

Hakuhodo DY Group Launches “HassoAI Bootcamp” for Practical Training on AI ～Systematizing the learnings of some 3,000 trainees to support organization-wide shift to AI～

Tokyo, August 21, 2026 – We are pleased to announce that Hakuhodo DY Holdings Inc. and Hakuhodo DY ONE Inc. have jointly developed and launched “HassoAI Bootcamp,” a practical training program on AI adoption.

HassoAI Bootcamp is a practical training program on AI intended for companies that are considering introducing AI training for all employees. The program is based on large-scale AI training sessions organized by Hakuhodo DY Holdings for some 3,000 group employees.

Hakuhodo DY ONE, responsible for the joint development of practical training content and the provision of proprietary “rating AI” for those sessions, has now structured practical knowledge developed throughout this deployment stage. By sharing our knowledge with external clients, we are now poised to accelerate the adoption and consolidate the deployment of generative AI, as well as support the organization-wide shift to AI. This initiative is conducted as part of the Hakuhodo DY Group’s cross-Group AI expert initiative HCAI Professionals.



■Background

Although generative AI is increasingly being adopted by companies, only a handful of employees with advanced literacy can actually make use of AI in their jobs, resulting in emerging gaps in the ability to apply AI within an organization. For employees who cannot imagine how AI could be used specifically, it is difficult to integrate AI into their daily work, and so businesses need to find an effective approach to promote AI adoption across the organization.

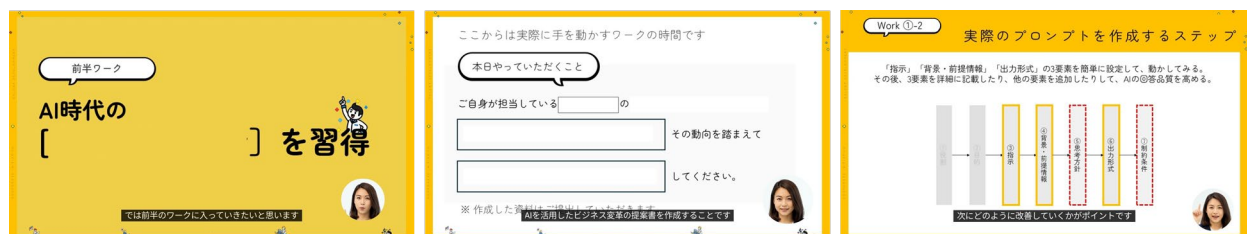
However, since existing AI training is mostly conducted through ad hoc theoretical sessions, it is difficult to consolidate the learnings in the workplace or objectively measure its effectiveness, making it almost impossible in most cases to monitor the performance of trainees or provide continuous follow-up. Furthermore, generative AI has evolved from a simple conversational tool to operational infrastructure seamlessly connected with various documents and meeting tools.

Accordingly, the focus of training needs has shifted from the learning of prompts to the redesign of operational workflows premised on AI adoption, thus requiring a practical program to meet this objective.

In response to such changes in the market environment, the Hakuholdo DY Group designed a program to facilitate a shift in thinking (Hasso) across organizations, regardless of differences in individual skills, and accelerate its consolidation at the workplace level. By combining a 90-minute structured, practical lecture by an AI avatar trainer and scoring by our proprietary rating AI, the program can visualize the level of knowledge acquired and help achieve a company-wide shift to AI while suppressing the increase in workload for personnel responsible for HR and DX.

Now, we are ready to boost company-wide AI deployment and cultural transformation on behalf of clients, rather than the simple adoption of a tool, by offering this program as a solution for a wide range of companies outside our group.

■Key features of HassoAI Bootcamp



(Illustration of a training session)

1. Training on AI by AI and improved efficiency through full adoption of AI in operation and assessment
We offer “training on AI by AI,” adopting AI throughout the entire training process, from lectures and workshops provided by AI avatar trainers to scoring by rating AI. Building on the large-scale training model of the Hakuholdo DY Group, we minimize variations in quality and man-hours required for operation to enable an efficient shift to AI company-wide.
2. Experience of a next-generation workflow coordinating the latest AI features
Not limited to using a simple conversational tool, clients can experience a “business operation ecosystem” characterized by seamless coordination of features ranging from a custom AI agent, sophisticated research engine and knowledge analytics tool, to a documenting tool for daily use. Thus, an AI-driven operational workflow can be achieved at the field level.
3. Practical curriculum to redesign workflows, and not prompts
The goal of this program is not to acquire prompt skills but to redesign operating processes. With training output (including a proposal for AI adoption) in line with specific occasions for AI adoption in relevant departments, including marketing, sales and back office, it delivers practical capabilities applicable at the workplace immediately after finishing the training.
4. Objective assessment and consolidation of skills with rating AI
Our proprietary “rating AI” objectively scores the post-training submissions on a scale of one to five, instantly providing concrete feedback according to the learning level of individual trainees, even for a training session with thousands of participants. By running the whole cycle

of learning, practice, assessment and improvement, we support the consolidation of skills at the organizational level, ensuring that the training does not end up as a one-off experience.

5. Full customization to provide optimization for clients' needs

We flexibly customize lecture content and assessment criteria depending on the industry to which the client belongs, specific business issues it faces, and its existing AI environment. We thus provide actionable AI training directly linked to the client's operational practice.

■ Next Steps

Centered on this program, we will expand our business into generative AI adoption consulting to assist the consolidation of AI deployment at the field level and the transformation of corporate culture. We are poised to help clients improve productivity and achieve sustainable growth by deploying generative AI as a standard skill indispensable for everyone to perform day-to-day tasks, and not as a tool to be used by only a handful of tech-savvy people.

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For inquiries regarding this News Release

Hakuhodo DY Holdings Inc.

Group PR & IR Division / E-mail : koho.mail@hakuhodo.co.jp

Hakuhodo DY ONE Inc.

Public Relations / E-mail : info-pr@hakuhodody-one.co.jp