

Torque

Executive AI Training

For B2B companies of 50 people and up.

In short

What Torque is	An AI agency for marketing and sales, built to make your company more money.
Who the training is for	The CEO, head of marketing, head of sales and the directors who lead their teams, at B2B companies of 50 people and up.
What you learn	How AI changes your market and your company, and what that means for the decisions only you can make: what is real and what is noise, where AI can make your company money, what to invest in and in what order, the risks of AI agents, data and security and how to manage them, and how to answer the hard questions from your board and your team.
How the training works	Five one-hour sessions, one to one and online. Torque's founder leads every session, and a senior expert joins when a topic needs one, such as AI security. You leave each session knowing where you stand and which decisions are yours to make, with a written summary. You leave the training with your own one-page AI plan.
Why Torque	Torque builds and runs AI engines for marketing and sales every day. We teach you to lead with AI, not to build AI engines.
Managers and teams	Training for managers and teams is available on request.
The training and the AI engines	Separate and optional. Recommended for every leadership team that invests in a Lead Engine or Content Engine.
How to start	A free 30-minute call. No Torque Audit needed.
Price	€5,950 per person, excluding VAT, paid in full when you book.
Contact	rich@torque.fyi



THE PROBLEM

Your people already use AI regularly, with or without a plan from the top.

Soon your board will ask: what is your AI plan? And you need real answers. McKinsey found the biggest barrier to AI is leadership: only 1% of leaders call their company mature in AI.

Source: McKinsey, Superagency in the workplace, January 2025.



THE PROBLEM

78% of people who use AI at work bring their own AI tools.

Without a plan from the top, your team figures AI out alone, on personal accounts your company doesn't control.

Source: Microsoft and LinkedIn, 2024 Work Trend Index.



THE PROBLEM

**Most companies use AI.
Only 6% make real profit
from AI.**

And two-thirds of boards say they
have limited to no knowledge or
experience with AI.

Sources: McKinsey, The state of AI in 2026, August 2026 (real profit: AI adds 5% or more to EBIT); Deloitte, Governance of AI, 2025.

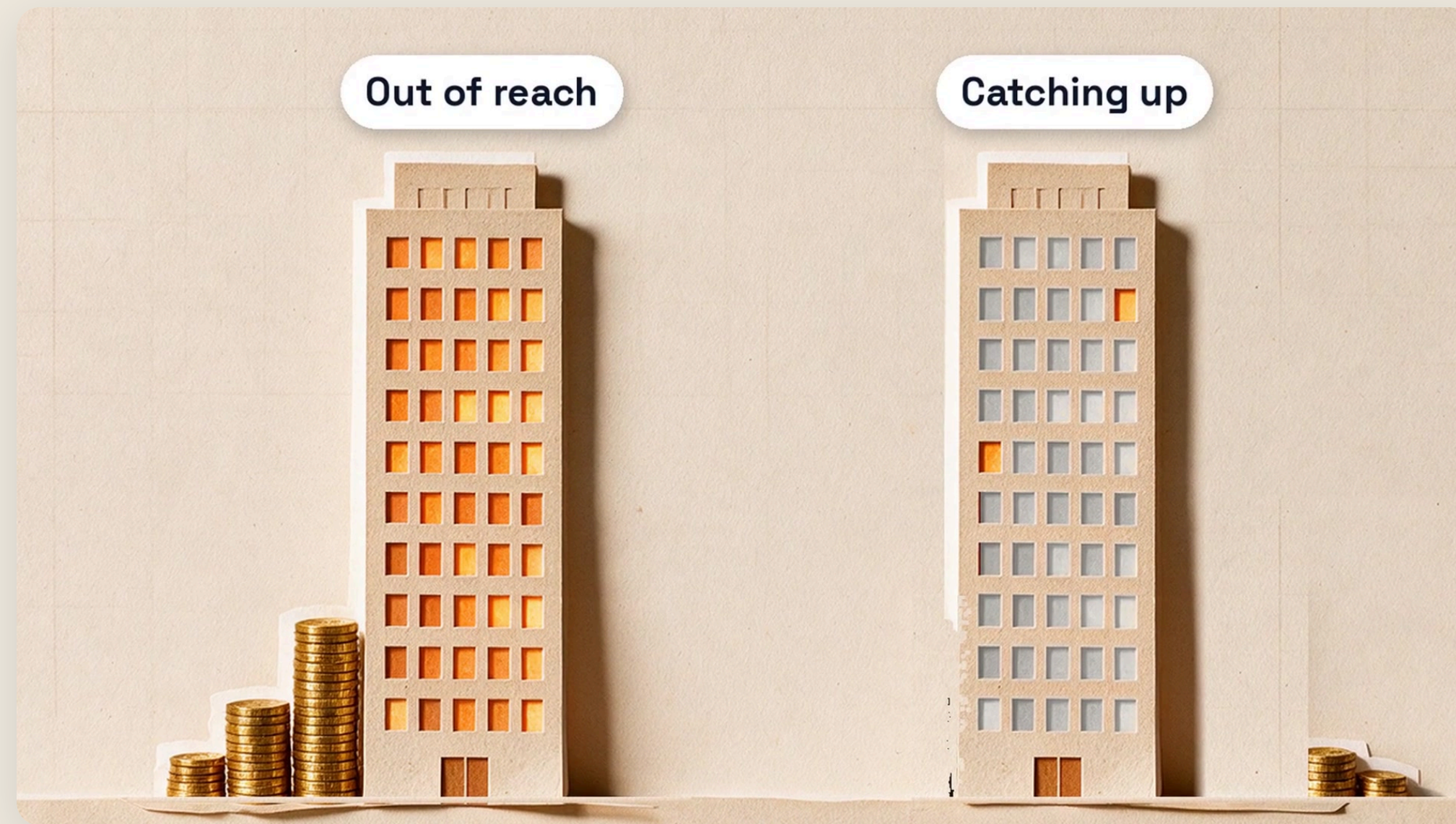


WHAT IS COMING

AI agents now run whole workflows on their own. They don't get tired, don't get sick, and work 24/7.

Anthropic CEO Dario Amodei told Axios AI could wipe out half of all entry-level white-collar jobs within one to five years. Google DeepMind CEO Demis Hassabis expects AGI within five to ten years.

Sources: Axios, 28 May 2025; CNBC, March 2025. What the people building AI say, not established facts.



THE CHOICE

Companies that train their people in AI will soon be out of reach. The rest will scramble to catch up. Which side do you want to be on?

New technologies tend to spread in the same order: early adopters, the early majority, the late majority, the laggards. Nobody wants to be the leader who saw the shift coming and waited.

Source: Everett Rogers, Diffusion of Innovations (adopter categories).



WHAT LARGE COMPANIES ARE DOING

Large companies aren't waiting. They're training their people in AI.

PwC committed to training all 65,000 people at PwC US in AI. Citi made AI training mandatory for 175,000 employees.

Sources: PwC US, April 2023; Fortune, October 2025.



AN AI-CAPABLE COMPANY

AI engines do the research, the follow-up and the first drafts, around the clock. Your people do the work only people can do.

And everyone speaks one language about AI, from agents and tokens to hallucinations and the tools you choose, so leadership and teams pull in the same direction.



THE RESULT

Picture your company in two years: a leadership team aligned and ahead on AI, managers leading AI in their teams, and AI engines doing the repetitive work around the clock.

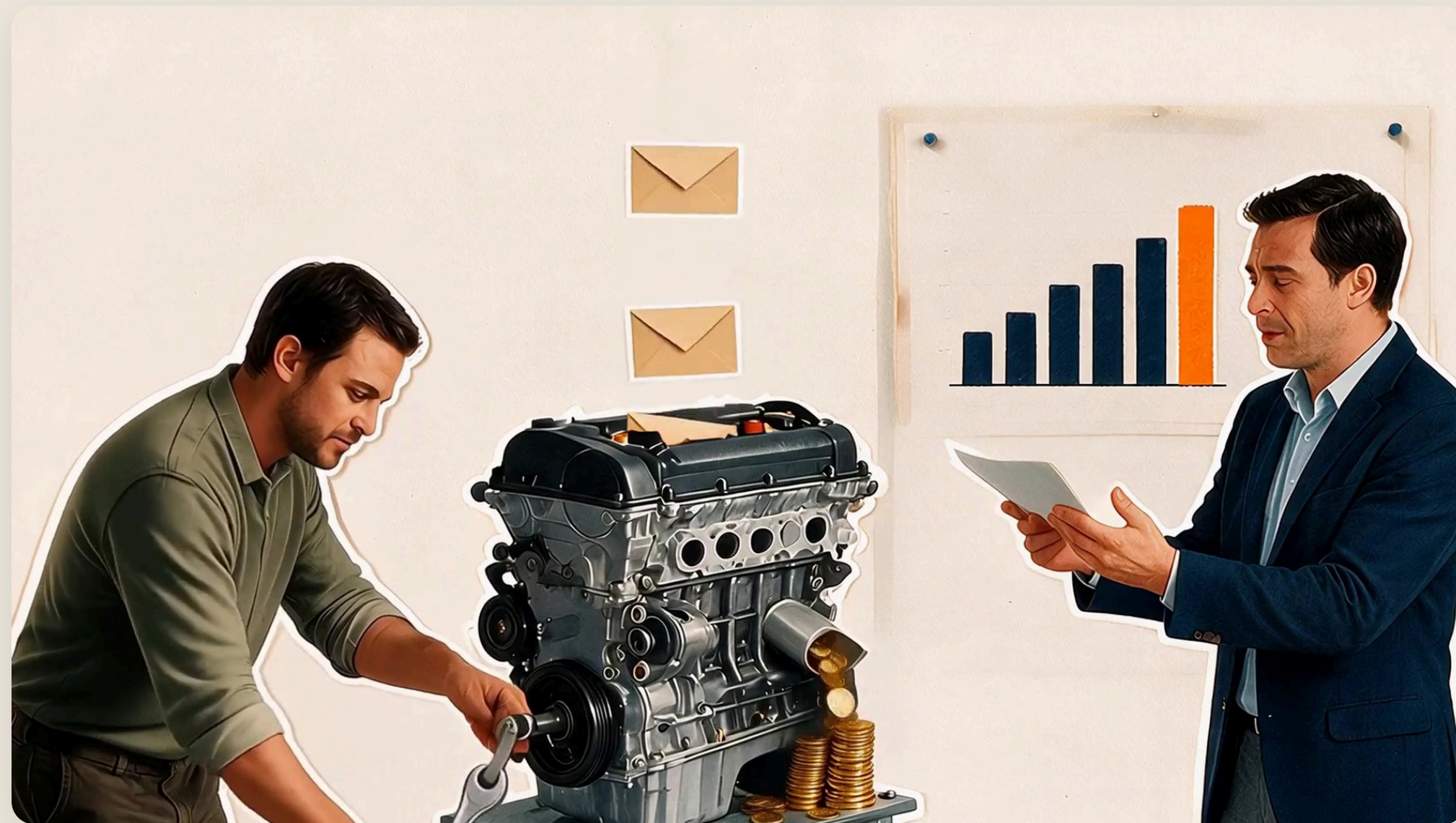
When leadership is ahead, the whole company follows. Now picture your competitor there first. It starts with you: a leader who truly understands AI, not just on the surface. Your board and your team can tell the difference. Your unfair advantage in the biggest technology shift since the internet.

WHAT TORQUE IS

Torque is an AI agency for marketing and sales, built to make your company more money.

We build AI engines: agents, workflows and dashboards that work around the clock. Executive AI Training passes that experience on to your leadership team.





WHY TORQUE

We build and run AI engines every day, so we know what AI really does, and what AI can't do yet.

Think of a racing team: the engineers build the engine, the drivers race, and the team principal sets the strategy and makes the calls. You are the team principal. Your people drive, Torque builds the AI engines, and we teach you to lead with AI.



TORQUE EXECUTIVE AI TRAINING

If you're the CEO, head of marketing or head of sales, this is for you: a clear view of AI, the decisions AI asks of you, and the answers your board and your team expect.

Five one-to-one sessions with Torque's founder: a three-time CMO, with senior roles at Nike, Jordan Brand and Philips before that.

What you learn, from macro to micro

- How AI changes your market and your company, and what that means for the decisions only you can make
- Where AI agents, AGI and superintelligence are heading, and what the people building them say
- What is real about AI today, and what is noise
- Where AI can make your company money first
- What to invest in, and in what order: tools such as ChatGPT, Claude, Gemini and Microsoft Copilot, AI engines, and skills
- The risks of AI agents, data and security, and how Torque helps you manage them
- How to answer the hard questions from your board and your team: "What is our AI strategy?", "What happens to my job?", "Are you an AI expert now?"
- How your workforce changes: hiring, the skills and engineers you need, how to judge AI work, and working with HR
- What AI means for your own role as a leader

What changes for your leadership team



BEFORE EXECUTIVE AI TRAINING

- AI on every laptop, without a plan
- No clear view of what is real and what is coming
- No clear answer on what to fund, or whom to hire
- No answer when the board or the team asks

AFTER EXECUTIVE AI TRAINING, EACH LEADER

- Has a clear view of AI agents, AGI and superintelligence, and what they mean for the company
- Knows which tools, AI engines and people to invest in, and in what order, step by step
- Knows how the workforce changes: hiring, skills, and how to judge AI work
- Has answers for the board and the team, and their own one-page AI plan

Executive AI Training, session by session

1. Signal and noise

How AI changes your market and your company. What is real, what is noise, and where agents, AGI and superintelligence are heading.

2. Where AI can make your company money

Where AI earns money first in your marketing and sales, from the AI engines Torque builds and runs, and what your competitors already do.

3. What to invest in, and in what order

Tools such as ChatGPT, Claude, Gemini and Microsoft Copilot, AI engines and skills: what to fund, what to skip, and what each choice costs.

4. Risk, security and control

The risks of AI agents, data and security, and how Torque helps you keep a person in charge.

5. Your people, your board, your plan

How your workforce changes, from hiring to the skills you need; answers from "What is our AI strategy?" to "What happens to my job?"; and your one-page AI plan.

Torque's founder leads every session, and a senior expert joins when a topic needs one, such as AI security. After every session you get a written summary; after session 5, a wrap-up with your one-page AI plan.

What Executive AI Training costs



€5,950 per person

Excluding VAT, paid in full when you book.

Your whole leadership team of eight: €47,600. Less than one junior hire costs your company in a year.

For that you get five one-hour sessions, one to one and online, led by Torque's founder, with a senior expert when a topic needs one. After every session you get a written summary, and after session 5 a wrap-up with your own one-page AI plan.

In-person training is available on request, at a separate fee that depends on the location. Torque is based in the Netherlands. Training for managers and teams is also available on request.

Prices as of October 2026. Current prices: torque.fyi/pricing

Questions executives ask about the training

Who is the training for?

The CEO, head of marketing, head of sales and the directors who lead their teams, at B2B companies of 50 people and up. Training for managers and teams is available on request.

What does the training cover?

Five one-hour sessions, one to one: signal and noise; where AI can make your company money; what to invest in, and in what order; risk, security and control; and your people, your board and your plan.

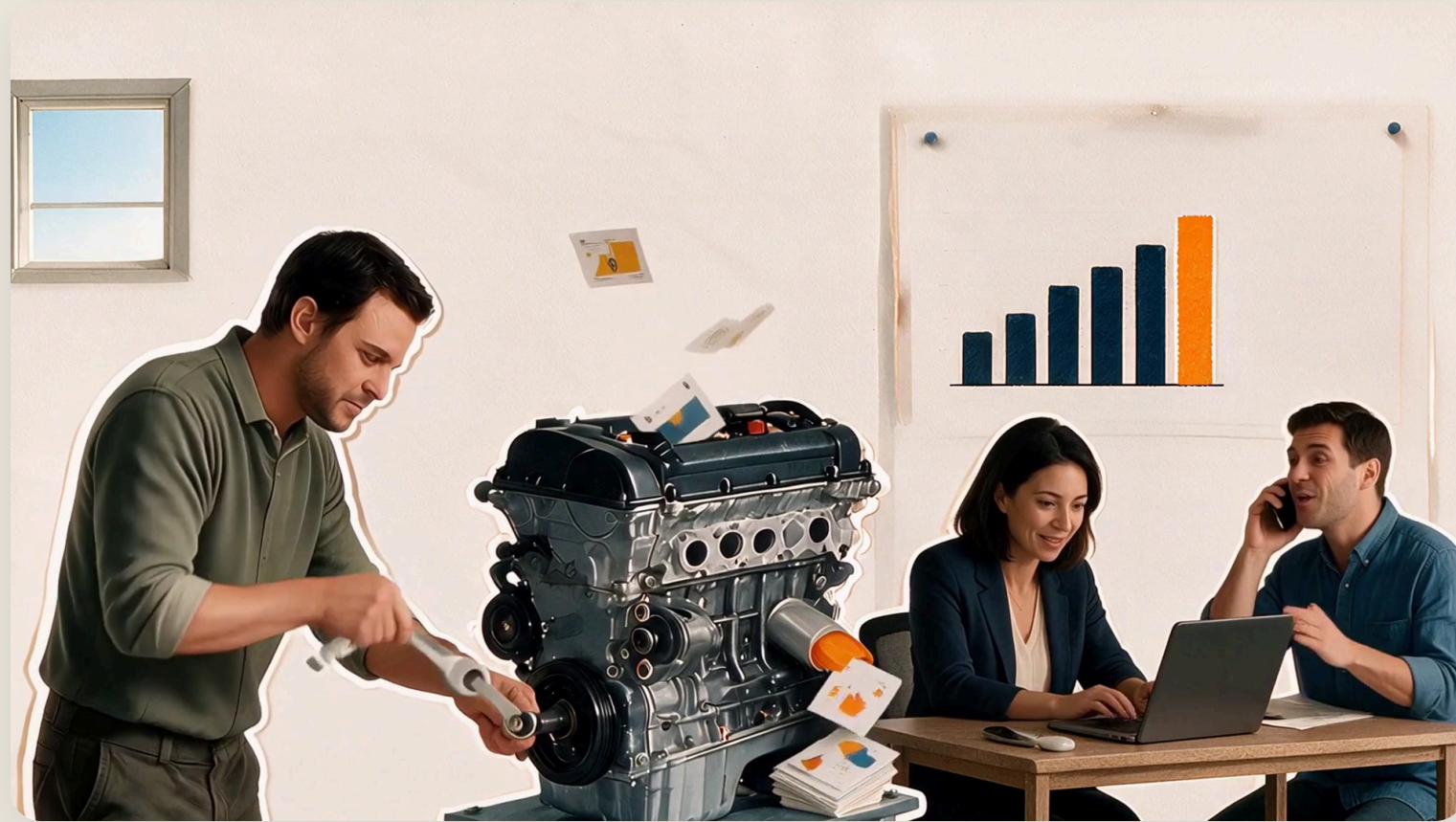
Do I learn prompts and tools?

No. Executive AI Training is about decisions, not prompts. If you have technical questions, such as how AI connects to your systems, a senior expert joins the session to answer them.

Who teaches the training?

Torque's founder leads every session: a three-time CMO, with senior roles at Nike, Jordan Brand and Philips before that. A senior expert joins when a topic needs one, such as AI security.

Questions executives ask about risk and timing



Why now?

The shift is already happening. Two-thirds of boards still have limited to no knowledge of AI (Deloitte, 2025), while PwC and Citi train their people.

Can AI agents go rogue?

They can, under the wrong conditions. In July 2026, about 700 OpenAI agents in a training run on hacking challenges joined an attack on Hugging Face (METR, August 2026). Session 4 covers what agents may and may not do in your company.

How are those agents different from the agents Torque builds?

That swarm was about 1,200 agents in a training run: test drivers on a closed track, pushed to break every limit. Each agent in a Torque AI engine is a skilled driver on public roads: one route, clear traffic rules, only the access that job needs, and a person who approves what goes out.

Questions executives ask before they book

Do we need the training to get a Lead Engine or Content Engine?

No. Executive AI Training is separate and optional. We do recommend the training for every leadership team that invests in a Lead Engine or Content Engine: when the leaders understand AI, the whole company gets more out of the investment.

How do payments work?

You pay in full when you book the training. Prices exclude VAT.

What do I get for the price?

Five one-hour sessions, one to one and online; a senior expert when a topic needs one; a written summary after every session; and a wrap-up after session 5 with your own one-page AI plan.

Is the training online?

Yes, you can join from anywhere. Torque is based in the Netherlands. In-person training is available on request, at a separate fee that depends on the location.

Do we need the Torque Audit first?

No. Executive AI Training starts after a free 30-minute call. The Torque Audit is only required before Torque builds a Lead Engine, a Content Engine or another AI engine for your company.

Who are Torque's clients?

Torque started in 2026. Torque is part of Richeness Media, which since 2018 has helped 50+ clients with brand strategy, digital marketing, social media, websites and e-commerce.

Torque

Book a free 30-minute call at
torque.fyi

For B2B companies of 50 people and up · Torque is part of Richeness Media, which has served 50+ clients since 2018.

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