

Synaxis

The human firm. Teach your internal team to do the work you've been outsourcing.

AI created a historic opportunity: your internal team can now do their own marketing and design, run their own training, and take on strategic work you've been outsourcing. It takes three things — tools, craft, and the human skills the AI era demands. Over 25 years in all three is an unusual qualification. I can teach your team all of it.

The thesis

Your internal team should be doing their own marketing and design. The same team should be running its own L&D. And the same team should be doing the strategic work you've been paying McKinsey and Bain to do.

For any of that to work, the team needs three things — the AI tools, the craft expertise, and the human skills. Invest in only one and the work breaks in a predictable way. Invest in all three and the team takes the opportunity.

What we do

Marketing & Design. With some help, your marketing team is capable of producing the campaigns, collateral, and design work you've been buying from agencies. They can use their instincts about your customer, with production tools agencies used to monopolize, to ship work that lands.

Learning & Development. With some help, your L&D team is capable of designing and running the training programs your people currently get from outside vendors. They can use their knowledge of your actual work and actual people to build learning that sticks.

Consulting. With some help, your best operators are capable of running the market analysis, org design, and transformation work you've been buying from McKinsey and Bain. They can use the context and institutional memory they already hold to carry strategic work no outside firm could.

Process

The tools. AI fluency — prompt craft, tool selection, workflow integration. We map the work the team already produces, pick the tools that match, and stay on the team until they're producing at standard without us.

The craft expertise. Over 25 years of doing the work — marketing, design, instructional design, strategy. We teach through cases and critique on the team's real work, until their own taste can carry the judgment.

The human skills the AI era demands. Judgment, discernment, creativity, initiative. Workshops grounded in *The Work of Being*, followed by structured practice on the team's real decisions — judgment exercised under pressure, not performed in a seminar.

Outcomes

MARKETING & DESIGN

Your team will be able to:

- › Run end-to-end campaigns without agency support
- › Own the brand system and iterate design in-flight
- › Read performance data and adjust strategy without waiting for outside review

L&D / TRAINING

Your team will be able to:

- › Design training programs around the firm's actual work and people
- › Deliver cohorts internally, with materials that evolve as the work evolves
- › Measure whether the learning actually shows up in the work

CONSULTING

Your team will be able to:

- › Run market and competitive analysis with the firm's own data
- › Structure strategic decisions rather than buying them in a deck
- › Capture institutional memory that outside firms couldn't take with them

Paul Welty, Ph.D. has spent over 25 years building and leading technology, marketing, and learning initiatives inside large organizations. As Vice Provost for Academic Innovation at Emory University, he founded The Hatchery innovation center, co-founded the Center for AI Learning, designed and built the faculty information system, and led 43 systematic AI experiments evaluating workplace implementation. He previously consulted with Fortune 500 companies including Disney, Delta, The Home Depot, and IHG. His book [The Work of Being](#) explores judgment, agency, and staying human in an AI-saturated world.