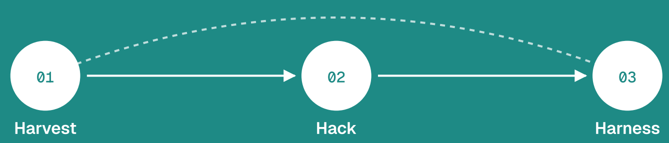
● A CYCLE, NOT AN EVENT.

Get AI adoption to actually produce business outcomes.

H³ is a repeatable rhythm that turns scattered AI experimentation inside your organisation into adoption that sticks and outcomes you can measure. Cycle 1 produces concrete evidence on a single page. Cycle 2 only runs if that evidence is there.

For organisations where AI experimentation is happening everywhere but adoption is going nowhere.



ONE CYCLE. THEN IT REPEATS.

EXECUTIVE FOLDER
CYCLE 1 · BY INVITATION

01 Most AI initiatives stall. The pattern is recognisable.

You have already heard "do something about AI." You have watched pilots die after the demo, or you have watched peers fail at the same. Three failure modes show up across almost every organisation that tries.

01

Over-controlled

Procurement queues, security committees, eleven-month approval decks. By the time a tool is approved, the people who needed it have either left or built workarounds on their personal laptops. Nothing reaches the work.

02

Under-controlled

Marketing on Copilot, engineering on personal Cursor accounts, legal keeping a quiet ChatGPT browser tab open. No shared learning, no compounding. The same problem gets solved fifty times in fifty private windows, none of which the organisation can see or build on.

03

Decisions that don't stick

The off-site agrees. Slides get produced. Slack goes quiet by Wednesday. Real work next quarter looks identical, the same three blockers come back at the next steering review. Consensus theatre, not adoption.

30%
post-PoC abandonment

Gartner forecast at least 30% of generative AI projects would be abandoned after proof of concept by the end of 2025. That is the industry baseline. H³ is built so a stalling cycle is visible in months, not quarters, and so you never fund Cycle 2 on hope.

If two of those three failure modes describe your last eighteen months, the rest of this folder is written for that situation.

02 You have probably already tried this. Here is why it stalled.

The category is crowded with the wrong shapes. Most leave you exactly where you were, plus a deck. If any of these describe your last attempt, the failure is in the shape, not in how well it was run.

YOU TRIED

A maturity model.

Five-stage arrows from ad-hoc to optimised. Surveys, scorecards, gap analyses. It told you which level you were at, never what to do on Monday. Your organisation is already past the stage it would be told it was at.

YOU TRIED

A one-off workshop.

Two days off-site, energy on Wednesday, slides on Thursday, Slack-quiet by Friday. The room produced commitments, the week after produced silence, and the same three blockers came back at the next steering review.

YOU TRIED

Consensus-driven planning.

Everyone aligned. No named owner. No air cover. The decision lived on a deck. Real work next quarter looked identical to last quarter. Workshops manufacture agreement; adoption needs a name attached to each move.

YOU TRIED

Expert-led transformation.

A consultancy brought an eighteen-month roadmap and a centre of excellence. Pilots ran where operators never used them. The methodology left when the contract ended. Your people had been the source the whole time.

H³ **H³ rejects each of these as shapes, not as polish gaps.** Different shape: opt-in participation, a named owner per decision, air cover confirmed live in the room, and the next cycle funded only when the previous one produced motion you can see.

03 What changes in your operating reality, not on a slide.

Three concrete shifts in how AI gets discussed, decided, and tracked inside your organisation, plus one visible artefact you watch grow across cycles. None of it is a deck.

01

BY WEEK 1

Decisions on a single page, with names attached.

Every AI commitment Cycle 1 produced sits on one status page: what was decided, who owns it, which of three paths it takes (adopt now, continue exploring, or stop). It is the receipt for what you funded. You can take it to your CFO on Monday. At the next "what about AI?" round at the board, you open this page instead of reaching for a strategy deck.

02

MONTHS 3 TO 6

Air-covered motion across the gap.

Each commitment lands or stalls in the open. Some ship into production. Some pivot. Some get killed with a documented reason. Air cover for the named owners is your job, and that visible motion is the only honest basis on which Cycle 2 gets funded.

03

BY CYCLE 2

An agenda the room actually set.

A Themes Wall in the participants' own words, not a consultant brief. Real questions, real opportunities, captured from the people doing the work. You see the inside of the organisation for what it is, not for what a steering-committee summary said it was.

STATUS PAGE · SAMPLE · ALL ENTRIES REDACTED

REFRESHES EVERY HARVEST

ID	DECISION	OWNER	DESTINATION	BLOCKER → SPONSOR UNBLOCK
001	[redacted]	A.K.	ADOPT NOW	[redacted]
002	[redacted]	M.D.	EXPLORING	[redacted]
003	[redacted]	J.V.	SHIPPED	[redacted]
004	[redacted]	S.R.	KILLED	[redacted]

How to read it. One row per decision from Harness. Four destinations: Adopt now, Exploring, Shipped, or Killed with a reason. Names of the owners are visible. Decision labels are redacted in this sample only. That is how Cycle 2 gets funded, or doesn't.

04 What we ask of you. How we stand behind it.

One fixed price per cycle. Cycle 2 only on visible evidence. Four commitments from you, three from us, all written into the offer before the first invoice.

WHAT WE ASK OF YOU

01 **Co-prepare in the weeks before.**
Complete the intake. Help us shortlist the people likely to step up as named owners. Brief your leadership on what the cycle is and isn't.

02 **Fund the cycle, then decide on evidence.**
One fixed price for Cycle 1. Cycle 2 runs only if Cycle 1 produces motion on the status page that beats the cost. You decide, in writing.

03 **Provide air cover, per decision.**
For each adopt-now decision within your authority, confirmed live in the room. Procurement, security, time, budget, whatever the named owner needs to move next week instead of next quarter.

04 **Be present, twice.**
Day 1 opening circle and the full Harness session. Deliberately absent in between so the room can be honest.

HOW WE STAND BEHIND IT

✓ **Cycle 2 only on visible evidence.**
Cycle 2 is never an automatic renewal. If the status page hasn't moved, there is no Cycle 2 to sell you. That decision is yours, on evidence you can see.

✓ **Post-mortem and credit if Cycle 1 doesn't land.**
A written post-mortem within fifteen working days, plus a meaningful credit against Cycle 2. Trigger and credit defined in the offer before you sign.

✓ **Cancellation honored up to fifteen days out.**
Stepped cancellation scale until fifteen days before the on-site dates. Inside fifteen days the cycle is treated as delivered. Reschedule scale documented separately.

THE RHYTHM

One cycle. Then it repeats.

NEXT STEP

Book a 30-minute discovery call.

WHAT THE 30 MINUTES WORKS OUT

- Whether you are the viable Sponsor for this organisation right now.
- Whether H³ is the right fit, or whether the answer is "not yet."
- Where AI adoption is actually dying inside your organisation.
- What would make Cycle 1 succeed or fail in your specific case.

