FUTURE READY FRIDAY

AI That Sleeps.

What Google's Dreaming Model Teaches Every Leader About Learning.





Learns by day. Consolidates by night.

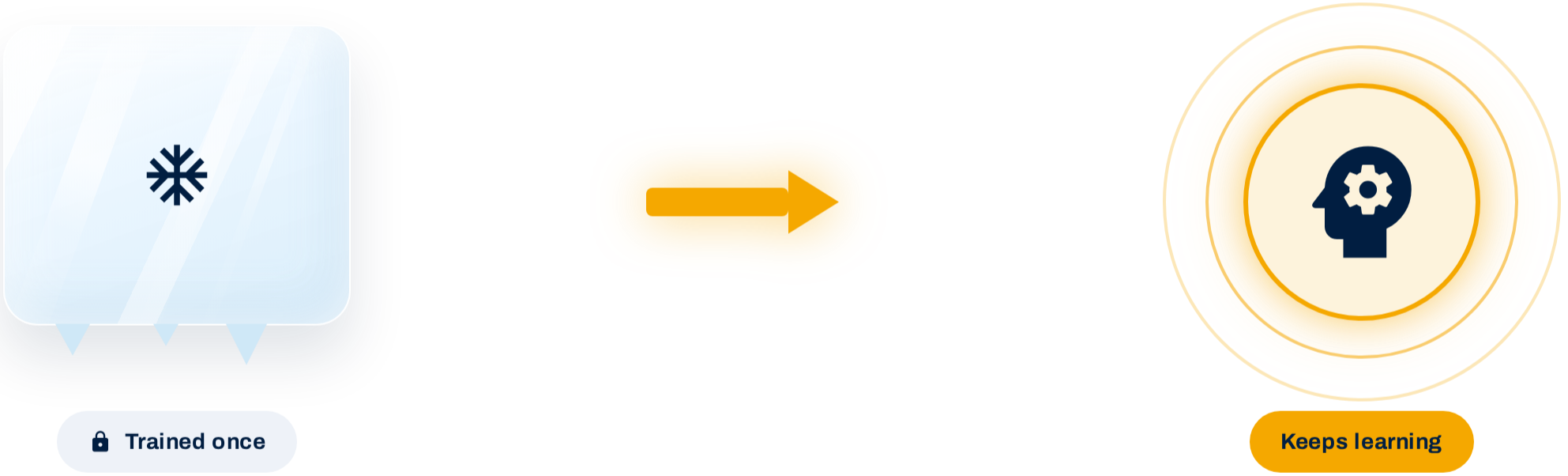
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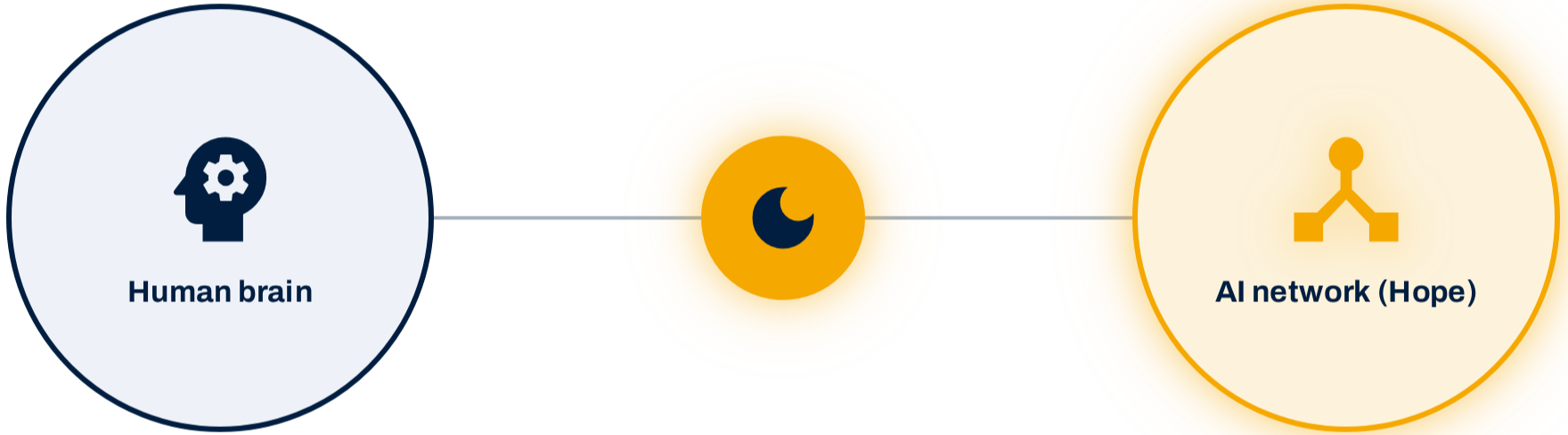
THE FROZEN MODEL

Every AI you use today stopped learning the day it was built.



Close the chat and nothing stays. Teach it something new and it risks forgetting what it knew. The problem has a name: **catastrophic forgetting**.

Google taught an AI to sleep.



Two kinds of intelligence. One nightly ritual.

Researchers asked how human brains avoid forgetting. The answer is sleep. They gave an AI architecture called **Hope** a sleep phase of its own.

Published research, not yet a product.

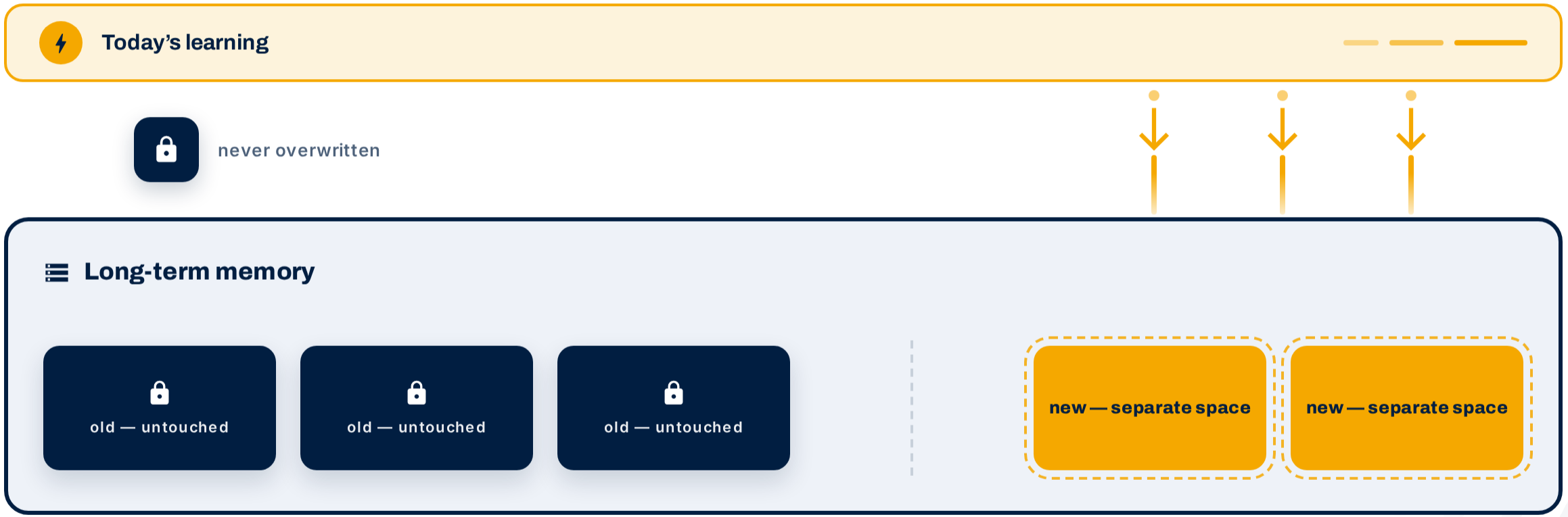
THE CYCLE

Three stages. Repeated forever.



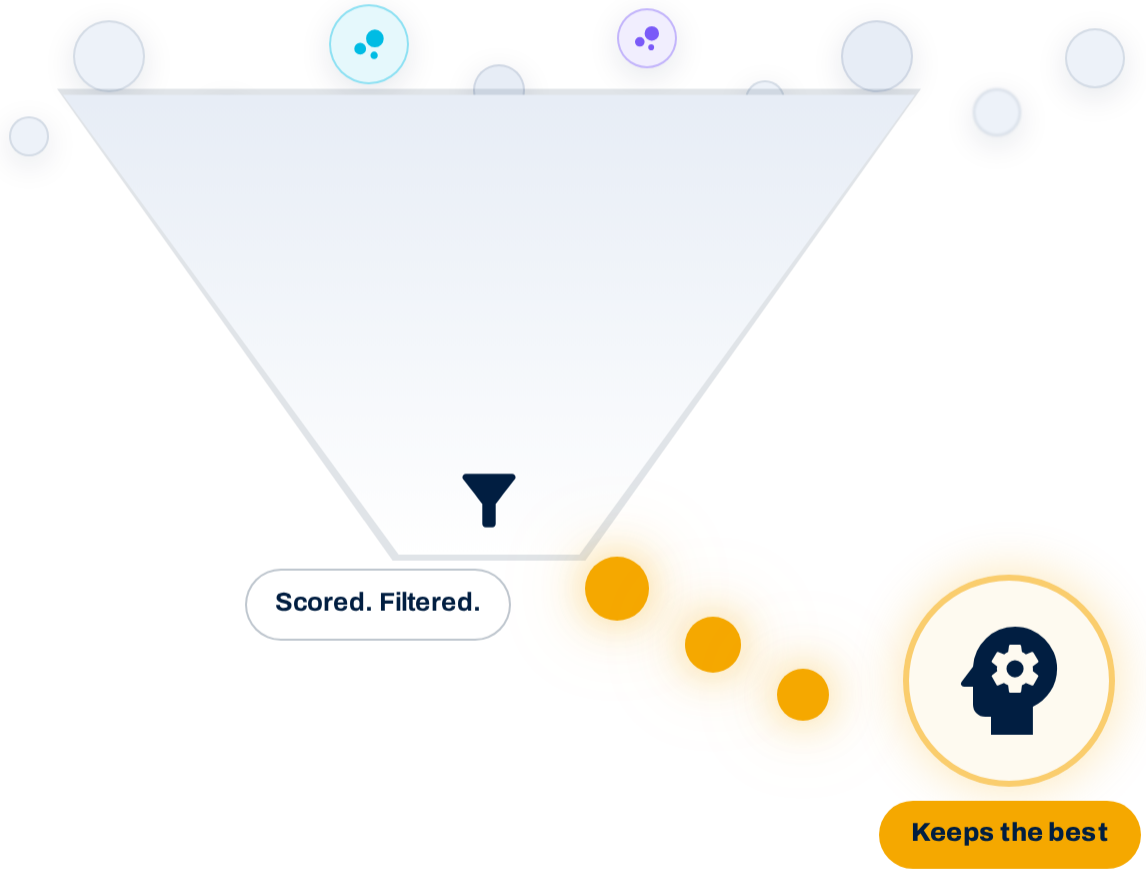
Learning is not an event.
It is a rhythm.

It protects what it knew while adding what it learned.



New knowledge goes into **new space**, not over the old.

It invents its own practice, then keeps only the best.



- Mixed.
- Scored.
- Filtered.

Mixed, unexpected combinations. Scored. Filtered. **Only the most useful survive**.

THE MIRROR

Replace "model" with "organisation" and it reads like a diagnosis.

AI model	→	Your organisation
Frozen after training	→	Onboarded once, never refreshed
Catastrophic forgetting	→	Every restructure erases what the last team learned
Sleep	→	Structured reflection that builds institutional memory
Dreaming	→	Scenario rehearsal before the real situation arrives
Filtering dreams	→	Testing ideas before they reach operations

Most organisations are all daytime.

THE RISKS

An AI that keeps learning is more capable, and harder to govern.

01

Dreams can mislead

A model can reinforce its own mistakes.

02

Silent forgetting

Loss happens quietly, with no alert.

03

Changes after approval

The system you signed off is not the one running today.

Approval is no longer a one-time event.

HOW CROWE UAE HELPS

We help you build your own sleep cycle, and govern the AI that is building one too.

Strategic Transformation & Future Readiness

Reflection rhythm and Future Readiness Labs.

Generative AI & Digital Transformation

AI that learns safely, with drift monitoring.

People Wellbeing & Culture Evolution

A culture that retains what it learns, plus Microbites and Powerskilling.

Process Optimisation & Operational Excellence

Lessons captured inside daily workflows.

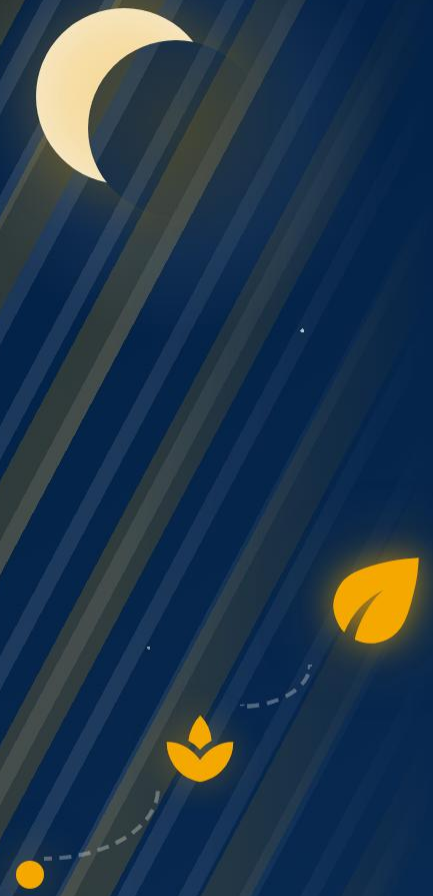
PMO Transformation & Value Creation

Version control and review gates for learning systems.

Digital Dexterity

Readiness to work with AI that never stops evolving.

Dr. Ahmad Altarawneh, Partner | crowe.com/ae | Smart decisions. Lasting value.



The winners will not be those who learn the most. They will be those who keep what they learn.

If your organisation had a sleep cycle, what would it consolidate? And what are you forgetting right now that you have already paid to learn?

Drop your answer below.