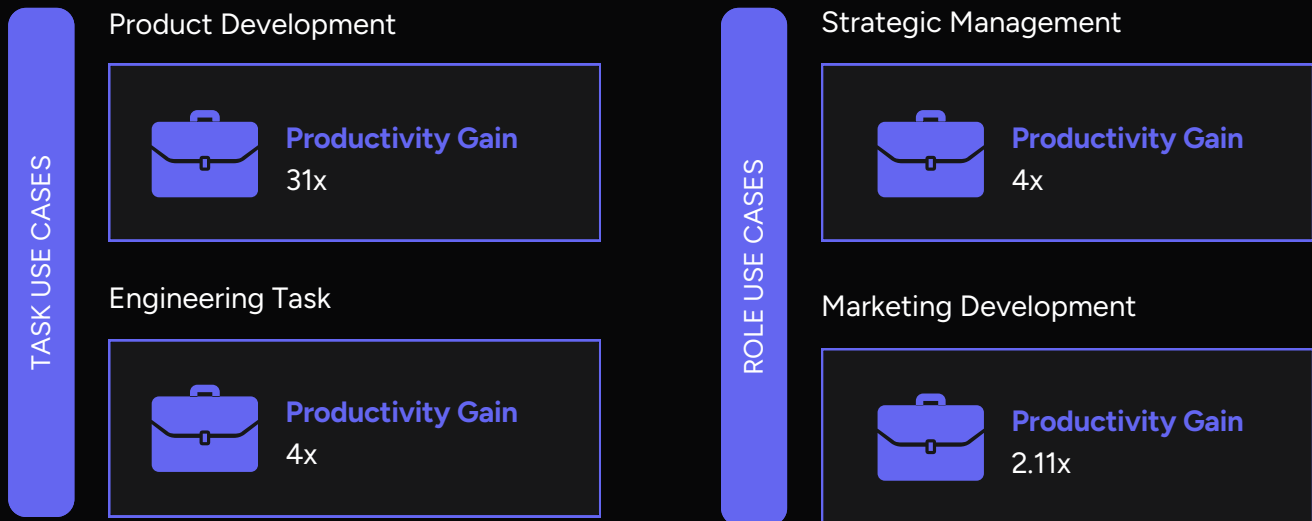
Before AI, the team operated at 85% capacity, using 68 out of 80 hours each week. By leveraging AI in her daily work, Maggie reduced capacity utilization to 61% freeing up more time for high-impact work.

MAGGIE'S TEAM'S EXPANDED CAPABILITIES

Legend:
- Other Tasks
- Email Marketing
- Lead Management
- Data Analysis & Reporting
- Content & Social Media

Y-axis: Hours per week (0 to 70)

Bars:
- Capacity (Before AI)
- Capacity (After AI)

19 hours/week time savings

NOTE:
Maggie's productivity gain of 2.11x was determined by comparing her total weekly hours saved (19 hours) to a standard work week (40 hours).

The program's ROI multiplier of 141.06x reflects the annual savings relative to the program cost.

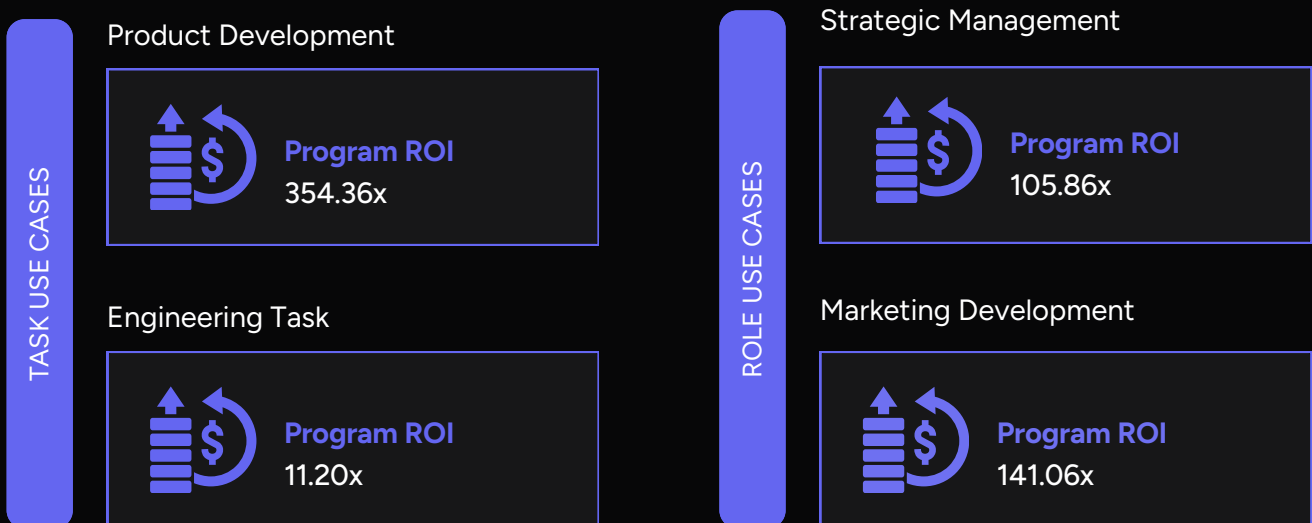Learn More

REAL IMPACT: TURNING AI POTENTIAL TO REALITY

MINDSTONE AI ACADEMY EMPOWERERD EMPLOYEES TO DRIVE PRODUCTIVITY

Across all contexts—whether in task-specific applications or role-wide efficiencies—AI skills consistently unlock substantial productivity gains, ranging from 2x to 31x. This broad spectrum of application, from the smallest task to full-role integration, illustrates the consistent productivity impact of AI skills.

TASK USE CASES

Product Development

Productivity Gain
31x

Engineering Task

Productivity Gain
4x

ROLE USE CASES

Strategic Management

Productivity Gain
4x

Marketing Development

Productivity Gain
2.11x

EBSCOLEARNING'S INVESTMENT DELIVERED STRONG BUSINESS RESULTS

By investing in this program, the organization has multiplied the value of its talent, gaining efficiencies that extend beyond individual tasks to enhance overall role impact. Whether skills are leveraged in single tasks or multiple tasks in a role, the program enables employees to deliver far beyond traditional capacity, maximizing the return on each person's contribution.

TASK USE CASES

Product Development

Program ROI
354.36x

Engineering Task

Program ROI
11.20x

ROLE USE CASES

Strategic Management

Program ROI
105.86x

Marketing Development

Program ROI
141.06x

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This has been an eye-opening, well-executed and life changing experience!

Duncan Smith
Chief Strategist, EBSCOlearning

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We'd love to hear from you!

Reach out to our team to get for any inquiries or clarifications.

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