A **adidas AI L&D**
Project Hub

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AI Learning & Leadership Development Initiative

November 21, 2025

At a Glance

Baresquare and adidas are partnering to deliver adidas' first enterprise AI deployment in HR—two integrated solutions transforming how 60,000 employees learn and 10,000 leaders develop.

💡 Projects

- **Learning Agent:** AI‑powered personalized learning recommendations
- **Leadership Self‑Reflection Tool:** Competency‑based self‑assessment and development planning

📈 Strategic Value

- ✓ First HR AI deployment establishes governance and infrastructure for future innovation
- ✓ 100% Microsoft Azure stack ensures security, compliance, and cost efficiency

✓ Privacy‑first architecture with individual data ownership

✓ Scalable foundation for performance management, recruiting, and other HR domains

⚡ Current Status

- **Learning Agent:** Technical development complete, awaiting deployment approval

- **Self‑Reflection Tool:** Mini pilot scheduled December 9‑13, 2025

- Both projects positioned for Q1 2026 enterprise rollout

Business Impact

For Employees (60,000)

- ✅ **Reduce time to find relevant learning:** From 30+ minutes to under 5 minutes

- ✅ **Personalized recommendations:** AI understands your role, skills, and career goals

- ✅ **Unified experience:** Self‑reflection insights inform learning recommendations

For Leaders (10,000)

- ✅ **Structured self‑reflection:** Against nine leadership competencies

✓ **Actionable development plans:** Personalized micro‑actions and learning paths

✓ **Progress tracking:** Private, user‑controlled development journey

For the Organization

✓ **Skills gap visibility:** Aggregated, anonymized data on development needs

✓ **Strategic insights:** Identify training priorities and leadership development trends

✓ **Scalable infrastructure:** Foundation for future AI innovations in talent management

✓ **Cost efficiency:** Minimal ongoing operational costs, leverages existing Microsoft investment

Technical Foundation

Built entirely on Microsoft Azure/365:

🧩 Microsoft Copilot Studio

⚡ Power Platform

📁 SharePoint Online

 Individual OneDrive

Key Innovations:

1 **Privacy-first architecture**
User data stored in personal OneDrive, not central database

2 **Intelligent mapping**
AI connects roles → skills → learning → competencies

3 **Seamless integration**
SharePoint plugins integrated into existing Learning Hub
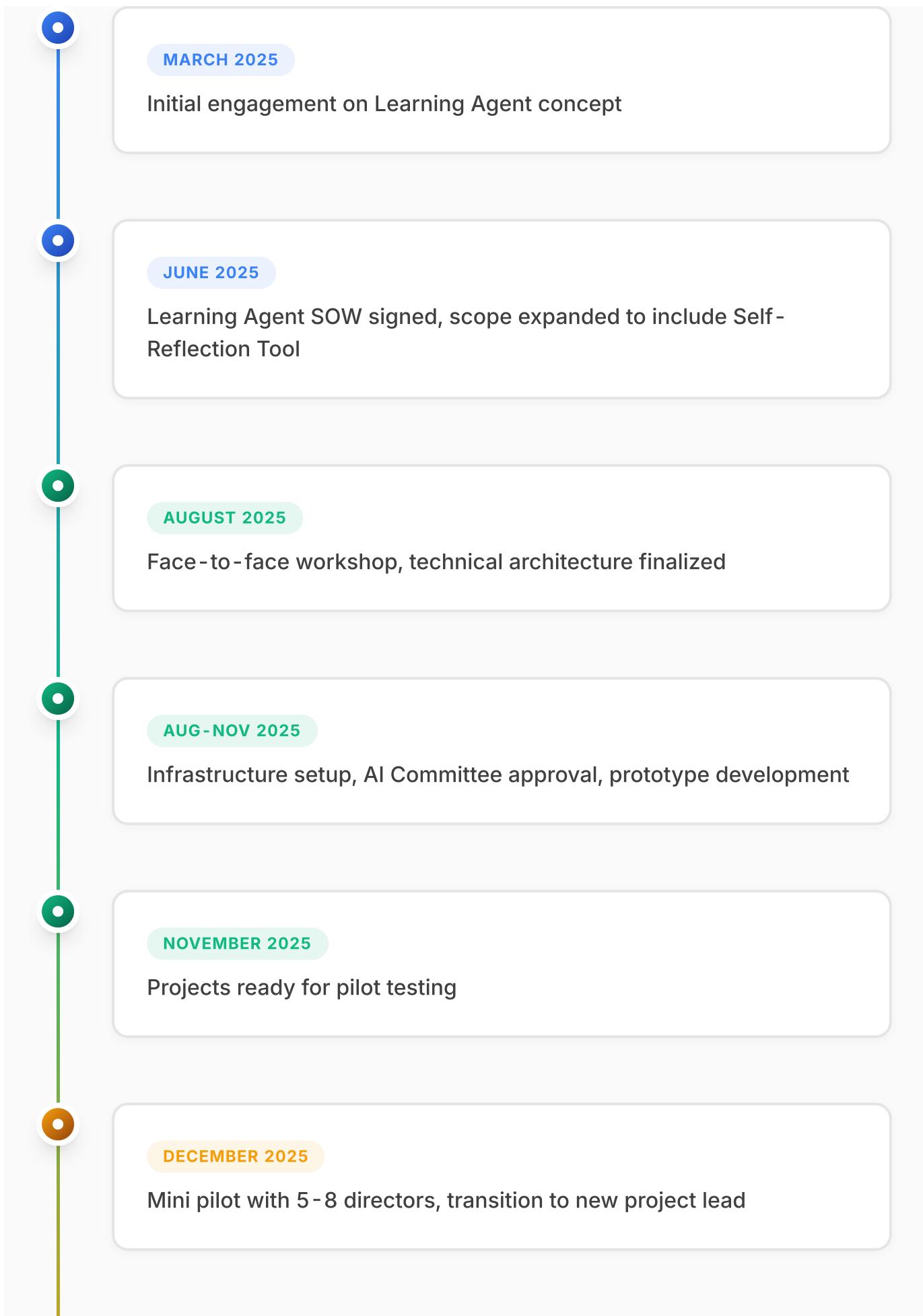
4 **Zero external licenses**
100% Microsoft stack, no additional vendors

⚡ **Infrastructure Value**

This deployment establishes reusable AI governance, security frameworks, and technical architecture that accelerates future HR AI projects by **6+ months per initiative**.

Project Journey

MARCH 2025

Initial engagement on Learning Agent concept

JUNE 2025

Learning Agent SOW signed, scope expanded to include Self-Reflection Tool

AUGUST 2025

Face-to-face workshop, technical architecture finalized

AUG-NOV 2025

Infrastructure setup, AI Committee approval, prototype development

NOVEMBER 2025

Projects ready for pilot testing

DECEMBER 2025

Mini pilot with 5-8 directors, transition to new project lead

Q1 2026

Enterprise rollout for both solutions

What's Next

December 2‑3: Face‑to‑Face Alignment (Herzogenaurach)

- Executive briefing for Pedro, Karina, and new project lead
- Demonstration of both solutions
- Mini pilot planning and success criteria
- Enterprise rollout strategy discussion

December 9‑13: Mini Pilot Testing

- 5‑8 directors test Leadership Self‑Reflection Tool
- Structured feedback collection
- Refinement based on real user experience
- Documentation of lessons learned

Q1 2026: Path to Enterprise

- **January:** Director cohort pilot (40‑50 users)

- **February:** Scale infrastructure, finalize change management

- **March:** Initial enterprise rollout

    - Learning Agent: 8,000 people leaders
    - Self‑Reflection Tool: 10,000 people leaders

2026 Roadmap: From Foundation to Ecosystem

Q2: Integration & Expansion

- ✅ **Performance management integration:** Connect self‑reflection to performance conversations

- ✅ **German language support:** Serve German‑speaking employee population

- ✅ **Enhanced analytics:** Skills gap analysis, learning effectiveness metrics

Q3‑Q4: Advanced Capabilities

- ✅ **Additional languages:** Spanish, French, Chinese, Japanese

- ✅ **Career pathing:** AI‑powered career recommendations

- ✅ **Peer learning:** Connect employees for knowledge sharing

- ✅ **Voice interface:** Hands‑free interaction for accessibility

2027: Strategic Platform

- ✔ **Recruiting integration:** Skills-based hiring recommendations
- ✔ **Succession planning:** Predictive analytics for talent pipelines
- ✔ **External learning platforms:** Expand beyond LinkedIn Learning
- ✔ **Advanced organizational insights:** Strategic workforce planning

Investment & Value Proposition

Ongoing Operational Costs

Technology: €15,000-25,000/year at full scale

- Microsoft Azure OpenAI usage
- Power Platform licenses
- No additional software required

Operations: 0.5-1.0 FTE equivalent

- Content updates and refinement
- User support and training
- Continuous improvement

Direct Benefits

- ✔ Reduced external training costs (better targeting)
- ✔ Improved learning engagement and completion
- ✔ Better leadership development (reduced turnover)

✅ Faster time to competency for new roles

Strategic Benefits

☑ Accelerated future AI projects (6+ months time savings per project)

☑ Data‑driven talent decisions (skills gap visibility)

☑ Competitive advantage in AI‑powered HR

☑ Foundation for performance management transformation

Success Metrics

Learning Agent

☑ **Adoption:** 70% of people leaders active within 6 months

☑ **Engagement:** Average 2+ sessions per week, 10+ minutes per session

☑ **Learning completion:** 30% increase in content completion year‑over‑year

☑ **Satisfaction:** 4.0+ out of 5.0 user rating

Self‑Reflection Tool

✅ **Completion rate:** 85% of leaders complete annual self‑reflection

✅ **Development plans:** 80% create actionable development plan

✅ **Organizational insights:** Identify top 10 skills gaps by function/geography

✓ **Performance integration:** Track in 2026 performance cycle

Combined Impact

✓ **Infrastructure reuse:** 3+ additional AI projects leverage foundation by end of 2026

✓ **Cost efficiency:** 40% lower than external solutions or consultancy

✓ **Time to market:** New HR AI initiatives launch 6+ months faster

✓ **Strategic insights:** Skills-based workforce planning capabilities operational by Q4 2026

Key Contacts

A adidas

Pedro Silva - VP Talent Organization (Self-Reflection sponsor)

Karina - Senior Leadership (Leadership Framework sponsor)

Zsofia Pior - Leadership Framework Product Owner (until Dec 12)

Lucas - L&D Technical Liaison (Learning Agent)

Divya Jhamb - Learning Initiatives India (Self-Reflection)

Baresquare

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Next Update: December 3, 2025 (post-face-to-face meeting)

adidas Team

Pedro Silva - VP Talent Organization

Karina - Senior Leadership

Lucas - L&D Technical Liaison

Divya Jhamb - Learning Initiatives India

Baresquare Team

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