HAISE | HUMAN-AI SOFTWARE ENGINEERING

AI is everywhere.
Proof of value is not.



A free 5-day dry run of the HAISE approach for 3-5 organisations in Denmark

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Swipe to see what the 5 days contain

AinnoLab
AI INNOVATION LAB... FOR PEOPLE

Most organisations use AI.
Few can show what it is worth!

56%

of 4,454 CEOs saw neither higher revenue nor lower costs from AI in the past 12 months

PwC Global CEO Survey, 2026

25%

of AI initiatives delivered the expected ROI; only 16% scaled enterprise-wide

IBM CEO study, 2025

46%

of large organisations lack a structured ROI measurement framework

Wavestone Global AI Survey, 2025

Executive and CEO surveys, self-reported, different definitions: a pattern, not a precise rate.

Why is AI value so hard to measure?

1

Usage is not value

Adoption is wide. Financial benefit is not.

2

Perception is not measurement

In a randomised trial, developers believed AI made them ~20% faster. Measured task time was 19% longer. (METR, 2025)

3

Gains vanish downstream

More merged code, but +91% review time and no company-level delivery gain. (Faros AI, 2025)

4

Value is indirect and late

Benefits are company, use case, role and workforce specific. (Gartner, 2024)

Few people enjoy being measured. Everyone wants to know what works.

So HAISE is designed to measure learning, not people:

Start from a business outcome, not from AI usage

Show distributions and trends, never individual scores

Treat benchmarks as reference points, never as targets

Let the people doing the work help define the metrics

Our hypothesis

Agreeing what to measure aligns leaders and teams more than any dashboard does. The dry run tests this.

Five levels. Start where your decisions need evidence.

1 Observe	Adoption, usage, sentiment
2 Measure work	Cycle time, verification, quality
3 Link outcomes	Business KPI levers
4 Test attribution	Before/after, cohorts, experiments
5 Govern value	Portfolio, ROI, risk-adjusted investment

A small AI pilot may stop at levels 1-2. Regulated, autonomous workflows may need all five.

The offer: 5 days with your people, over about 4 weeks. In Denmark

Day 1

Outcome

Work back from a business outcome to the few metrics that matter

Day 2

Reality check

What can you measure today? Baselines, data, AI-tagging. Go/no-go

Day 3

Dry run

First readings on real data and a maturity check

Day 4

Evidence

Which external benchmarks to trust, and which not

Day 5

Blueprint

Readout, decisions and a 90-day plan

You keep a measurement blueprint for one AI initiative.

Free of charge. First cohort: 3-5 organisations.

One page, two-way: the work order

You bring	I bring
A sponsor with a decision to make	Five days of senior time, free of charge
3-4 named people with time	The HAISE method and workbook
Access to real data for one AI initiative	Confidentiality
Permission to use anonymised learning	The blueprint, which is yours

Either side can stop after day 2.

Five days, free of charge.

The fine print follows on the next slide.

The work order in plain language

Confidentiality and data

Your information stays confidential. No individual-level data is collected or reported: aggregates, distributions and trends only.

Anonymised learning

I may use anonymised, aggregated learning. Naming you or quoting your people needs your written approval.

Ownership

The blueprint is yours. HAISE and its workbook stay mine, and you may use them internally.

No obligation

The dry run is free. You never have to buy anything afterwards.

Honest limits

HAISE is a first version. No result is guaranteed. We validate it together.

FIRST COHORT

3-5 places. Denmark.
Selected by fit.



Fit means:

A sponsor, the right people, and one concrete AI initiative.

First step: a free 60-90 minute readiness call.

The work order follows only if we both see a fit.

Like to hear more?

Book a meeting le@ainnolab.com

or simply call +45 3062 2434

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