

Hear→See→Do™

The learning framework that turns understanding into capability.

What it is

Most AI training fails because it treats learning like a download. You sit through a webinar, nod along, and by Monday you're back to copying and pasting into spreadsheets. Knowledge didn't stick. The result? Wasted training budgets, stalled pilots, and teams that still don't know where to start.

Hear→See→Do™ fixes that. It's a three-step methodology built on how brains actually retain and apply information:

Hear

Engaging explanations that build foundational knowledge.

See

Visual demonstrations and content that solidify understanding.

Do

Active practice where mastery happens.

This hands-on learning transforms knowledge into usable skills.

This is how we train your internal team members to become AI Champions.

Why it matters

Humans don't learn through words, or vision, or action alone. We learn by integrating information across systems.

TRADITIONAL TRAINING	HEAR→SEE→DO™
Passive consumption	Active engagement
Knowledge stays theoretical	Skill translates to performance
Months to competency	Faster improvement and adoption

Teams using Hear→See→Do™ ship their first real AI work in weeks, not months, and retain what they learn because they've already done it. It puts learners in charge of their own growth, reducing repeat training requests and building a team that keeps improving without constant hand-holding.

Why it works

Memory is a web of interconnected paths. When you encode information through multiple senses, your brain creates stronger, integrated memories.



34% improvement in learning effectiveness, 28% increase in engagement metrics, and 42% better retention rates compared to traditional learning approaches.¹

The active application phase is the multiplier. Learners practice, fail, refine, and master.

Quick tips!



Text

for precision



Speech

for guidance and emphasis



Images

for structure and relationships



Activity

for application



Discussion

for interpretation and retrieval

Example

Your future AI Champion learns to lead a pilot:

Hear

We walk through the pilot framework, what good looks like, and where teams typically stall.

See

Your AI Champion studies pilot plan examples, frameworks, then watches video explainers.

Do

They write their own pilot plan, get live feedback, and refine until it sticks.

Results: A confident internal AI Champion who can run pilots on their own.

TURN LEARNING INTO PERFORMANCE

Here's the choice: You can keep training the old way—send the link, hope they watch it, wonder why nothing sticks. Or you can build learning that actually lands: explain it, show it, then let them do it until it's theirs.

Leverage the power of Hear→See→Do™ to develop your internal AI Champions.

Book a call

with Champion AI to see how we transform team members into confident AI Champions who discover opportunities, run pilots, and scale ROI.