

Pulse of AI

Uniting minds and machines for a better tomorrow

The Pulse of AI Advantage

Pulse of AI is MSX's certified training program designed to help mobility professionals understand and apply AI confidently in their daily work. With AI adoption accelerating across the automotive ecosystem, Pulse of AI provides a human-centric, blended learning journey that builds practical skills and fosters responsible, effective AI use.

The program uniquely combines personal profiling with applied AI education unlocking productivity, collaboration, and innovation across teams.

Personalized, human-first learning

Pulse of AI drives sustainable transition and conscious use of AI through a tailored training pathway, designed to empower individuals with the awareness, skills, and confidence to apply AI responsibly and effectively in their daily work.

Self-awareness tools



Powerful self-observation tools provide valuable insights into each participant's mindset and readiness, forming the foundation for a personalized and targeted learning experience. Action plans are generated to help individuals begin working proactively and sustainably from day one.

E-Learning



Self-paced e-learning modules integrate short videos, infographics, and interactive elements to make learning engaging and accessible. Successfully tested by thousands, the content enhances both personal and professional lives, improving physical, mental, and emotional well-being while building AI fluency.

Workshop



A hands-on workshop brings theory into practice. Participants explore real-world use cases across sales, aftersales, marketing, and more. These sessions foster collaborative learning, peer exchange, and immediate feedback from expert facilitators, accelerating professional growth and confidence in applying AI.



Globally recognized certification

Upon completion, participants receive the **Human-Tech Synergy (HTS) Certification**, issued by the **Human21 Institute**, developed in partnership with global experts from MIT, Abundance360, and the AI Accelerator Network. This signals readiness for ethical, responsible AI usage in business environments.

Results that speak for themselves

Pulse of AI combines self-awareness, expert-led training, and future-ready skills, driving measurable benefits from day one.

"The most practical and inspiring AI course I've attended."

"Now I understand how AI fits into my role."

Scalable value for OEMs and Dealers

- Personalized experience drives higher engagement
- Mixed-format delivery ensures flexibility and scalability
- Cross-functional use cases for Sales, Marketing, Aftersales, L&D
- Builds a shared foundation for AI adoption across networks

Proven impact and participant feedback

- ★★★★★ Trainer expertise
- ★★★★★ Usefulness and motivation
- ★★★★★ Methodology and content
- ★★★★★ Recommendation rate



Know the tools. Master the skills. Lead with AI.

Equip your people with the tools, skills, and mindset to collaborate with AI, unlock innovation, and drive smarter outcomes together.

Contact us today!

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