

■ THE HANDOUT

Stop using AI. Start building *around* it.

A take-home companion to the keynote. The lessons, the anchors, the mental shift, and the one workflow you should brief on Monday morning.

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EDITION 01 / MT

HOSTED WITH MDIA

FOREWORD · FOR THE ROOM

If you take one thing home, take this.

Nine out of ten AI projects do not make it to production. The technology is not the reason.

What breaks is older than AI: a tool drops into a team without a brief, without an owner, without the surrounding workflow. So the team uses the tool. They do not build around it. After a few weeks they are back to the way things were – only louder, with one more login.

This handout is the spine of what we covered today. Each spread is a beat you saw on stage: a story, an anchor line, and a small action you can take this week. Treat it the way I asked you to treat AI itself – as a new hire you brief once, equip properly, and put to work.

Read it on the flight home. Then pick one task on Monday morning.

SIGNED

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MANTRA

Treat AI as a new hire.

INSIDE THIS EDITION

The talk, in pages.

01 – 02

Cover & Foreword

A note from the stage. The mantra, before anything else.

04

Part I · Why 9 of 10 Fail

A factory floor in Germany. A cart, a sensor, and the wrong question.

05 – 06

The Bosch story & the three patterns

Why projects die the same way across decades. Different tech. Same failures.

07

It wasn't the tool. It wasn't the budget.

What the 10% knew that the 90% didn't.

08

Part II · The Mental Shift

Treat AI as a new hire. Brief it. Equip it. Let it run.

09 – 10

Context is the difference

Four chats. One AI. The briefing is the work.

11

The four-step staircase

Where every team is. Where the 10% are climbing.

12

Foundations · Briefing & Tools

The two assets every AI-first team builds first.

13

The answer in one sentence

PART I

Why 9 of 10 fail.

A factory in Germany. A 2 p.m. anomaly the team chased for weeks. The answer was not in the machine.

S1 - S19 · 40 MINUTES ON STAGE

■ PART I

04



BOSCH · 2017 — 2019 · PREDICTIVE MAINTENANCE PILOT

THE BUMP

The sensor wasn't measuring the machine. It was measuring the floor.

Every afternoon at 2 p.m., the system flagged anomalies. Same machine, same spike. The team checked components, ran diagnostics, opened the lathe. Nothing. For two months — nothing.

Then a logistics worker pushed a cart over a small threshold in the floor near the sensor. The sound went through the body. The same cart. The same route. Every day at 2 p.m.

ANCHOR

*AI without context gives you **confident wrong answers.***

THREE PATTERNS THAT BROKE THINGS

Different tech. Same three failures.

Across two decades of digital transformation projects, what killed them was never the technology itself. It was the same three patterns – recurring under every new label. The label in 2018 was “digital”. In 2026 it is “AI”.

01

Tool first, work last.

Licenses are bought before the workflow is mapped. The tool arrives, looking for a job. It rarely finds the right one on its own.

02

No owner. No loop.

Nobody is accountable for the output. Nobody improves the system after launch. The pilot ends; the work returns to where it was.

03

Context never moved.

The knowledge that makes the work actually work – the brand, the customer, the past mistakes – stayed in heads and shared drives. The tool never saw it.

2018 LABEL

“Digital
transformation”

2026 LABEL

“AI
transformation”

Not unique to Bosch. Not even unique to digitalisation. It is what happens when tools are deployed faster than the system is rebuilt.

WHAT I KEPT ASKING

It wasn't
the *tool*.
It wasn't
the *budget*.
It wasn't
the *talent*.

NOT THE TOOL

The teams with more tools got the same outcomes. Sometimes worse. More logins, less leverage.

NOT THE BUDGET

Funded pilots failed at the same rate as scrappy ones. Money didn't decide the outcome.

NOT THE TALENT

The person who made it work was rarely the specialist. It was the one who understood the work.

*The 10% who made it work made a **mental shift**.
The other 90% bought tools.*

— ANCHOR · S15

PART II

Treat AI as a new hire.

*Brief it. Equip it. Let it run. The
mental shift the 10% made — in
three verbs.*

S20 — S52 · 39 MINUTES ON STAGE

■ PART II

08



THE FOUR CHATS

Same AI. Four briefings. Four very different replies.

The on-stage demo, distilled to one page. The model didn't change between chats – the briefing did. That is the whole game.

CHAT 01 · EMPTY 0 CONTEXT

Write a follow-up to my prospect.

“Dear valued prospect, I hope this message finds you well. As discussed, I wanted to follow up on the synergies we identified...”
Generic.

CHAT 02 · + “I’M GERMAN” 1 FACT

+ “I’m German.”

“Guten Tag, dear valued prospect...” **Two German words it's confident about. The rest is still a postcard.**

CHAT 03 · + “I LIVE IN 2 MALTA” FACTS

+ “I live in Malta.”

“Bonġu! As we discussed under the Mediterranean sun...” **This is genuinely what the AI thinks you would write.**

CHAT 04 · REAL FULL CONTEXT BRIEF

+ Brand voice. + Product. + Their last reply. + What I want from this email.

A specific, sober, on-tone email that references the actual conversation. **That works. That gets a reply.**

The AI didn't change. **The briefing did.**

“

Brief it
once.

Or retype
it forever.

THE HIDDEN COST OF UN-BRIEFED AI IS THE COST OF TYPING THE SAME CONTEXT, EVERY CHAT, FOR THE REST OF YOUR WORKING LIFE.

HOUR 1

Write the
brief.

Brand voice, product,
audience, do-nots,
examples of good output.

DAY 1

Save it as
context.

Files, project memory,
system prompt. The AI
loads it on every run.

DAY 30

Improve it.

Every correction you
make becomes the next
person's starting point –
including the AI's.

THE FOUR-STEP STAIRCASE

Most teams are on step one. The 10% are climbing.

Each step is a different relationship with AI. Steps one and two are *using*. Steps three and four are *building around*.

Chat in a browser.

01

ChatGPT, Claude, Gemini. You ask, it answers. Useful for individuals. Invisible at the team level.

USING

AI on your computer.

02

Claude Code, Copilot, CoWork. The AI works inside your files, your repo, your folders. Productive. Still single-player.

USING

Workflows that run themselves.

03

n8n, Zapier-with-AI, custom pipelines. A trigger fires; the AI does the work; a human reviews the output. First autonomous tier.

BUILDING

Agents that own jobs.

04

Multi-agent orchestration. A briefed agent decides, calls tools, hands off, reports back. You manage it – you don't operate it.

BUILDING

THE TRAP

Most companies measure “AI adoption” in seats sold on step 1. The 10% are quietly assembling steps 3 and 4 around the work.

THE SIGNAL

Ask any team: *which recurring task runs without you?* If the answer is zero, you are on step 1, regardless of license count.

THE TWO FOUNDATIONS

The briefing. And the tools that talk to it.

Every AI-first team we have worked with builds these two assets first. Skip them and you are renting tools. Build them and you start compounding.

FOUNDATION 01

The briefing.

A living document the AI reads on every task: who you are, who you serve, how you sound, what good output looks like, what you never say. Brand voice, product truth, examples, anti-examples.

- Brand voice with three real examples
- Customer language, in their words
- Five “never write this” patterns
- Source of truth for product claims
- Updated when something breaks

FOUNDATION 02

The tools.

Five tools that talk to each other beat fifty that don't. A small, well-wired set – CRM, content store, knowledge base, automation layer, AI runtime – gives an agent somewhere to act and something to remember.

- CRM that AI can read and write
- Knowledge base the AI can search
- Automation layer (n8n, Make, custom)
- A model API with an owner
- Logs you can actually read

Five tools that talk to each other beat fifty that don't.

THE ANSWER, IN ONE SENTENCE

Better AI rarely fixes a *broken* *workflow.*

WHAT THIS RULES OUT

Buying the newest model. Switching providers. Adding another seat for the same person. Hiring an “AI specialist” without a workflow for them to own.

WHAT IT POINTS YOU AT

Mapping the workflow first. Naming an owner. Writing the brief. Wiring two tools together. Letting the small thing run end-to-end before adding the next one.

Stop using AI. Start building around it.

ANCHOR · S50 · THE MANTRA RETURNS

THREE PATHS · ONE DECISION TODAY

Where you start depends on where you are.

We route fit before pitch. Sometimes the answer is Readiness. Sometimes AI Agents. Sometimes Cohort. Sometimes “not yet”. The diagnostic call decides.

PATH 01 · STRATEGY

Readiness

For the company that knows AI has to enter the operating model – but the foundation isn't clear yet. Who owns it? What data? Which workflows first?

4 – 6 WEEKS · STACK · GOVERNANCE · CONTEXT LAYER · USE-CASE ROADMAP

PATH 02 · RUN

AI Agents

For the team that wants productive AI use cases fast, without owning the hosting and maintenance burden. We host. You use.

SUBSCRIPTION · TRANSPARENT API PASS-THROUGH · NO HIDDEN TOKEN MARGIN

COHORT 01 · LEADERS

Leadership Circle

CEOs, founders, C-level, department heads. The people who cannot responsibly delegate AI before they can use and steer it themselves. 4 half-days + 12 months. Max 8.

€ 8,400 **€ 6,000 · event rate**

BRANDOS ANCHOR · EXECUTIVE ROUTINE · GOVERNANCE · ADOPTION ROADMAP

COHORT 02 · OPERATORS

AI Operator · 90 days

Operators, managers, team champions. The people who will actually run AI inside real work. 4 half-days over 90 days. Real tasks between sessions.

€ 4,800 **€ 3,800 · event rate**

OPERATOR ROUTINE · 3-5 REUSABLE SKILLS · TEAM ADOPTION MINI-PLAN

THREE PATHS · ONE DECISION TODAY

Event-day rates lock today only. If a cohort is even likely, send the inquiry before you leave the venue. Diagnostic comes after – if it's not the right fit, we say so and refund the hold.

BEFORE YOU LEAVE THE VENUE

Today-only action card.

FIVE MOVES · 5 MINUTES IN THE APP

- Open the Brixon AI app on your phone.

- Request a path: *Readiness · AI Agents · Cohort.*

- If unsure, choose *Diagnostic* – we route the fit.

- If Cohort is even likely, send the inquiry *today*. Locks the event rate.

- Take the free tools regardless: Mini BrandOS, Use Case Matrix, Grant Quick-Check, agent access.

EVENT RATES · EXPIRE AT MIDNIGHT

Leadership Circle

€ 8,400 → € 6,000

AI Operator · 90 days

€ 4,800 → € 3,800

Inquiry today · diagnostic call this week · no commitment until fit is confirmed.

THE DIAGNOSTIC PROMISE

We will not sell you what you do not need. If Readiness fits, we say Readiness. If AI Agents fit, we say AI Agents. If nothing fits yet, we say that too – and refund the hold.

MONDAY MORNING

Pick one task you would give a good new hire. Brief your AI. Watch what comes back. Then improve the system.

APP

brixon.ai/en/malta-event

THE CLOSING LINE

AI-first is not a slogan. It is a *working practice.*

Build the context. Give it tools. Put an owner on the work. Keep the feedback loop. That is when AI stops being a chat window and starts becoming part of the operating system.

AI-first starts with one owned workflow.

— THE MANTRA · THIRD TIME

CONTINUE THE CONVERSATION

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TODAY'S APP · PATH REQUESTS

brixon.ai/en/malta-event

Open before 23:59 CET to lock the event rate.

brixon.ai

HOSTED WITH MDIA · MALTA · 21.05.2026

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THANK YOU.

