



adidas AI L&D

Project Hub



● 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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Baresquare Team

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adidas AI Learning & Leadership Development Initiative - Project Hub

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