CASE STUDY

HOW GET CONTROL TURNED COPILOT TRAINING FROM A COST INTO THE KEY TO UNLOCKING AI VALUE

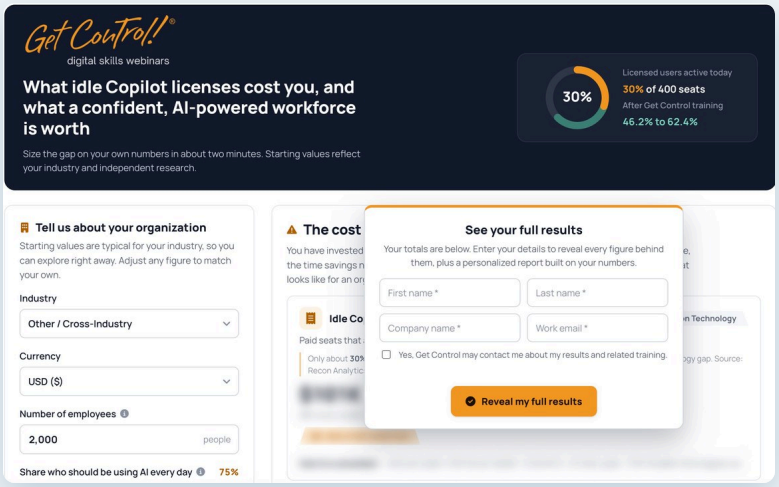
GENIUS DRIVE

Get Control!® digital skills webinars

Industry: Corporate Training / AI Enablement / Microsoft 365 Copilot Adoption

Business Model: Live, behavior-first Copilot and AI training for enterprise teams, led by Microsoft Certified Trainers

www.getcontrol.net



EXECUTIVE SUMMARY

Get Control helps enterprises turn Microsoft 365 Copilot access into daily, confident use through live, behavior-first training. Clients include Boeing, Capital One, McDonald's, Nestlé, Novartis, Amgen and Gore.

As Copilot rollouts scaled, a market-wide problem emerged: organizations had bought the licenses, but most users weren't using them. Leaders began questioning the return, and training was too often treated as a discretionary cost rather than the path to value.

Get Control partnered with Genius Drive to build a value story, a business value framework and a self-service **Copilot Training Value Assessment**. The result reframed the conversation: **Copilot licenses don't create value, skilled users do.** Buyers now quantify what idle licenses and untrained users cost them, and what proficiency is worth, in minutes.

CHALLENGE

Get Control's training delivered measurable productivity gains, but proving that value in buyer terms grew harder as AI budgets came under scrutiny:

- Only about 30% of licensed users use Copilot regularly, yet **few buyers had priced the idle 70%**.
- Training was framed as a **discretionary cost**, not the way to recover a license investment already made.
- Buyers wanted to **self-serve a credible business case** before engaging sales.
- Shadow AI risk went unpriced and unconnected to proficiency.

Get Control needed a buyer-friendly way to prove that **proficiency, not licenses, unlocks Copilot ROI**.



MIKE SONG,
CEO, GET CONTROL

Every organization rolling out Copilot is asking the same question: are we getting a return on this investment? The licenses were bought, but most people weren't using them. We knew our training closed that gap, but we lacked a credible, buyer-friendly way to prove it before AI budgets came under the microscope.

SOLUTION

Genius Drive built a value-led growth engine for Get Control in three parts:

Building a Value Story Around Proficiency, Not Licenses

Genius Drive challenged a core buyer assumption: that deploying Copilot equals capturing its value. The story anchored messaging in recovered license spend, reclaimed productivity and reduced shadow AI risk.

Quantifying Value With a Credible Business Value Framework

Grounded in independent research and Get Control's own outcome data, including a 108% increase in daily Copilot use across about 10,000 participants. Every default is conservative and documented to hold up under CFO scrutiny.

Delivering a Self-Service Copilot Training Value Assessment

An interactive assessment sizes the opportunity on a prospect's own numbers in about two minutes, with every calculation explained, then produces a detailed, shareable report buyers forward to their executives.



MIKE SONG,
CEO, GET CONTROL

Tom and the Genius Drive team brought deep value selling expertise and built an assessment that is easy to use and fully transparent. In minutes, leaders see what untrained users are costing them and what proficiency is worth, with math they can trust and share with their CFO. It reflects how buyers research today: they want to self-serve the business case before they ever talk to sales.

RESULTS AND BENEFITS

The partnership with Genius Drive delivered both immediate and strategic impact:

- Reframed training from a discretionary cost to **the key to unlocking AI value already paid for**
- Enabled buyers to **self-serve a credible, CFO-ready business case** before engaging sales
- Became one of Get Control's **most effective conversation starters**, with reports forwarded to executives
- **Elevated engagement with enterprise prospects** and executive decision makers



MIKE SONG,
CEO, GET CONTROL

Copilot licenses don't create value. Skilled users do. That message now leads our conversations. Prospects forward the report to their executives, training is seen as the way to unlock the value they've already paid for, and the assessment has become one of our most effective ways to start the right conversation, especially with enterprise prospects.

↑ 108%
Increase in daily Copilot use, ~10,000 participants

47 min
Saved per day, reported after a Get Control class

30% → 80%
Active Copilot use, baseline to target

