GUREEV PRO AI

IN PARTNERSHIP WITH
Crescendo Technologies · UAE and MENA

How to keep up with AI?

We change the mindset of owners and top executives at companies with $50B+ in total revenue, so they are ready for AI transformation. AI gets better every two months, and business processes stay one step behind. The real limit is in our heads: in how we think about AI and about our own expertise. This is a method for raising the productivity of intellectual work.

The method is tested:

$50B+	500+	2,000+	2,500+
total revenue of clients	companies	implementation cases	senior leaders



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THREE WAYS TO BRING AI INTO A COMPANY

1 · Personal productivity

Each person works faster with an AI assistant. Useful, but the process stays the same and the effect stays inside one head.

2 · Local optimisation

One step in the process is given to the machine. Hours are saved, the effect can be measured. Most companies get their first real result here.

3 · Process rebuild

Sequential processes become parallel. Waiting disappears. Productivity grows many times over, not by a few percent. But how to do it?

THE METHOD · FIVE STEPS, FROM THE BOTTLENECK TO A SOLUTION THAT SCALES

01 · Find the bottleneck

The traffic jam: the part of the process that slows everything down.

02 · Input and output

What goes in, what comes out. A result is a deliverable you can hand over.

03 · Hidden work

Knowledge, skills, tools and small decisions inside the expert's head.

04 · Method → technology

Algorithm, machine learning, language model or agent. The type of work decides.

05 · Into the process

The machine takes the chosen operations. Knowledge stays in the company.

PROGRAMMES · ONE METHOD, FIVE TRACKS

1 · Owners and top executives

Executive AI Intensive · Board Strategy Session

2 days, up to 45 · 1–2 days closed session.

- Where AI makes money, where it is a waste
- The main constraint in the thinking work
- Ranked first-year sequence

2 · Government

Secure AI Programme

Ministries, agencies, state-owned companies.

- AI inside the secure contour
- Decisions stay with an accountable person
- Resilience check for every solution

3 · Heads of divisions

Functional AI Agents Intensive · Technology Teams

3 days per division, up to 35 · 1–2 days for IT.

- Division process rebuilt, first agent designed
- Improvements ranked by effect
- Prototypes taken into production

4 · Senior analysts

Digital Thinking Method Transfer

Analysts, internal trainers, corporate universities.

- Method applied without an external expert
- Internal trainers run the programmes
- Case bank and supervision

5 · Entrepreneurs · open class

Open AI Intensive

2 days, in person or online, owners of different businesses.

- Your own task and prototype
- Method seen across industries
- Network of peers

Corporate tracks: top executives set the direction, division heads rebuild processes, technology teams take it into production, senior analysts carry the method further. Implementation support 8–12 months until the effect is measured.



THE METHOD IS A BOOK

You're not behind on AI. Your process is behind.

Digital Thinking in Business: How to Build Processes That Turn AI into a Strategic Advantage. A business novel about uncovering hidden bottlenecks and turning AI investment into measurable business results. Published in Russian by MIF in the **SKOLKOVO Business Review series** (2026), the book sold nearly **5,000 print copies in its first six months** and has become popular among corporate readers. The English-language edition is coming to Amazon for worldwide distribution.

> *The problem is not that we cannot see the solution. The problem is that we see the problem the wrong way.*

PROGRAMME AUTHOR

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