

AI Champions Mastermind

THE MANIFESTO

People Drive AI

Every company has access to the same AI tools. What differs is who knows how to use them. The companies that win will have the most people who know how to work alongside AI.

At AIHR, we are already fluent and curious. Our floor is higher than most other companies. Now we build momentum at the frontier and raise the ceiling. **That is the role of the AI Mastermind.**

Who We Are

The AI Champions Mastermind is a small, cross-functional collective genuinely excited about AI. Not because our job title says so, but because we cannot help ourselves. We explore. We experiment. We form opinions. We share what we learn.

An AI champion is:

- **Curious by default** – Actively explores new ways to use AI, experiments with new tools, builds a personal AI operating model, and is excited about sharing their findings.
- **The translator** – Cuts through hype so their team doesn't have to. Turns what's complex into something their colleagues can actually use tomorrow.
- **A connector** – Champions are the network. Champions surface use cases across teams and share best practices across departments.

AI Champions don't need to be AI Builders. Builders are the technical colleagues who construct automations, integrations, and agents. There can be overlap: some Champions are also Builders. What matters is that the Mastermind is not exclusively technical — it works because it isn't.

How We Operate

Every Champion commits to one thing with the AI Champions Mastermind: **share your explorations** — in Slack, async by design. What you tried, what worked, what didn't, and how someone else could reproduce it.

Ten Champions each investing one hour a week, sharing properly: that's ten hours of insight for everyone. Your return on one hour of curiosity is tenfold. **One hour in. Ten hours out.**

Curiosity is the strategy. The AI Champions Mastermind is how we channel and activate it. **Interested to join? Reach out to Marijn.**