

# The Leaders Your Organization Needs Most Are the Ones **No Algorithm Can Find.**

Hiring systems screen for keywords. AI tools optimize for patterns. In the process, the most valuable capabilities in your workforce — critical thinking, good judgment, ethical clarity — get missed. BUiLT RITE was built to fix that.



**For your employees. For your pipeline. For your organization.** BUiLT RITE certifies the leaders who have deliberately sharpened their human intelligence — and brings them directly to you.

## — THE PROBLEM

### It's a **Recognition Failure.** Not a Talent Shortage.

The employees who will define your organization's leadership over the next decade may already be in your industry — and many are already in your company. They don't lack ability. They lack structured development and the visibility to allow you to see them clearly and advance them confidently.

Meanwhile, the unchecked adoption of AI is quietly eroding the very capabilities you need most. Research from Microsoft and Carnegie Mellon University found that the more people rely on AI, the less critical thinking they do. **BUiLT RITE certifies exactly those people, and brings them directly to you.**

## — ABOUT THE PROGRAM

### A Five-Month Leadership Training & Matchmaking Experience

BUiLT RITE is a five-month leadership training and matchmaking experience that builds critical thinking, emotional intelligence, ethical leadership, and spiritual intelligence in everyone, including women, early-career professionals, people of color, and non-degreed workers - populations most exposed to AI displacement and most underrepresented in leadership. Participants complete curated learning paths, live workshops, one-on-one mentoring, and a capstone project to earn a BUiLT RITE certification that documents their human intelligence capabilities.



#### HUMAN INTELLIGENCE VS. AI

Participants develop capabilities no algorithm can replicate — judgment, wisdom, and human discernment that deepens with deliberate practice.



#### MATCHMAKING ACCESS

Graduates enter a curated matchmaking experience where your organization is in the room — accessing certified talent before the broader market.



#### LEADERSHIP PIPELINE

Seven cohorts over three years will produce 2,650 certified graduates — a sustained pipeline of documented human intelligence talent.



#### CULTURAL SHIFT

Four publicly released films modeled on P&G's Widen the Screen will shift how industries recognize capability and leadership potential.

— THE PROGRAM IN FOUR PHASES

**PHASE I — SELF-PACED LEARNING**

Critical thinking, emotional intelligence, ethical leadership, AI ethics, and more

**PHASE III — MENTORING & CAPSTONE**

Expert mentors, team-produced leadership videos, and presentations showcasing human intelligence in action

**PHASE II — LIVE WORKSHOPS**

Influence Without Authority, Curiosity-Driven Leadership, Positive Intelligence, and more

**GRADUATION — MATCHMAKING WITH YOU**

Meet certified graduates, view capstone presentations, and gain direct employer access before anyone else



*A significant negative relationship exists between frequent AI use and critical thinking ability — particularly among younger and early-career users.*

— MDPI PEER-REVIEWED STUDY OF 666 PARTICIPANTS, SOCIETIES, 2025

— WHY PARTNER

**Six Benefits of Corporate Supporter Status**



01

**Employee Enrollment Discount**

Enroll groups of five at the rate of four — a 20% discount that builds loyalty by investing in your employees' leadership potential.



02

**External Brand Recognition**

Your logo on the BUILT RITE website and program marketing signals credibly that your organization funds leadership development.



03

**Internal Recognition Tool**

Use BUILT RITE as a reward for high performers, development investment for high-potentials, or cornerstone of succession planning.



04

**Set Your Organization Apart**

Supporters are invited to speak publicly about what the program delivers — amplifying your distinction as an organization that invests in people.



05

**Matchmaking Graduation Access**

Meet certified graduates in person, view capstone projects, and recruit emerging leaders before the broader market opens.



06

**Future Film Festival Involvement**

Enroll 8+ participants, nominate a Pacesetter for all-expenses-paid access to the 2029 regional film festival featuring four narrative films. (contingent on receiving the Melinda French Gates WIN Challenge award)

**7**

COHORTS OVER  
THREE YEARS

**2,650**

CERTIFIED  
GRADUATES

**70+**

CORPORATE  
SUPPORTERS

**Ready to Join as a Founding Corporate Supporter?**

Founding Corporate Supporter enrollment is open now. Contact us to discuss employee enrollment, sponsorship levels, Pacesetter nomination, and matchmaking graduation participation. The companies that join now are founding partners in a cultural shift that will outlast any single hiring cycle.

Contact Us  
[execdirector@builtintl.org](mailto:execdirector@builtintl.org)

Apply on Behalf of Employees  
[builtrite.network](https://builtrite.network)