

How Ten Lifestyle Group underwent an AI Cultural Transformation in just 4 weeks

Structured training and applied use cases reshaped how AI is used across the business.

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Ten Lifestyle Group

Industry:

Concierge & Lifestyle Services

Company Size:

1,000+ employees

Challenge:

AI experimentation was underway, but many employees felt overwhelmed and unsure how to apply it meaningfully. Ten Group needed to boost confidence, spark curiosity, and guide teams toward practical ways to integrate AI into everyday workflows and product development.

Solution:

Enterprise AI Academy

Impact:

The academy sparked a mindset shift across the business—turning curiosity into capability. Teams progressed from experimentation to confidently applying AI in daily work, with over 146 use cases demonstrating clear improvements in efficiency, communication, and decision-making and with several new products created.

We hit the objective to ensure people are excited about AI and see the benefits of adoption. People are inquisitive, motivated, and talking about and using AI differently — that's a huge shift.

**Charlotte Knight**

Director Talent Development,
Ten Group

Results

66%**Increase in AI Usage**

Learners increased monthly AI use from 12 to 20 hours, reflecting deeper everyday integration.

97%**Applied Knowledge**

Learners were able to apply their new AI skills to their working practices straight away

74/100**Prompt Proficiency**

Learners rapidly improved their prompting skills, leading to more accurate, effective AI outputs.