



How GOELD Gave Every Department Its Own AI Roadmap

Overview

GOELD, part of the Goel Group, came to Humaine Labs with one ambition: build practical AI capability across every department in a single week: Accounts, Supply Chain, Marketing, Sales, Purchase, and the Director cohort.

In FMCG, efficiency is the margin. Invoice processing, procurement, reporting: GOELD's teams were doing all of it manually. Leadership wanted AI to compress those cycles permanently.

Humaine Labs delivered the AI Confidence Week. Seven modules of live training across six days, followed by a structured online review.

Five departments, no shared AI foundation: each function rebuilding the same work from scratch every week.

AI awareness at leadership level had **never reached the people doing the actual work.**

GOELD partnered with Humaine Labs to build AI capability across every function, from warehouse to boardroom.

Challenges



Fragmented AI usage: Five functions used AI informally and inconsistently, with no common framework for prompting, evaluating outputs, or identifying where AI creates value.



Manual task overload: Accounts, Purchase, and Supply Chain teams rebuilt the same reports and documents from scratch each week, consuming time with no strategic value.



Uneven AI maturity: Directors had strategic AI awareness; functional teams had almost none — creating a gap between what leadership expected and what teams could execute.



No AI roadmap: Teams had no structured list of tasks AI could improve, making it impossible to prioritise adoption or measure progress over time.

Solution

The programme was built around one outcome: every cohort walks out with a working use case roadmap, not general familiarity. Not a lecture series, not a demo day. Six days of live practice, then a structured online review.

Each day ran in focused 90-minute sessions, customised by cohort. Accounts automated invoice drafting. Supply Chain built delivery report templates. Marketing ran competitor research in minutes. The Director cohort covered personal productivity and advanced agentic AI.

A review session on 8 September locked in wins, cleared blockers, and set action plans. By day two, participants were completing tasks they had walked in doing manually. By day four the Accounts cohort had prompts ready for Monday. The follow-up confirmed the shift had held.



What Makes This Different

1

Built around actual work: Every use case was drawn from GOELD's real departmental tasks, not generic scenarios.

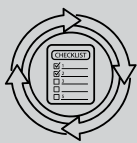
2

Hands-on live labs: Participants produce real outputs in the room, not just watch demos and hope it clicks later.

3

Taught by practitioners: Humaine trainers have run these workflows themselves, not academics or influencers teaching theory.

Results



50 use cases
mapped
across 5
departments



**10 in-house AI
champions**
developed across the
week



Recurring reports cut
from **3+ hrs** to **under
30 min**



5 departments each
with a **working AI
roadmap**

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On day two I had a working prompt for my daily dispatch report. That's never happened in a training before.

– **Supply Chain Executive, Goel Group**

About Humaine

Humaine Labs is a **practitioner-led AI learning and execution partner** built with a simple belief, teams don't need more theory, they need hands-on mastery. We have trained over 3000 professionals from 50+ top organizations such as Marico, Aether, L&T, Capgemini among others.

If this could be relevant to your business, do reach out us at learn@humainelabs.com