

Worked for 26s

I reviewed the May 6, 2025 EIN Presswire article, “**Automation Workz Creates Tech Skill Coaching to Solve the AI Workforce Readiness Crisis.**” The central argument has aged well: organizations can buy AI faster than their people can absorb, trust, and productively use it. But the article is now weaker than Automation Workz’s current evidence and positioning. 

Overall assessment

Strategic argument: 8.5/10

Evidence: 6.5/10

Differentiation: 7/10

Enterprise/AI ROI positioning: 6.5/10

Potential if updated for 2026: 9+/10

The article correctly identifies a problem that has become even more important: **AI implementation and AI adoption are not the same thing.**

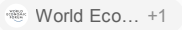
That distinction is the strongest intellectual foundation in the release.

The article essentially argues:

Technology availability → does not automatically produce → workforce capability → which does not automatically produce → adoption → which does not automatically produce → ROI.

That is the right problem.

And newer independent evidence makes the argument significantly stronger.

The World Economic Forum's *Future of Jobs Report 2025* found that **63% of employers identify skills gaps as a major barrier to business transformation**, while roughly **77% expect to reskill or upskill employees to work more effectively with AI**. More importantly for Automation Workz's evolving thesis, WEF found that **50% of executives identify insufficient skills as an AI-adoption barrier, while 43% identify lack of management and leadership vision.**  +1

That last number is crucial.

The AI readiness problem isn't merely a worker training problem.

It is also a **management, leadership, behavioral and organizational-readiness problem.**

And that is where the article could become much stronger.

1. The article identifies the right crisis

The opening argument is effective:

Companies are investing in AI, but employees often lack the skills and confidence to use the technology effectively.  Ein Press...

The article then links this readiness deficit to four business consequences:

- resistance to AI;
- poor adoption;
- low technology ROI;
- employee frustration.  Ein Press...

That logic is much stronger than simply saying, "America needs more AI skills."

It shifts the discussion from **education** to **economic performance**.

That's important because the enterprise buyer isn't primarily purchasing training.

The buyer wants:

Productivity.

Utilization.

Retention.

Transformation.

Revenue.

Cost reduction.

ROI.

Training is merely an intervention.

That distinction should now become the center of Automation Workz's positioning.

2. The article's strongest concept is “coached, not just trained”

This sentence contains the most valuable idea in the release:

People are “coached, not just trained, into the digital economy.”  Ein Press...

That concept deserves much more development.

Traditional technology training often assumes:

Knowledge deficit → training → adoption.

But employees can know how to operate a technology and still refuse, avoid, underuse or misuse it.

The actual equation can look more like:

Capability + confidence + trust + motivation + workflow fit + managerial support = productive adoption.

That distinction separates Tech Skill Coaching from a bootcamp, LMS, certification company or generic corporate training provider.

The 2025 article senses that distinction but doesn't fully articulate it.

3. SenseiiWyze is dramatically under-positioned

The article says Tech Skill Coaching includes:

“Strength-based coaching via the SenseiiWyze platform.”  Ein Press...

That is too vague.

And the biography later calls SenseiiWyze Automation Workz's:

“secret weapon.”  Ein Press...

That's catchy PR language, but it gives away your biggest competitive advantage by failing to explain it.

The far more valuable business proposition is:

Don't prescribe training until you diagnose why someone isn't adopting.

An employee who doesn't use an AI system might have:

- insufficient technical skill;
- low confidence;
- technology anxiety;
- distrust;
- job-security concerns;
- workload overload;
- poor management support;

- unclear expectations;
- lack of opportunity to practice;
- workflow misalignment.

Traditional training may only address **one** of those problems.

If organizations incorrectly diagnose all resistance as a skills problem, they waste training dollars.

This gives SenseiiWyze a much bigger strategic role:

Measure → Segment → Coach → Train → Deploy → Re-measure.

That's substantially more sophisticated than the 2025 article's message of:

Train + Coach = Better AI Adoption.

The newer proposition is essentially:

Diagnose the human barrier before spending money trying to fix it.

That is an enterprise-level argument.

4. Your own numbers are the strongest evidence—and they're buried

The most impressive statistics aren't in the main argument.

They're buried in Ida Byrd-Hill's biography at the very bottom.

The release reports that Automation Workz increased front-line training completion from:

7.93% → 75%

and average graduate salaries from:

\$31,200 → \$67,250.  Ein Press...

That second number represents approximately a:

115.5% increase in annual salary.

And 7.93% to 75% is:

+67.07 percentage points

or roughly

9.5× the original completion rate.

Those are much more compelling than saying coaching "empowers" people.

They indicate an intervention producing measurable behavioral and economic change.

I would have put those statistics in the first third of the article.

For example:

THE READINESS GAP IS MEASURABLE

Automation Workz saw completion move from 7.93% to 75% among its targeted front-line workforce population. Graduate earnings rose from an average \$31,200 to \$67,250.

Now a CEO asks:

What caused the difference?

That's exactly the question you want them asking.

5. Donovan is compelling—but insufficient as enterprise proof

The Donovan story is good storytelling.

The article describes a previously homeless learner who earned three certifications, obtained a \$7-per-hour raise and progressed toward cybersecurity operations.

 Ein Press...

That gives the article humanity.

But for an enterprise CHRO, CFO, CIO, defense organization or private-equity operating partner, one success story isn't enough.

The hierarchy should be:

Population evidence → cohort evidence → individual story.

Instead, the article largely gives:

Individual story → general benefits → buried population results.

I'd reverse that.

6. One citation needs correcting

The article attributes this statement to:

“World Economic Forum, 2020, Upskilling for Shared Prosperity.”  Ein Press...

There are two issues.

First, WEF lists *Upskilling for Shared Prosperity* as published **January 25, 2021**, not 2020.

 World Economi...

Second, I could verify the report itself, but I could **not independently locate that exact quoted wording** in WEF's accessible material.

I would not continue using that as a direct quotation unless you have the exact page citation.

There is a far stronger 2025 WEF statistic available anyway:

63% of employers say skills gaps are a major barrier to transformation.

And:

50% of executives identify skills shortages as a barrier to AI adoption.

Those statistics are current, traceable and directly support your thesis.  World Economi... +1

7. I would replace the LinkedIn 10X claim

The article states:

“According to LinkedIn Learning, companies using tech skilling coaching see 10X return on training investments.”  Ein Press...

I searched specifically for an original LinkedIn Learning source supporting that claim and could not reliably establish one.

That doesn't necessarily mean the number is false.

It means the attribution is currently **not sufficiently defensible for an intelligence brief, proposal, government submission or executive sales presentation.**

I'd remove it unless you locate the original study.

You don't need it.

Your own completion and earnings outcomes are more interesting anyway.

8. The IBM 58% statistic also needs revision

The article states:

“IBM reports tech skill coaching leads to 58% higher retention.”  Ein Press...

I found IBM's actual *Value of Training* research, but not that statistic.

IBM reports something different and potentially useful: only **21% of new hires intended to stay at companies that didn't provide training for their current jobs versus 62% where training was provided**—nearly a threefold difference.  IBM

IBM's newer discussion of AI transformation is even more relevant. It says organizations successfully adopt new business structures **34% more often when employee engagement is central to transformation design**.  IBM

That's much closer to the Automation Workz argument.

I'd use verified evidence instead.

9. The McKinsey statistic is directionally correct but dated

The article says nearly 50% of work activities could be automated using existing technology.  Ein Press...

That accurately reflects earlier McKinsey research. McKinsey previously estimated roughly **49% of activities** had technical automation potential.  McKinsey ...

But McKinsey has since updated the analysis.

Its more recent work estimates that technologies available today could theoretically automate activities accounting for about **57% of U.S. work hours**—44% potentially handled by agents and 13% by robots. Importantly, McKinsey warns that this **does not mean 57% of jobs disappear**; activities and workflows change.  McKinsey & C...

That actually makes your human-readiness argument stronger.

Because if technology can perform dramatically more work, organizations must rapidly answer:

What does the human do now?

10. The word “skills” is becoming too narrow for Automation Workz

This is the biggest strategic issue I see.

The release is called:

“Tech Skill Coaching to Solve the AI Workforce Readiness Crisis.”

That framing was reasonable in May 2025.

But your more developed research now suggests something broader:

The crisis isn't just a skills gap.

It is a **human readiness gap**.

That includes:

skill

trust

technostress

confidence

motivation

leadership

culture

workflow

role clarity

capacity

The WEF evidence supports this expansion. Skills are the largest transformation barrier, but management vision is also one of the biggest AI-adoption barriers.  World Economi...

So the more powerful 2026 thesis is:

AI doesn't have a training problem.

AI has a human-readiness problem.

Training should be prescribed **only when skill is actually the problem**.

That is a considerably stronger intellectual position.

11. There is an important ROI argument hiding underneath the article

The article repeatedly says coaching improves ROI, but doesn't actually explain the mechanism.

I'd make that mechanism explicit:

AI Investment

↓

Technology deployed

↓

Employee encounters technology

↓

Readiness determines utilization

↓

Utilization determines workflow adoption

↓

Adoption determines productivity

↓

Productivity determines economic value

↓

Economic value determines AI ROI

Therefore:

Human readiness is an input to AI ROI.

That is where this story gets financially interesting.

You're no longer selling employee development.

You're attacking a leakage point between:

AI CAPEX/OPEX → UTILIZATION → ROI

That's a C-suite conversation.

12. The article also unintentionally sets up your later technostress thesis

A revealing sentence is:

“Fear of AI often stems from uncertainty—about job security, skill relevance, and the ability to adapt.”  Ein Press...

That's already more than a skills problem.

Those are psychological and behavioral variables.

The employee may be completely capable of learning AI while simultaneously thinking:

“Why should I help this company automate my own job?”

More training does not solve that question.

That requires leadership, communication, trust, career mobility, coaching and organizational design.

This is why the article should now evolve from **Tech Skill Coaching** toward **Behavior Intelligence + targeted intervention**.

Gap analysis

2025 Article	Stronger 2026 Position
Employees lack AI skills	Employees may lack skill, trust, capacity, confidence or organizational support
Train + coach	Diagnose → intervene
Technology skills	Human readiness
SenseiWyze supports coaching	SenseiWyze identifies readiness/risk and guides intervention
Individual transformation	Enterprise workforce intelligence
Training ROI	AI investment ROI
Help employees embrace AI	Reduce adoption failure
Prepare workers for future jobs	Make technology investments productive

2025 Article

Stronger 2026 Position

Coaching solution

Measurement + segmentation + coaching + targeted training

HR/L&D conversation

CEO/CFO/CHRO/CIO transformation conversation

That is a significant evolution.

The strongest updated thesis

I would boil the intellectual argument down to this:

Organizations have spent billions teaching machines how to work. Far less attention has been paid to whether humans are ready to work with the machines.

The AI ROI gap may therefore be less a technology problem than a human-readiness problem.

Before prescribing another training program, organizations need to determine whether poor adoption comes from skill, technostress, trust, workload, leadership, workflow design or fear of displacement.

Measure the barrier. Segment the workforce. Coach the human problem. Train the actual skill gap. Deploy the technology. Then measure whether usage translated into productivity and ROI.

That argument is substantially more differentiated than the original release.

Bottom line

The May 2025 article was **ahead of the conversation in recognizing that AI deployment requires human coaching**, but Automation Workz's subsequent research has outgrown it.

The article says:

“People need skills and confidence to adopt AI.”

Your stronger argument now is:

“Companies are misdiagnosing AI adoption failure as a training problem.”

And the strongest commercial version is:

Don't spend another dollar training employees until you know why they aren't adopting the technology.

That moves SenseiiWyze from an interesting coaching tool to something much more valuable:

the diagnostic layer between technology investment and workforce ROI.

That is the gap I would build the next press release, intelligence brief, keynote and enterprise sales pitch around.