



● ENTERPRISE AI DEPLOYMENT

Transforming Learning & Leadership Development with AI

adidas' first enterprise HR AI deployment - Establishing the foundation for future innovation

EMPLOYEES IMPACTED



60,000

Personalized learning
recommendations

LEADERS SUPPORTED



10,000

AI-powered self-reflection

TECHNOLOGY STACK



100%

Microsoft - Zero external licensing

TIME SAVINGS



6+ months

For future AI projects

Current Status

Real-time project progress and milestones

Learning Agent



Overall Progress

95%



Technical development complete - Awaiting deployment approval



Core AI engine complete



SharePoint integration ready



Awaiting LeanIX approval

Self - Reflection Tool



Overall Progress

90%



Ready for mini pilot - December 9-13, 2025



23-question framework complete



AI recommendation engine ready



Mini pilot Dec 9-13

What We're Building

Two integrated AI solutions transforming talent development



Learning Agent

AI-powered personalized learning recommendations that understand your role, skills, and career goals. Reduces time to find relevant learning from 30+ minutes to under 5 minutes.

Learn More →



Leadership Self-Reflection Tool

Competency-based self-assessment against nine leadership competencies with AI-powered development plans and personalized micro-actions for continuous growth.

Learn More →

Value Delivered

Impact across all levels of the organization



For Employees

Faster, personalized learning experiences tailored to individual roles and career aspirations



For Leaders

Structured development support with actionable plans and progress tracking



For Organization

Strategic insights, skills gap visibility, and scalable AI infrastructure for future innovation

● UPCOMING MILESTONE

What's Happening Now

December 2 - 3, 2025 - Face-to-face meeting in Herzogenaurach

[View Executive Briefing](#)

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Quick Links

Navigate to key project resources



Executive Briefing

Comprehensive overview for decision-makers



Weekly Progress

Real-time project status and updates



Document Repository

All project artifacts and materials



Contact Information

Get in touch with the team

adidas Team

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adidas AI Learning & Leadership Development Initiative - Project Hub

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