WHITE PAPER 14 · PROOF AND MEASUREMENT

Two Hours a Week Is the Floor

Building the business case for AI training from what people actually said

Industry Telecommunications, consumer goods, oil and gas

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AT A GLANCE

INDUSTRY

Telecommunications, consumer goods, oil and gas

PROBLEM

AI productivity claims taken from vendors, not from staff

FRAMEWORK

The Two-Hour Floor model

CHANGE

A business case built on the company's own payroll

EXECUTIVE SUMMARY

Finance leaders are right to distrust AI productivity claims, because most are drawn from vendors and extrapolated from best cases. This paper builds the case from what participants

wrote on their own forms, and every source on file sits at or above 2 hours a week.

2 hrs
a week, the floor of what people said

92
hours a year per person

5%
of paid time

50
FTE per 1,000 staff

Two hours a week is the floor of what people said, not the ceiling.

INDUSTRY AND PROBLEM OBSERVED

The problem

L&D teams are asked to justify AI training budgets with numbers they cannot defend, and vendor figures do not survive a CFO's questions.

The participants' own answers give a more defensible floor, 60% of a telecommunications cohort agreed they could save 1 to 3 hours a week, a consumer goods HR team cut a 2 to 3 hour job to 30 minutes, and an oil and gas finance planner wrote that one automation saves 2 working days a month.

What we observed

- Vendor numbers used in the business case
- No link to the company's own payroll
- Hours promised but never timed

Hours a week implied by each source

Midpoint of what participants said, KadoshAI data



THE FRAMEWORK PROCESS

The Two-Hour Floor

1

Use your payroll

Replace sample salaries with your own

2

Keep the floor

Model 2 hours a week, not the best case

3

Name a task

Each participant names and times one workflow

4

Re-time it

Time the same workflow within 30 days

HOW IT WAS SOLVED

The solution

At 2 hours a week, 92 hours a year and 5% of paid time, the scenario is about 50 full time equivalents and roughly RM4.0 million a year for every 1,000 staff on a blended Malaysian salary, and an outside check, the UK Government Copilot trial, reported about 26 minutes a day, close to 2 hours a week. TLMM asks clients to replace the salaries with their own payroll, so the case is theirs.

BEFORE

- Vendor best cases
- Generic ROI slides
- Hours promised

AFTER

- Participants' own floor
- Your payroll, your case
- Hours timed and reported

WHAT L&D LEADERS SHOULD DO

Your checklist

- Model the floor, not the ceiling
- Use your own payroll
- Time one workflow per person
- Report hours returned to Finance, not attendance

Replace the salaries with your own payroll, and the case still stands.

ABOUT THE LEARNING MATCHMAKER

The Learning MatchMaker has been a trusted advisor to HR and L&D leaders since 2010, matching organisations with the right learning design, the right delivery method and the right trainers for their business problem. Clients in this paper are named by sector and function only.

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REFERENCES AND DATA NOTES

- KadoshAI data on file, 2025 to 2026, covering 1,400+ employees across Malaysian GLCs, MNCs and SMEs, reported by sector and function only. Before and after scores are self-rated by the same people on the same questions.
- UK Government Microsoft 365 Copilot experiment, 2025, about 26 minutes a day saved.