

Prosci[®]



AI Adoption Workshop: Bridging the Gap Between AI Investment and ROI

September 15, 2025

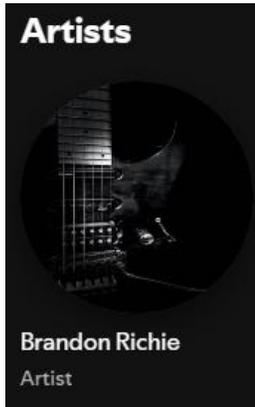
Meet Your Facilitators

Brandon Richie is a Director Engagement Leader and Executive Instructor in Advisory Services at Prosci, with a vast history of leading Enterprise Change, growing change capability and change maturity across organizations.

Brandon has created and managed Communities of Practice/Centers of Excellence, mentored and developed Change Practitioners and Executive Leaders, focusing on overall Organizational Effectiveness.

Fun facts and passions:

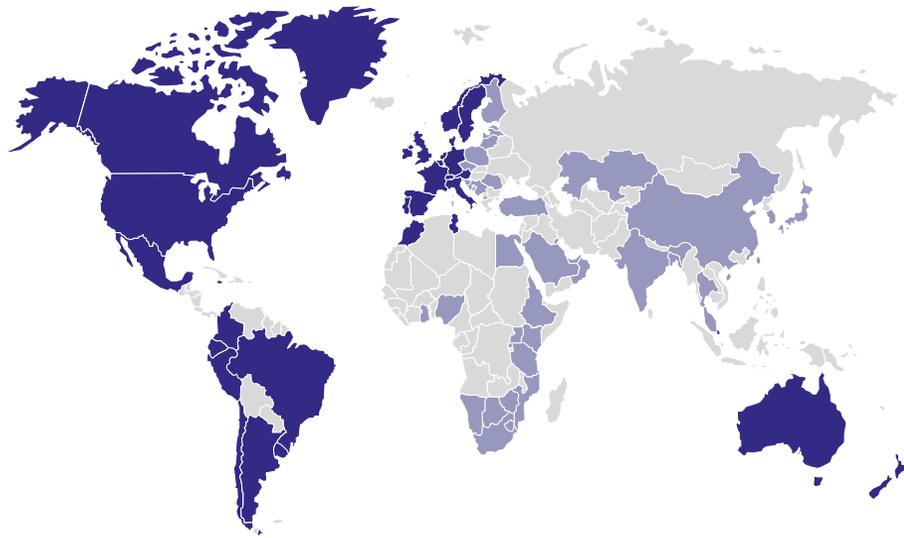
- Based in Boston, MA
- Semi-professional musician
- Former radio on-air disc jockey
- Enjoys skiing, golfing, running, boxing, recording music



Brandon Richie
*Director Engagement Leader/
Executive Instructor*

No one delivers on **change success** like Prosci.

We invented the change management framework used today by consultancies and organizations around the world.



■ Prosci Direct Regions

■ Prosci GAN Partner Regions

Creators of the globally renowned **ADKAR® Model**

25+ years of change proprietary research

Over 150,000 certified worldwide

Top change management trainer **globally**

A **partner to execute on change** and to make your organization stronger

The only firm **focused on creating change competency** and change capability

Solutions for **over 80 countries** through a direct presence and integrated global partner network

Unified Value Proposition (UVP) = Balance Technical and People Sides

“Technical” does not just mean “technological”



- Design
- Develop
- Deliver

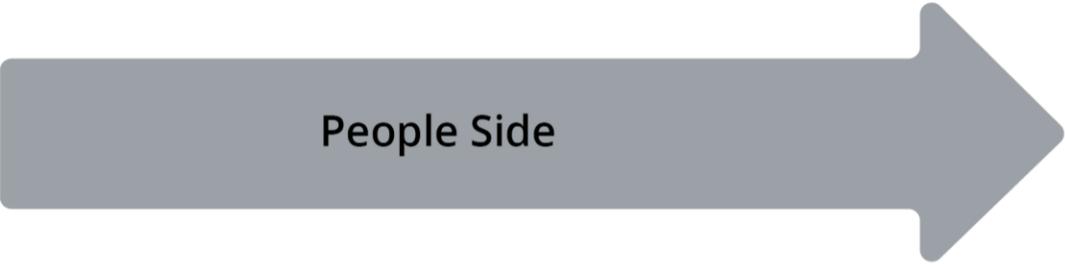
“Technical side” executed by project management discipline

Reason for Change



+ =

Success



- Engage
- Adopt
- Use

“People side” executed by change management discipline

ADKAR Model on a Page

ADKAR element	Definition	What you hear	Triggers for building
A Awareness	Of the need for change	"I understand why..."	Why? Why now? What if we don't?
D Desire	To participate and support the change	"I have decided to..."	WIIFM Personal motivators Organizational motivators
K Knowledge	On how to change	"I know how to..."	Within context (after A&D) Need to know <i>during</i> Need to know <i>after</i>
A Ability	To implement required skills and behaviors	"I am able to..."	Size of the K-A gaps Barriers/capacity Practice/coaching
R Reinforcement	To sustain the change	"I will continue to..."	Mechanisms Measurements Sustainment

Agenda

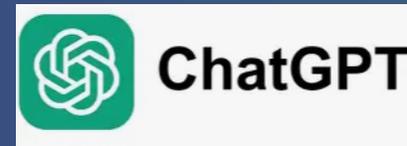
Is Your Organization Ready for AI Adoption?

- Research-identified conditions for successful AI adoption, and the role you play

Are You (Personally) Ready for AI Integration?

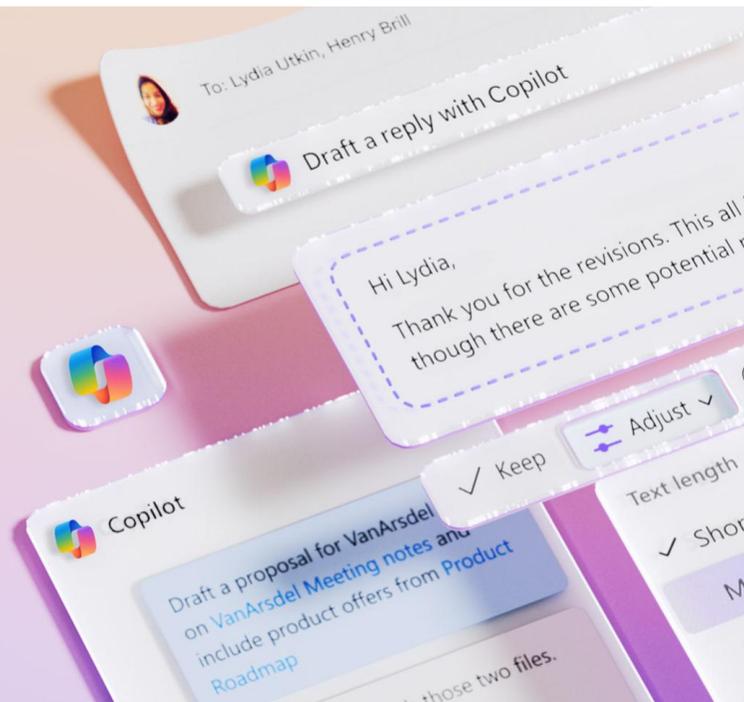
- AI Integration Framework to categorize: my work, “with me” work, and “for me” work

My intro to AI ...at Work



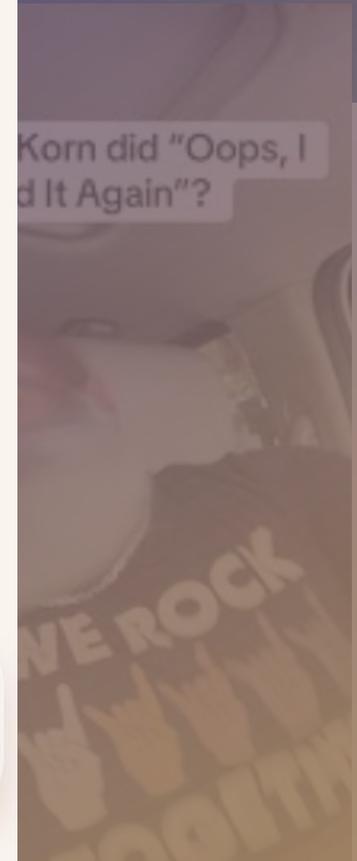
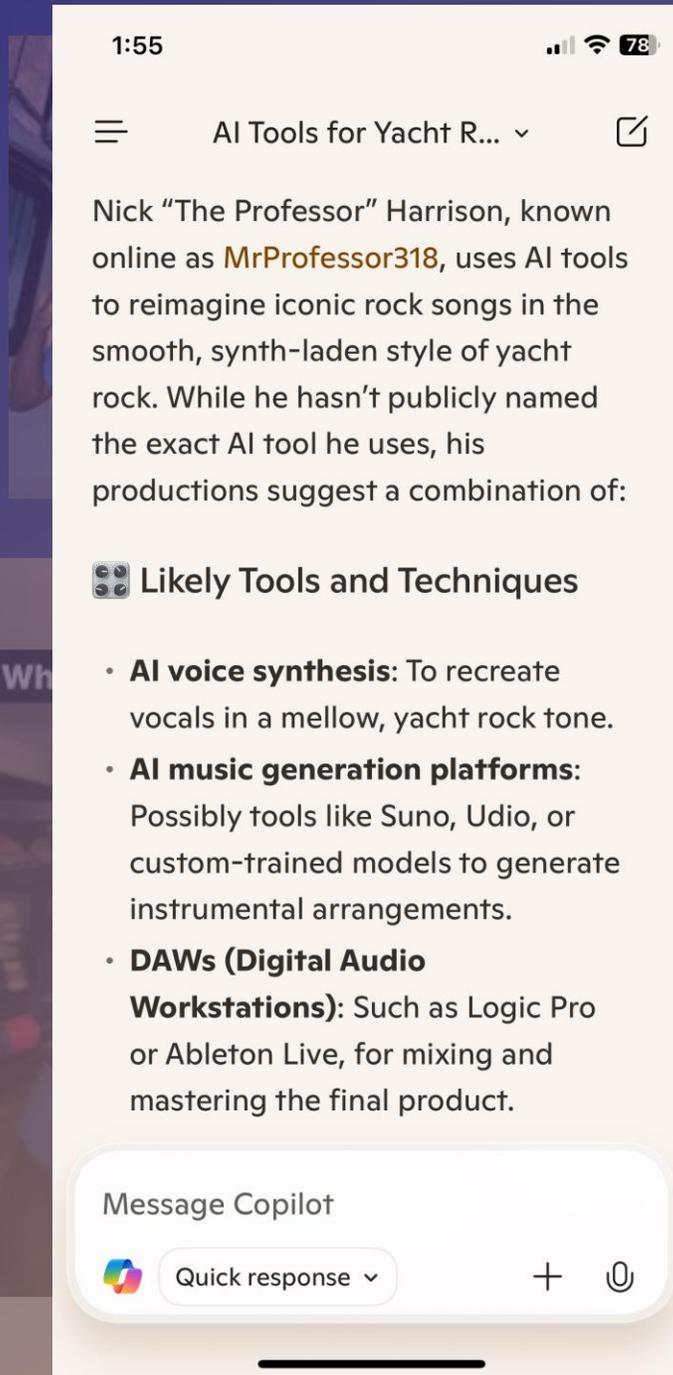
Copilot for Microsoft 365

Guided Evaluation summary



- Q1 2024
 - Pilot rollout w/i Prosci
1. Lead the Copilot Pilot
 2. Test MS Rollout Playbook with a CM lens
 3. Deliver an enhanced Playbook to drive better adoption for MS partners

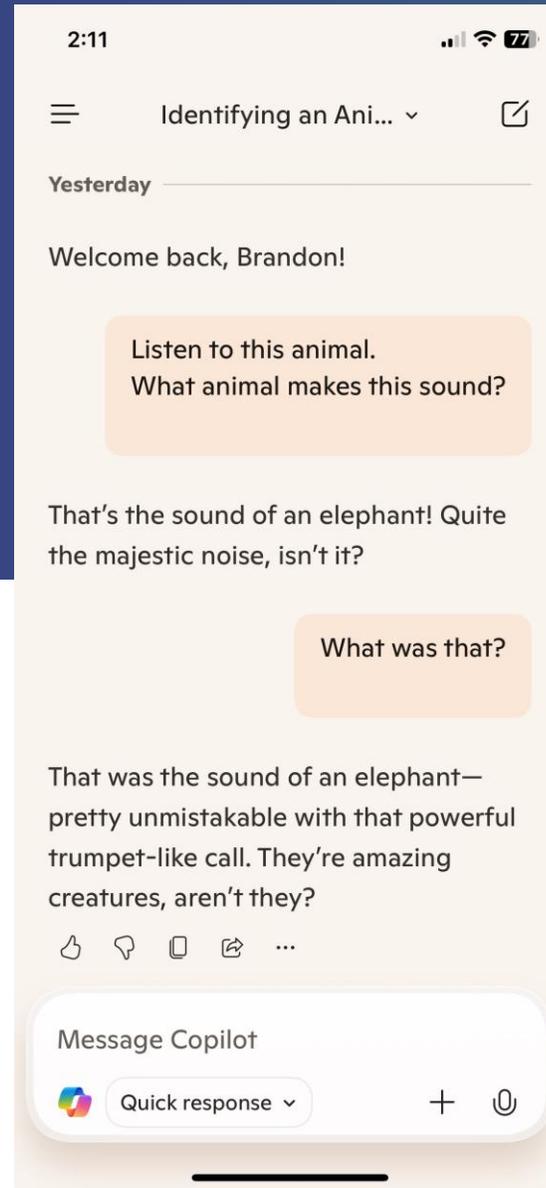
My intro to AI ...at Play



My intro to AI ...at Life



“Here’s a picture of my yard. What’s wrong with it? Suggest products and techniques to make it better.”



“What animal is making this sound?”



My intro to AI ...at Life

Last year, I won my company's talent show by playing a virtual "name that tune", and playing a bunch of well know songs on my guitar. I want to play something again for this year's show, but I am at a loss for ideas, and need to do something as the "reigning champ". Any ideas?

Congrats on the reigning champ title! Since you nailed last year with "Name That Tune: Rockstar Edition," this year you'll want to raise the bar—ideally with a **fresh concept**, a **wow factor**, and **audience engagement**. Here are some unique, high-impact guitar performance ideas that can help you defend your crown:

🎸 1. Guitar Through the Decades

- **Concept:** Play a rapid-fire medley, one iconic riff or solo from each decade starting from the '50s or '60s through today.
- **Twist:** Dress the part for each era (optional and funny), or use a slideshow in the background with pop culture images matching each era.
- **Why It Works:** Fun, nostalgic, high energy, broad appeal.

🎧 2. Guitar Illusions: "One Guitar, Many Sounds"

- **Concept:** Show off your technical versatility by mimicking different instruments or styles on guitar — e.g., sitar, banjo, EDM-style loop builds, etc.

"Give me some ideas for this year's company talent show."



Sinner v1 - 7_8_25, 10.55 PM.mp3
File

I've written and recorded a new track with just acoustic guitars. Add in some rocking electric guitars and a hard driving drum track.

Got it — I see your acoustic track. To layer in electric guitars and a hard-driving drum track, I'll need to know your preferences so the production fits your vision:

- 🎸 **Electric guitars:** Do you want crunchy rhythm guitars, soaring lead lines, or both? (e.g., AC/DC-style riffs, stadium rock power chords, or more melodic overlays?)
- 🥁 **Drums:** Do you prefer a classic rock kit (straightforward kick-snare groove), something more modern/hard-hitting, or a looser live-rock feel?
- ⚡ **Overall vibe:** Are you going for a polished rock-radio sound, raw garage rock, or something heavier?

Once I know, I can create a new mix by layering in electric guitars and drums over your acoustic recording.

👉 Do you want me to **produce a full rock mix** of your track from this file, or just **generate isolated electric guitar and drum parts** that you can mix yourself?

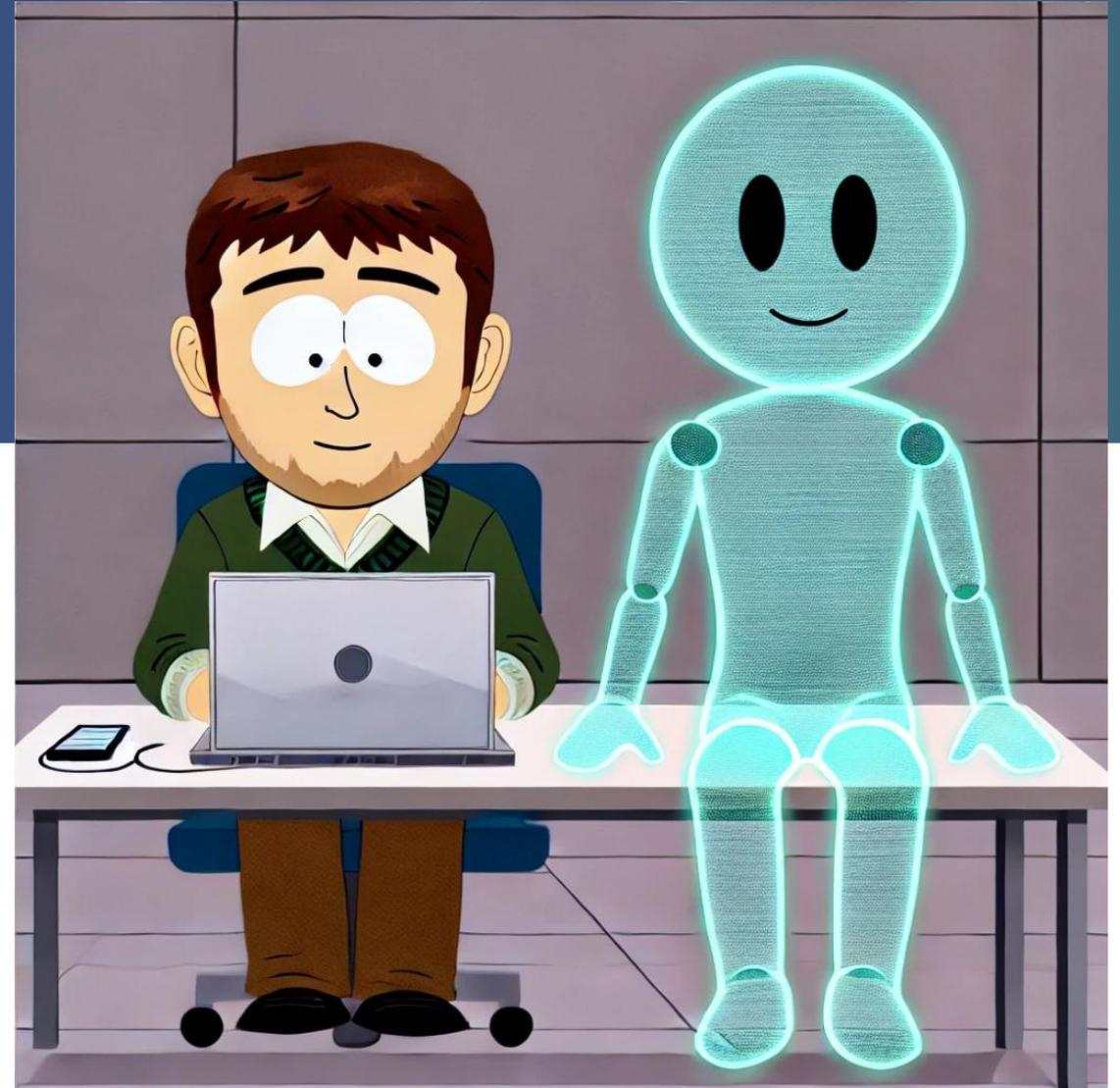


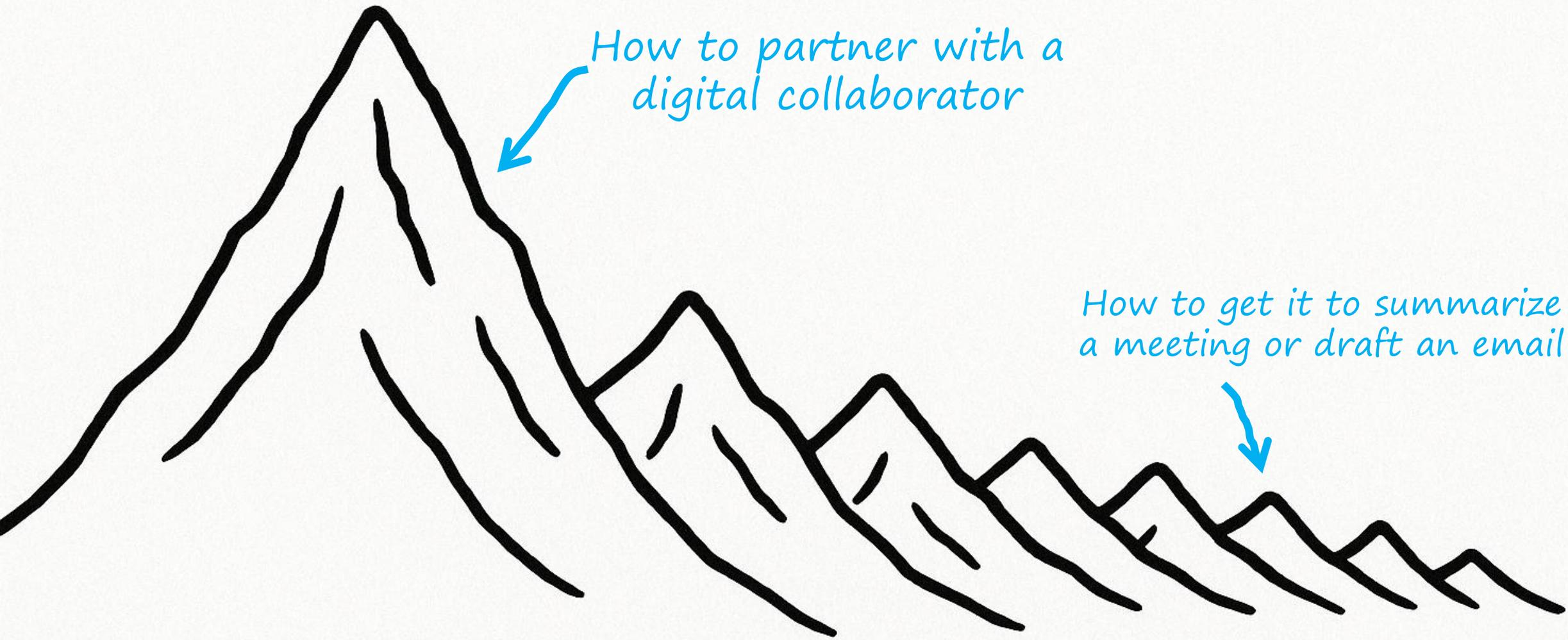
"Add some rockin guitars and driving drums to this acoustic instrumental."

An Oracle



Your Intern





How to partner with a digital collaborator

How to get it to summarize a meeting or draft an email

Poll: Opening Discussion



Join by Web PollEv.com/brandonrichie Join by Text Send **brandonrichie** to **22333**

Top Reasons Companies are Prioritizing AI Implementation

Operational Efficiency and Cost Reduction

Automation of Repetitive Tasks

Streamlined Processes

Enhanced Decision-Making

Data-Driven Insights

Improved Accuracy

Competitive Advantage

Staying Ahead of the Curve

Market Differentiation

Innovation and Growth

Fostering Creativity

Accelerating R&D

Improved Customer Experience

Personalization

Real-Time Feedback

Addressing Workforce Challenges

Augmentation of Human Capabilities

Skill Development Opportunities

Foundations → What's Same/Different

“AI is a systemic, general-purpose technology that will ultimately compare to electricity in terms of its impact on the economy and society.”

Martin Ford, *Rule of the Robots: How Artificial Intelligence Will Transform Everything*

Evolving AI Capabilities

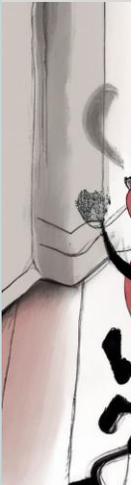
Organizational AI Integration

AI Adoption Levels

What is the same?
What is different?

draw a cartoon alarm clock personified

personified
the Be
door a



What can I help you

write a 3 stanza poem in the voice of Robe
an ERH deployment at a hospital

+ Search Deep research ...

ChatGPT can make mistakes. Check important info.

In the wards where whispers tread
And screens glow softly blue,
A new system makes its bed,
Quiet change rolls into view.

Through the halls, each hurried step
Turns toward a common creed,
Where data's kept and secrets slept,
The tech meets human need.

Beneath the hum of midnight rain,
The charts and hearts align,
In every pulse, a coded gain—
Old ways with new entwine.

Copy Like Comment Share Refresh Download

Ask anything

+ Search Deep research ...

ChatGPT can make mistakes. Check important info.



3. Chat even better (GPT-4)

9. Create an image

10. Converse with a voice

13. Create a video clip

15. GPT 5



4. Access the web

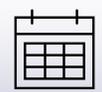


5. Analyze data

6. Execute code



11. Apply logic / reason



14. Agentic frontier

Organizational AI Integration: A Dual Approach



How to partner with a digital collaborator

Tailored Technologies

- Mission-Specific Applications
- Value Chain Enhancement
- Industry-Tailored Solutions

Pervasive Proficiencies

- AI Skills Democratization
- Cross-Functional Tools
- AI-Adept Workforce

Organizational AI Integration: A Dual Approach Questions



National Weather Service

Tailored Technologies:
The National Weather Service uses AI to transform atmospheric data into actionable insights for accurate weather predictions and better decision-making.

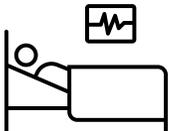
Pervasive Proficiencies:
The service trains all employees to effectively use generative AI tools, enhancing overall productivity and fostering a culture of innovation.



Regional Bank

Tailored Technologies:
A regional bank leverages AI-powered chatbots for personalized customer service and algorithms for detecting fraudulent activities, improving accuracy and efficiency.

Pervasive Proficiencies:
The bank offers workshops and e-learning courses to familiarize employees with AI tools, driving innovation and efficiency across all roles.



Urban Hospital

Tailored Technologies:
An urban hospital uses AI for diagnostic imaging and predictive models to enhance patient care and manage resources efficiently.

Pervasive Proficiencies:
The hospital provides department-specific AI training to empower staff, improving both patient care and administrative operations.

Organizational AI Integration: A Dual Approach Questions



Tailored Technologies Questions:

1. How can we align our AI initiatives with the **core mission and value drivers** of our organization to ensure they enhance rather than distract from our strategic goals?
2. What **specific business outcomes** are we aiming to influence or transform through AI, and how can we measure the success of these initiatives?
3. In what ways can AI be customized to address the **unique challenges and opportunities** within our industry, and who are the key stakeholders to involve in this process?
4. How can **leadership champion AI initiatives** in a way that not only drives adoption but also fosters an organizational culture receptive to technological innovation?
5. What are the **risks and ethical considerations** specific to our sector that need to be addressed when integrating AI, and how can we proactively manage these concerns?

Pervasive Proficiencies Questions:

1. How can we ensure that **every employee**, regardless of their technical background, is equipped with the **necessary skills and tools to use AI effectively** in their daily work?
2. What structures and processes need to be in place to support **ongoing AI literacy and proficiency** among all levels of staff?
3. How can we leverage AI to **democratize data access and decision-making capabilities** across the organization, thereby enhancing operational transparency and accountability?
4. What are the **potential barriers to AI adoption** within our organization, and how can we address these to foster a culture of continuous improvement and innovation?
5. In what ways can we use AI not just for automation but also to **enhance creative problem solving and strategic thinking** across the workforce?

AI Adoption Levels

Individual Level

AI adoption at the individual level is about **personal** integration of AI tools to do work at **higher quality**, in **less time**, with **less mental strain**, and with **more enjoyment**.

Team Level

AI adoption at the team level focuses on **collaborative** integration of AI into workflows to improve **communication**, **performance**, and **problem solving**.

Organizational Level

AI adoption at the organizational level is a **strategic initiative** involving the integration of AI across departments to drive **innovation** and **differentiation**.

AI Adoption Levels – Examples

Individual Level



A healthcare data analyst adopted AI tools for predictive analytics to enhance report accuracy, achieving a 20% reduction in data analysis time.



A teacher adopted AI-powered lesson planning software to create customized learning paths, achieving a 15% improvement in student engagement.



A store manager adopted AI-driven inventory management tools to track stock levels, achieving a 10% reduction in stockouts.

Team Level

The customer service team adopted AI chatbots to handle patient inquiries, achieving a 35% improvement in response time.

The curriculum development team adopted AI tools to analyze student performance data, achieving a 25% reduction in time spent revising learning materials.

The sales team adopted AI-powered recommendation systems to enhance customer shopping experiences, achieving a 20% increase in cross-sales.

Organizational Level

HealthTech Systems adopted AI to streamline patient data processing across departments, achieving a 30% reduction in administrative costs and improved patient care efficiency.

EduTech Innovations adopted AI to personalize educational content at scale, achieving a 20% increase in student retention and improved overall learning outcomes.

RetailWorks adopted AI to optimize supply chain logistics, achieving a 25% improvement in delivery times and a 15% reduction in shipping costs.

AI Adoption Levels – Matrix

Individual Level	Team Level	Organizational Level
<p>AI adoption at the individual level is about personal integration of AI tools to do work at higher quality, in less time, with less mental strain, and with more enjoyment.</p>	<p>AI adoption at the team level focuses on collaborative integration of AI into workflows to improve communication, performance, and problem solving.</p>	<p>AI adoption at the organizational level is a strategic initiative involving the integration of AI across departments to drive innovation and differentiation.</p>
<p>Ignitors: Driven by personal curiosity and need for efficiency.</p>	<p>Ignitors: Need to improve team performance and streamline workflows.</p>	<p>Ignitors: Strategic goals such as competitiveness and innovation.</p>
<p>Resources: Access to AI tools, training, and time for self-directed learning.</p>	<p>Resources: Collaborative tools, training, and support from leadership.</p>	<p>Resources: Investment in AI infrastructure, comprehensive training, and leadership commitment.</p>
<p>Stakeholders: Individual users, immediate supervisors, IT support, and peers.</p>	<p>Stakeholders: All team members, team leaders, cross-functional partners, and IT specialists.</p>	<p>Stakeholders: Executives, department heads, IT, HR, legal, and employees across all levels.</p>
<p>Key Value Drivers: Increased productivity, time savings, and skill development.</p>	<p>Key Value Drivers: Improved collaboration, efficiency, and innovation.</p>	<p>Key Value Drivers: Operational efficiency, cost savings, competitive advantage, and innovation.</p>
<p>Metrics: AI tool usage frequency, productivity impact, and skill progression.</p>	<p>Metrics: AI integration in workflows, team efficiency, and collaboration quality.</p>	<p>Metrics: Proportion of AI-enhanced processes, cost savings, and revenue growth.</p>
<p>ROI: Enhanced productivity, task efficiency, and job satisfaction.</p>	<p>ROI: Increased efficiency, faster project completion, and better decision-making outcomes.</p>	<p>ROI: Cost savings, revenue growth, competitive advantage, and strategic alignment of AI with business goals.</p>

AI Impact

effective integration of Generative AI means completing work:

Individual Level	Team Level	Organizational Level
<p>AI adoption at the individual level is about personal integration of AI tools to do work at higher quality, in less time, with less mental strain, and with more enjoyment.</p>	<p>AI adoption at the team level focuses on collaborative integration of AI into workflows to improve communication, performance, and problem solving.</p>	<p>AI adoption at the organizational level is a strategic initiative involving the integration of AI across departments to drive innovation and differentiation.</p>

AI Impact

effective integration of Generative AI means completing work:

At higher quality

In less time

With less mental strain

And with more enjoyment

AI Impact

effective integration of Generative AI means completing work:

At higher quality

- AI-augmented consultants produced 40% higher quality results compared to a control group (HBS, 2023).
- 70% of AI users in finance reported that AI assisted them with decision making, with very positive effects (OECD, 2023).
- Computer vision AI can detect product defects with 99% accuracy, surpassing human inspection capabilities (MIT Tech Review, 2023).

In less time

- Consultants using AI completed tasks 25.1% more quickly than those without AI assistance (HBS, 2023).
- AI-powered tools reduced time spent on repetitive tasks by up to 30% in surveyed enterprises (Deloitte, 2023).
- Generative AI decreased the time required for content creation by 40% in marketing departments (Adobe, 2023).

With less mental strain

- 56% of AI users in manufacturing reported that AI helped them make faster decisions, reducing cognitive load (OECD, 2023).
- AI tools in software development reduced developers' cognitive load by 35%, allowing them to focus on higher-level problem-solving (MIT News, 2023).
- 68% of workers reported feeling less stressed when AI handled routine administrative tasks (World Economic Forum, 2023).

And with more enjoyment

- 72% of employees using AI-powered tools reported higher job satisfaction compared to non-AI users (MIS Quarterly, 2023).
- 82% of workers believe AI can perform certain tasks better than their managers, potentially leading to more enjoyable work experiences (World Economic Forum, 2023).
- 65% of professionals reported increased engagement in their work when AI handled mundane tasks (Harvard Business Review, 2023).

Discussion:

Identify a “Pervasive Proficiency” challenge your organization is dealing with right now.





What's the same? What's different?
About AI Change





“No one ever
smuggled a
CRM or ERP
to work in their
pocket.”

Tim Creasey
-CIO, Prosci

How Organizations Often Handle Change

M

T

W

R

F



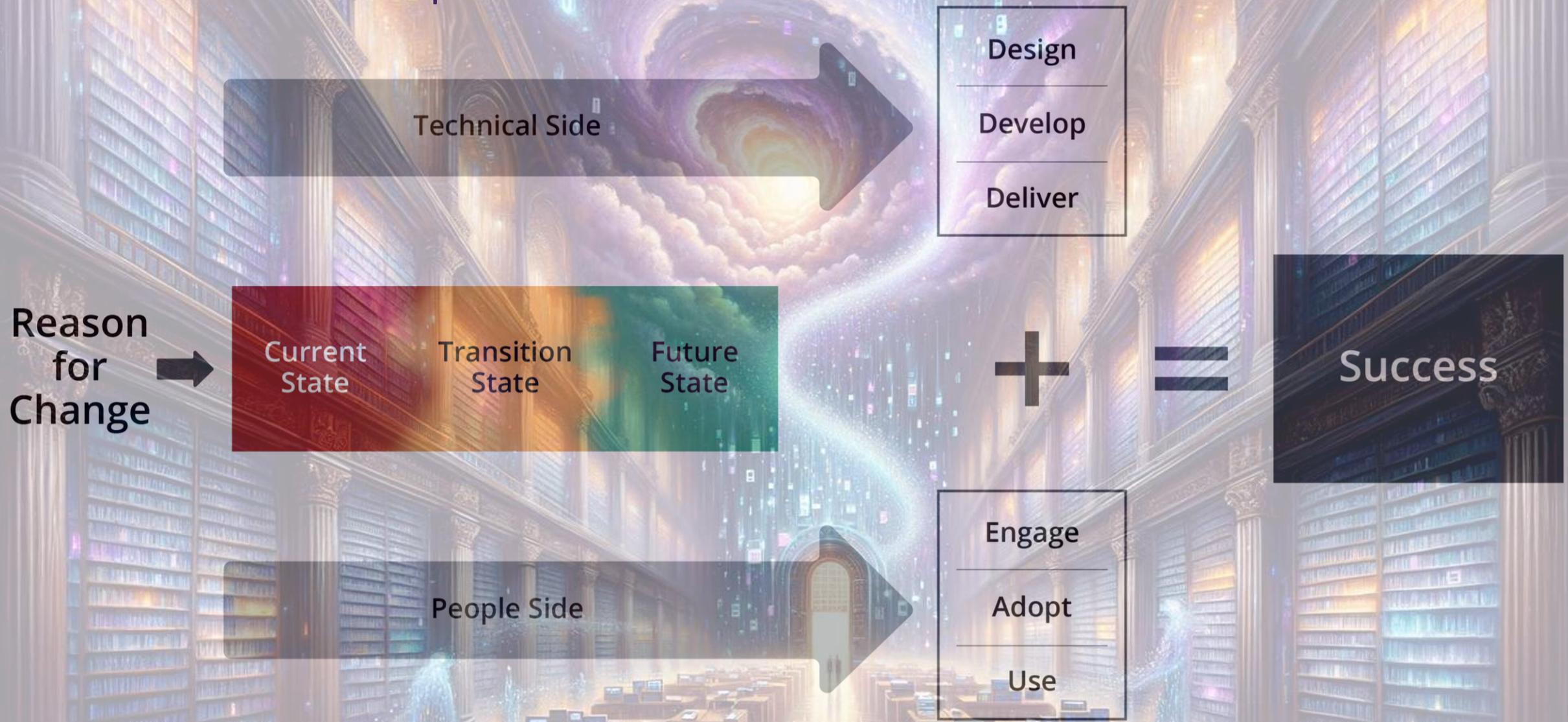
An email on Monday

for training on Tuesday

for “go live” on Wednesday

Did you get trained on how to use AI? Or what it’s doing when you use it?

Unified Value Proposition



10 Aspects of Change Impact



Support Individual Transitions – ADKAR

ADKAR element	Definition	What you hear	Triggers for building
A Awareness	Of the need for change	“I understand why...”	Why? Why now? What if we don’t?
D Desire	To participate and support the change	“I have decided to...”	WIIFM Personal motivators Organizational motivators
K Knowledge	On how to change	“I know how to...”	Within context (after A&D) Need to know <i>during</i> Need to know <i>after</i>
A Ability	To implement required skills and behaviors	“I am able to...”	Size of the K-A gaps Barriers/capacity Practice/coaching
R Reinforcement	To sustain the change	“I will continue to...”	Mechanisms Measurements Sustainment

Poll: What is the same/different with AI?



Join by Web PollEv.com/brandonrichie Join by Text Send **brandonrichie** to **22333**

What's the Same and What's Different About AI Change



What's the same?	What's different?
1. Core Principles of Change Management and Adoption	1. Rapid Pace and Continuous Nature of Change
2. Human-Centric Approach	2. Increased Risk and Security Concerns
3. Resistance Management	3. Ethical, Governance, and Bias Issues
4. Communication	4. Individualized Learning and AI Literacy
5. Addressing Individual Motivations (WIIFM)	5. Scale and Complexity
6. Leadership and Sponsor Support	6. Ambiguity in Defining Future States
7. Change Pace and Urgency	7. New and Unique Forms of Resistance
8. Training and Capability Building	8. Impact on Roles and Work Dynamics
9. Universality and Industry Impact	

Agenda

Is Your Organization Ready for AI Adoption?

- Research-identified conditions for successful AI adoption, and the role you play

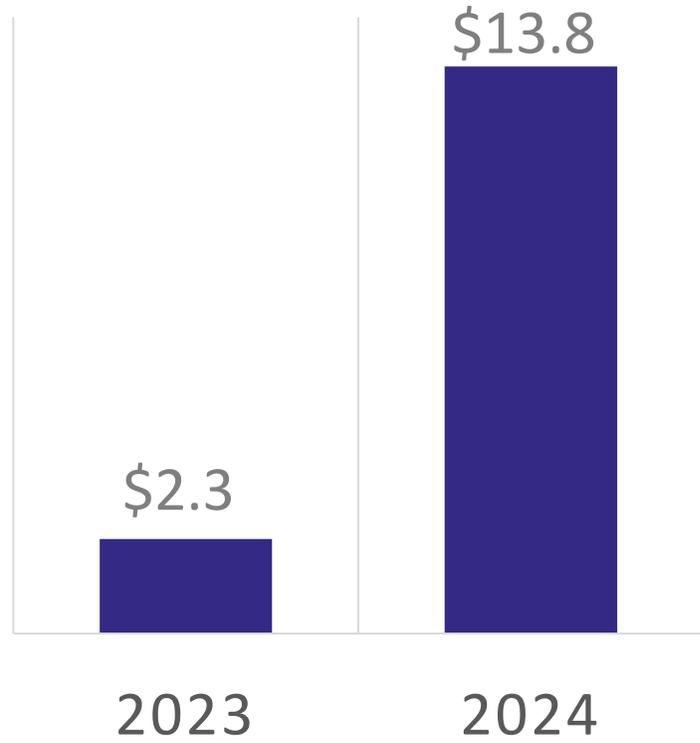
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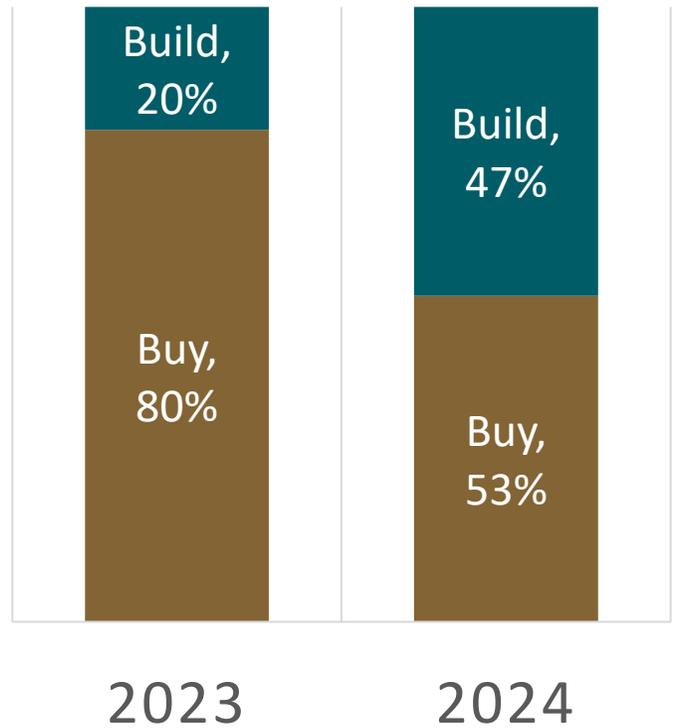
Does AI adoption matter?

Enterprise spending is booming, and shifting internal.

Enterprise AI Spend (in billions)



Build vs Buy % for AI Spend



The people matter – invest accordingly

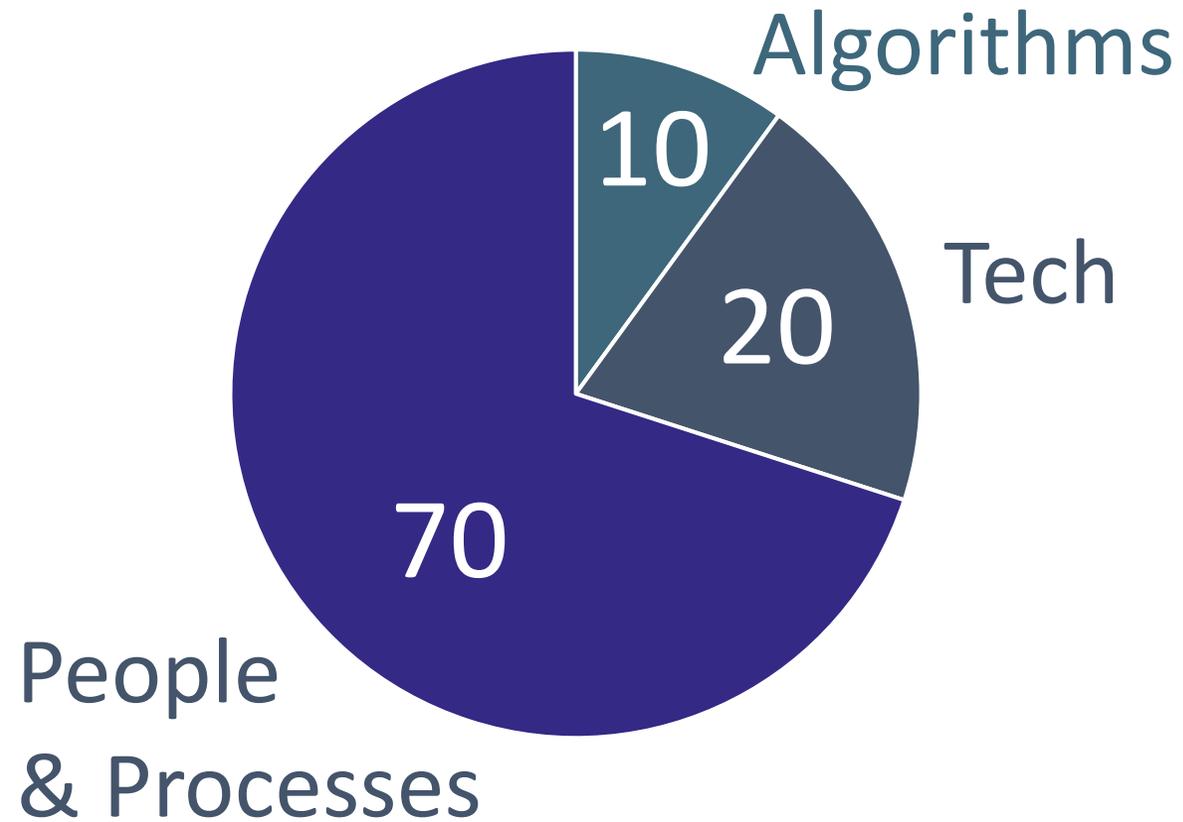
“Invest **twice as much** in change management and adoption as in building the solution.”

McKinsey partner Delphine Zurkiya

McKinsey
Partner on
Microsoft
Worklab Podcast

<https://www.mckinsey.com/industries/financial-services/our-insights/insurance-blog/the-potential-of-gen-ai-in-insurance-six-traits-of-frontrunners>

BCG Suggests the 10/20/70 AI Investment Principle



Where are you budgeting for impact?

“One of my clients was considering taking
80 percent of their IT budget and
spending it on **change management.**”

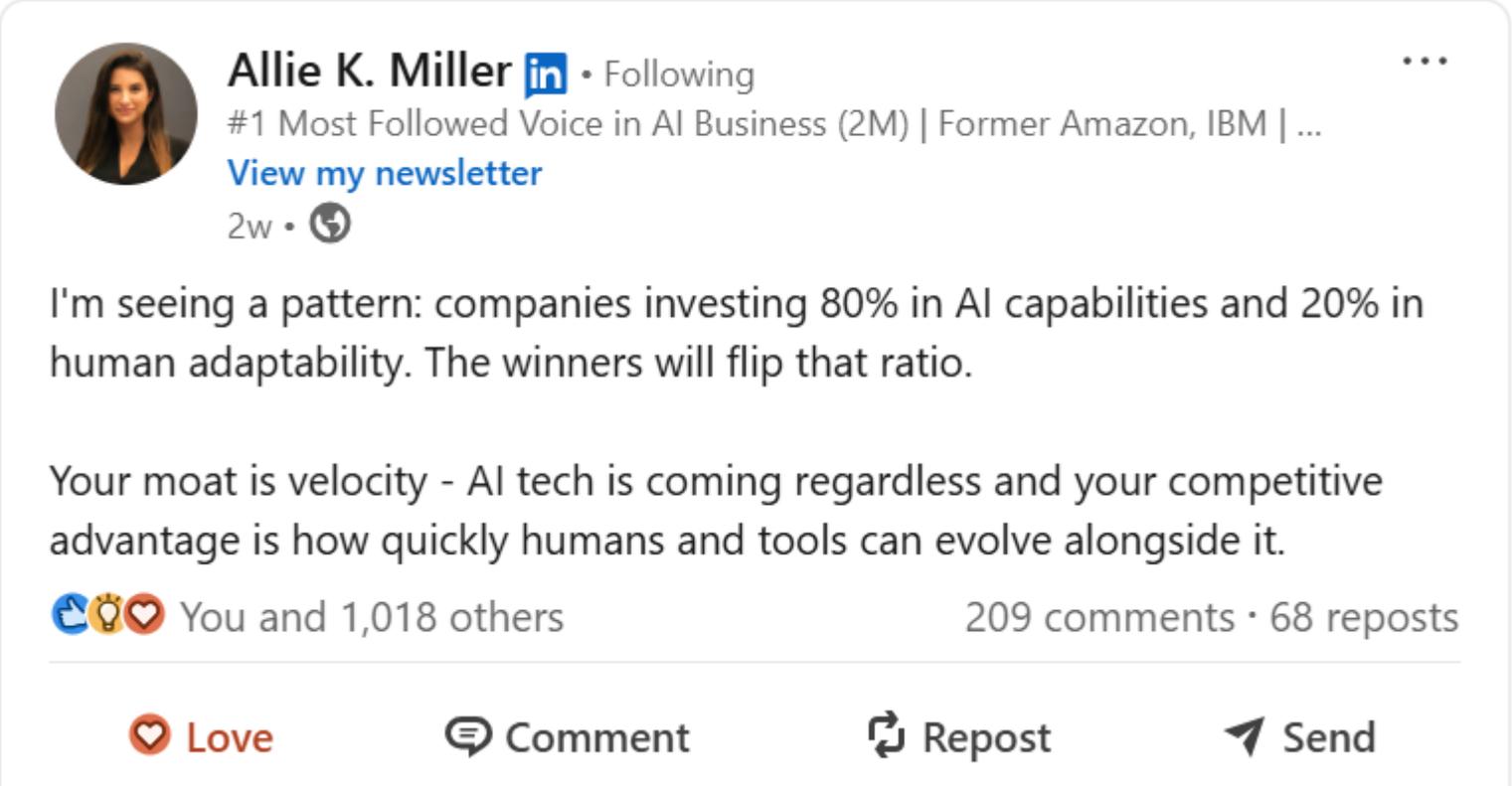
Stacey Winters

Generative AI Market Leader,
Deloitte North-South Europe

The "Navigate
Path to
Opportunity"
episode of the
Deloitte
TECHTalks
podcast

<https://www2.deloitte.com/us/en/pages/about-deloitte/articles/techtalks-podcast-series.html>

Winners will flip the 80/20



A screenshot of a LinkedIn post by Allie K. Miller. The post features a circular profile picture of a woman with long dark hair. The text of the post discusses a trend in AI investment, stating that winners will flip the 80/20 ratio between AI capabilities and human adaptability. The post also includes a call to action to view a newsletter and engagement metrics such as 209 comments and 68 reposts.

Allie K. Miller  • Following ⋮

#1 Most Followed Voice in AI Business (2M) | Former Amazon, IBM | ...

[View my newsletter](#)

2w • 

I'm seeing a pattern: companies investing 80% in AI capabilities and 20% in human adaptability. The winners will flip that ratio.

Your moat is velocity - AI tech is coming regardless and your competitive advantage is how quickly humans and tools can evolve alongside it.

   You and 1,018 others 209 comments • 68 reposts

 Love  Comment  Repost  Send

AI Thought
Leader
Allie K. Miller
on LinkedIn

<https://www.linkedin.com/in/alliekmillier/>

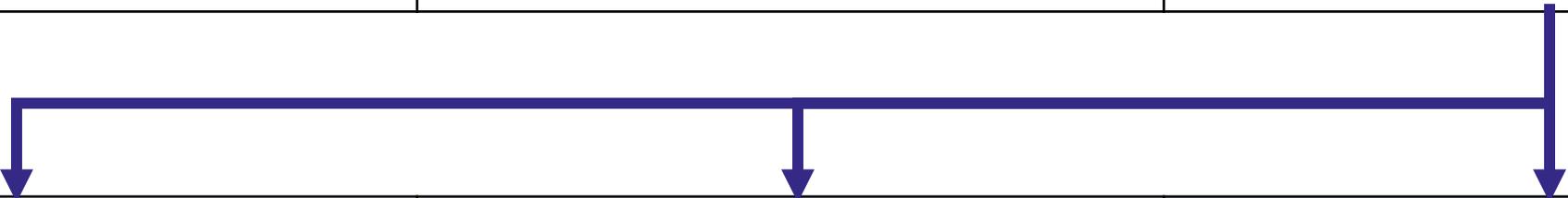
Poll: AI Adoption Challenges



Join by Web PollEv.com/brandonrichie Join by Text Send **brandonrichie** to **22333**

Prosci Catalyst Report: Challenges Summary

Challenges for Bringing AI to Your Enterprise	Challenges Brining AI to Your Team	Individual Adoption Challenges
<p>1. Organizational Change (29%): Resistance to AI changes - Organizations with stronger leadership backing and cultural alignment tend to face less resistance.</p> <p>2. Workforce Capability (27%): AI skills development gap - Combining structured training with practical use appears to help teams build needed AI skills.</p> <p>3. Technical Integration (17%): System compatibility issues - Clear alignment with industry needs and existing systems is often present in smoother implementations.</p>	<p>1. User Proficiency (46%): AI learning curve difficulties - Teams report fewer barriers when tools are easy to use and fit well with their workflow.</p> <p>2. Organizational Change (16%): Team hesitation to adopt AI - Giving teams some say in tool selection and project setup may support better engagement.</p> <p>3. Trust & Reliability (14%): AI accuracy concerns - Teams with defined roles and clear data practices seem to manage trust and accuracy concerns more effectively.</p>	<p>1. User Proficiency (39%): AI tool mastery struggles - Individuals tend to adopt more readily when tools feel approachable and support their tasks.</p> <p>2. Organizational Adoption (16%): Reluctance to use AI - Openness to trying AI appears higher when experimentation is encouraged and trust is supported.</p> <p>3. Trust & Reliability (10%): AI output confidence gap - Positive experiences using AI can help build comfort and confidence over time.</p>



Individual AI Adoption Challenges: Frontline	Individual AI Adoption Challenges: Team Leaders	Individual AI Adoption Challenges: Executives
<ul style="list-style-type: none"> • Experience predominantly human-centered challenges (63% vs. 37% technical) • Highest concern for organizational adoption (16%) • Most significantly challenged by learning curves (23%) and immediate data accuracy (15%) 	<ul style="list-style-type: none"> • Experience predominantly human-centered challenges (64% vs. 36% technical) • Highest attention to trust and reliability issues (12%) • Critical concern for data quality (12%) as they implement AI within teams 	<ul style="list-style-type: none"> • Balance priorities between human (56%) and technical (44%) challenges • Greater attention to strategic integration (14%) • Increased mindfulness about ethical/security concerns (14%)

What are the conditions of
successful AI adoption
and implementation?

What Executives Need to Know for AI Adoption at Every Organizational Level

AI implementation success hinges on people changing the way they work, not just making the technology available. Drawing from 1,107 professionals' experiences, our research identifies specific, measurable patterns that separate successful AI initiatives from struggling ones. Leading organizations leverage these insights to drive sustainable AI adoption and build lasting change capability at every level—from individual contributors to enterprise-wide systems.

THE STUDY

We asked **1,107** professionals how they use AI at work:

- **525** frontline employees
- **389** team leaders
- **193** executives

All participants shared how they use AI individually and what they think about it. Additionally, team leaders shared how AI is used within their teams, while executives shared how AI is used across their organizations.

From participants we learned:

- Why employees use AI
- What AI challenges they face
- How they evaluate AI success

And much more!

**AI Won't
Transform your
Business.
Your Employees
Who Use AI Will.**

KEY FINDINGS



The Executive-Frontline AI Gap

Clear differences on a -2 to +2 scale reveal gaps between executives and frontline workers:

- **Trust in AI:** +1.09 vs +0.33
- **Perceived helpfulness of AI:** +1.42 vs +0.72
- **Encouragement to experiment with AI:** +1.27 vs +0.49

This perception gap can threaten AI adoption success.



Adoption is the Real AI Challenge

Organizations that favor technical implementation of AI over change management risk project failure.

- **63%** of AI implementation challenges are human factors
- Only **16%** of AI challenges are technical in nature
- User proficiency is the primary AI challenge (**38%**)

AI success is primarily about getting people on board.



Clear Patterns of AI Success

Measurable differences on a -2 to +2 scale show how AI-successful organizations outperform struggling ones:

- **AI data openness:** +0.33 vs -1.22
- **Distributed AI expertise:** +1.00 vs -0.96
- **AI decision transparency:** +1.29 vs -0.54
- **Bold approach to AI usage:** +0.65 vs -1.30

These and other patterns from the research provide a clear blueprint for successful enterprise-wide AI adoption.

THE CORE REPORTS

Individual AI Adoption

A deep dive into how **1,107** individuals use, perceive, and experience AI in their personal work environments.

Team AI Adoption

An exploration of how **389** team leaders integrate AI, develop skills, and assess its impact on team performance.

Enterprise AI Adoption

An examination of how **193** executives strategically leverage AI across organizational management, culture, and competitive landscapes.

Cross-Level AI Adoption

A comparative analysis of AI adoption patterns, challenges, and value across the individual, team, and enterprise reports, drawing from **1,107** total participants.

OTHER RESOURCES

- Access "[Keys to AI Adoption](#)" brief
- Read "[Win with AI](#)" whitepaper
- Watch [AI Adoption webinar](#) replay
- Discover [Prosci Enterprise Solutions](#)

Data Collection for AI Adoption Across the Enterprise Study

- Reasons for using AI?
- Biggest challenges in using AI?
- How do you know if AI is helping?

At the Enterprise Level
n = 193

Strategic and Operational Management
Skill Development and Role Transformation
Capacity Building and use
External and Competitive Influences

At the Team Level
n = 389

Team and Organizational Alignment
Skill Development and Role Transformation
Technology and Practical Use

At the Individual Level
n = 525 + 389 + 193 (1,107)

Introduction and Learning
Interaction and Usability
Emotional and Trust Factors

Governance and Control
Implementation and Approach
Organizational Dynamics and Influence

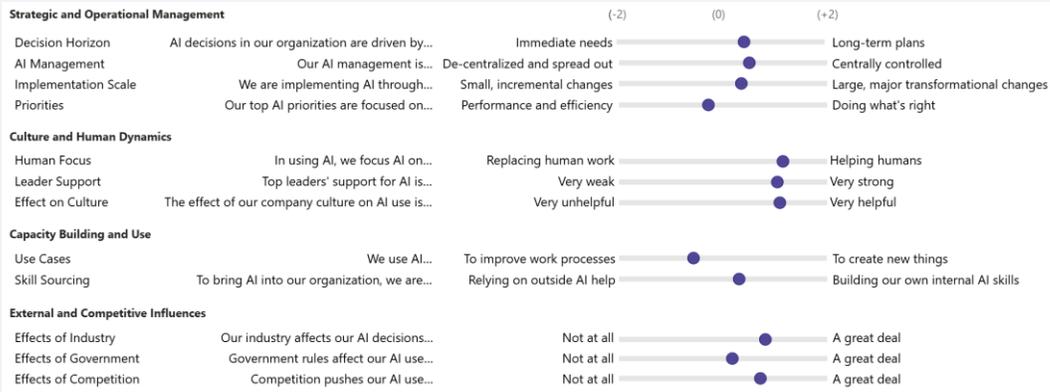
In your experience... Semantic Differential Scale

Think about how your whole organization uses AI, not just you in your work. For each item, pick the answer that best matches your observations of the organization where you work.

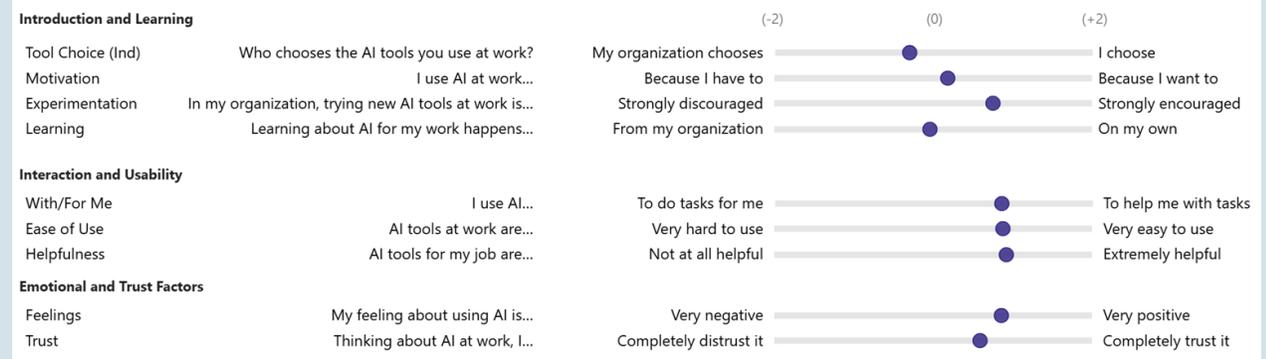
Question	Left Option						Right Option	Not sure
1. AI use across our organization is:	Very different everywhere	<input type="radio"/>	Completely the same everywhere	<input type="radio"/>				
2. AI use in our organization is:	By leaders	<input type="radio"/>	Entirely by workers	<input type="radio"/>				

Visualizing the Data

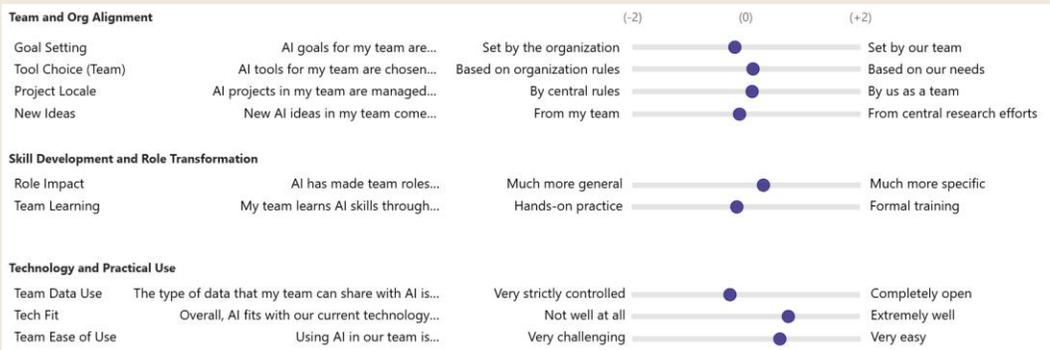
Enterprise AI Use (193 Executives)



Individual AI Use (525 Frontline, 389 Team Leaders, 193 Execs)



Team AI Use (389 Team Leaders)



Ind. Perceptions of Org AI Use (525 Frontline, 389 Team Leaders, 193 Execs)



Individual AI Usage



Key Show all responses

Introduction and Learning

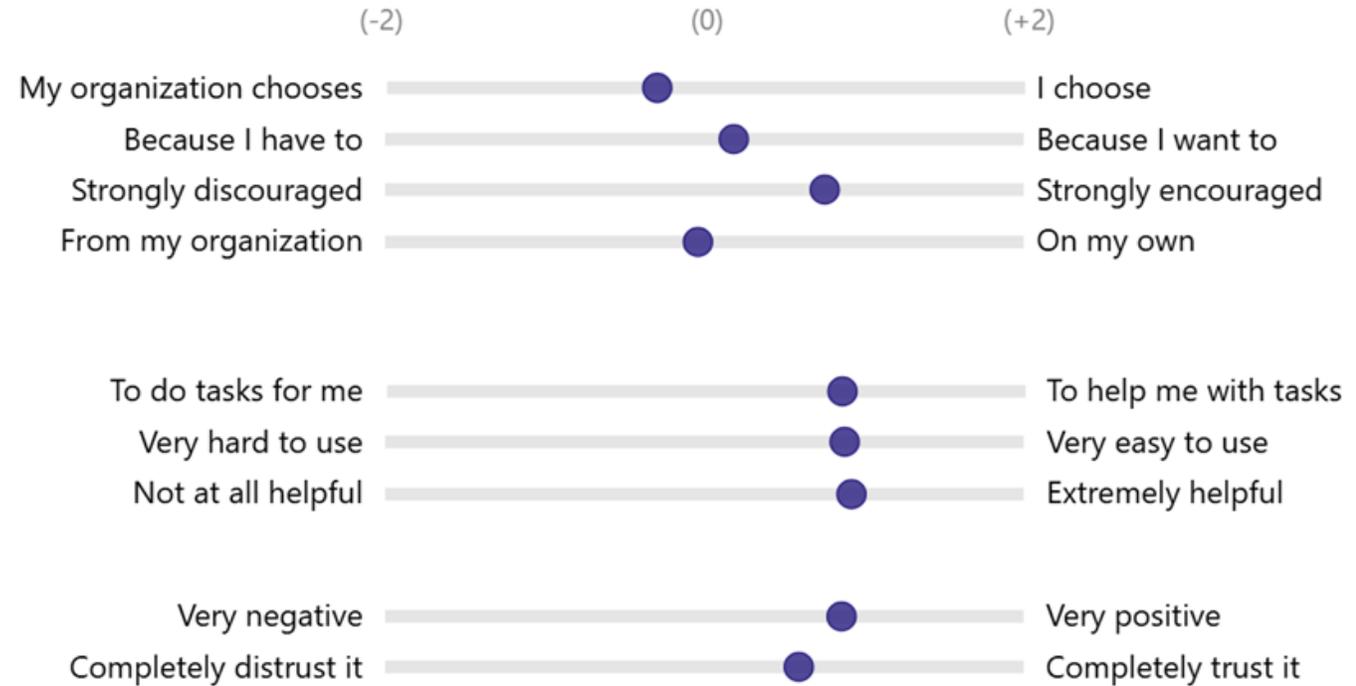
Tool Choice (Ind)	Who chooses the AI tools you use at work?
Motivation	I use AI at work...
Experimentation	In my organization, trying new AI tools at work is...
Learning	Learning about AI for my work happens...

Interaction and Usability

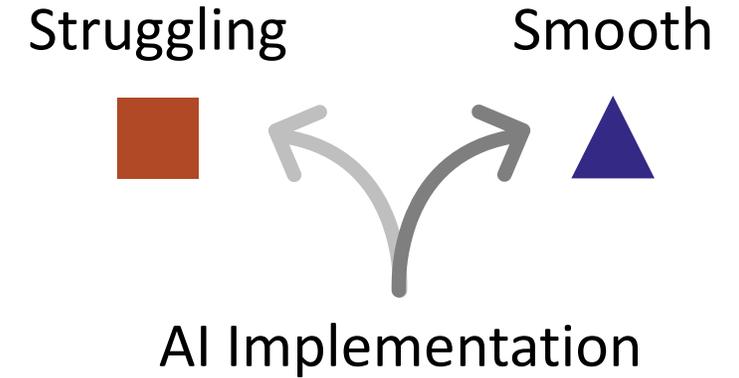
With/For Me	I use AI...
Ease of Use	AI tools at work are...
Helpfulness	AI tools for my job are...

Emotional and Trust Factors

Feelings	My feeling about using AI is...
Trust	Thinking about AI at work, I...



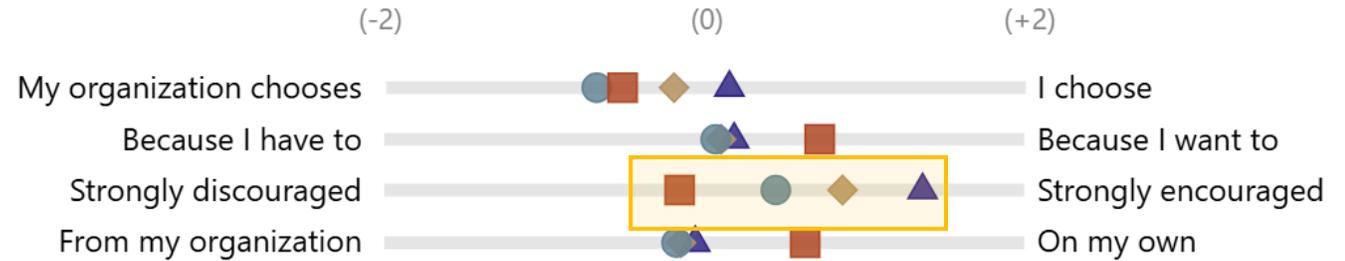
Patterns in Implementation



- Key**
- ▲ Very smoothly
 - ◆ Mostly well
 - Making progress with challenges
 - Slowly with difficulties or Not well at all

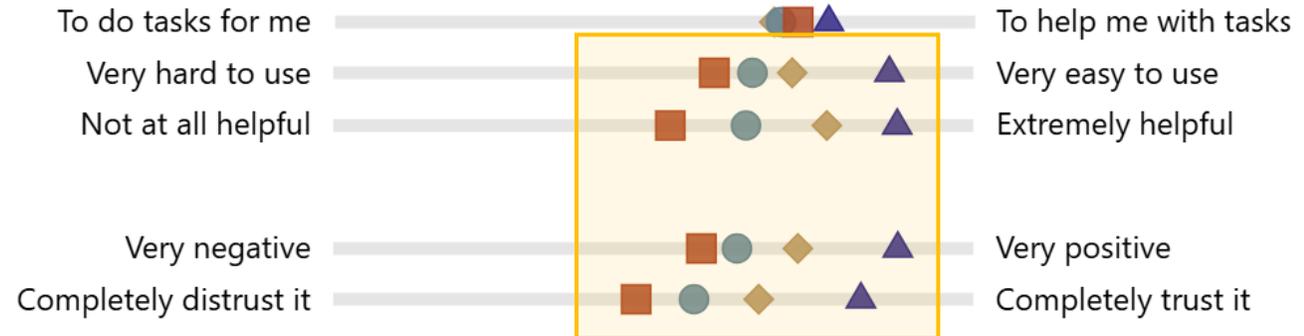
Introduction and Learning

Tool Choice (Ind)	Who chooses the AI tools you use at work?
Motivation	I use AI at work...
Experimentation	In my organization, trying new AI tools at work is...
Learning	Learning about AI for my work happens...



Interaction and Usability

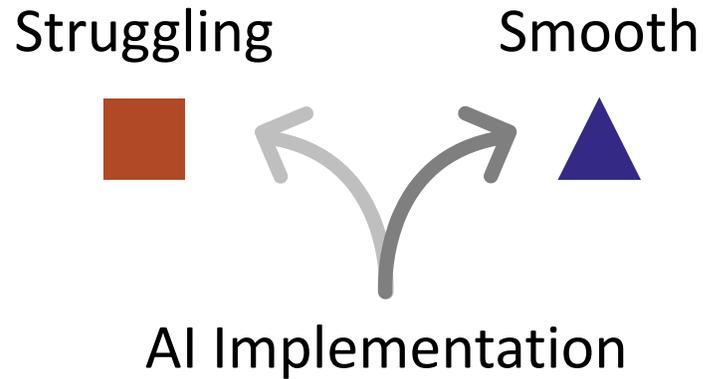
With/For Me	I use AI...
Ease of Use	AI tools at work are...
Helpfulness	AI tools for my job are...



Emotional and Trust Factors

Feelings	My feeling about using AI is...
Trust	Thinking about AI at work, I...

Example Conditions of AI Implementation Success



- ✓ Strong, direct support from executive leadership
- ✓ Widespread AI proficiency
- ✓ Transparency in decisions about how to use AI
- ✓ Measured data openness
- ✓ Larger, more transformative approaches to AI

Ten Critical Insights on Individual AI Adoption

from Prosci research with 1107 respondents

1. Mind the AI **Perception Gap**
2. Prioritize **Human Factors** in AI Adoption
3. Balance AI Access **Control with Innovation**
4. Distribute AI **Expertise Throughout** the Organization
5. Maintain **Transparency** in AI Decision-Making
6. Focus on **Role-Specific** AI Value Creation
7. Build **Trust** Through Ethical AI Framework
8. Enable **Transformative** AI Changes
9. Balance **Leadership Vision with Bottom-Up** AI Innovation
10. Prepare for **Continuous** AI Evolution

Prosci AI Adoption Diagnostic

5 Categories. 20 Conditions.

Research-based insights to drive smooth enterprise AI implementations.



Leadership & Bold AI Vision

Executive commitment and active participation in AI strategy.



Change Management Excellence

Structured processes with adaptive learning for AI transformation.



Transparency & Trust

Ethical framework and openness that builds AI confidence.



Organizational Capabilities

Enterprise-wide AI skills and operational integration.



Cross-Cutting Challenges

Foundational AI enablers: mindset, data quality, and customization.

Prosci AI Adoption Diagnostic – Based on AI adoption research with 1,107 study participants

Leadership & Bold AI Vision	1 Senior Leadership Commitment	<i>“Our senior leaders clearly articulate the value AI brings to transforming our organization.”</i>
	2 Strategic Communication	<i>“Leadership regularly communicates the strategic importance of AI initiatives and their expected impact.”</i>
	3 Bold & Balanced Roadmap	<i>“Our AI roadmap clearly balances immediate outcomes with long-term transformation goals.”</i>
	4 Leadership Participation	<i>“Leaders throughout the organization actively engage in AI discussions, pilots, or projects, beyond just delegating.”</i>
Change Management Excellence	5 Structured Change Approach	<i>“We use a formal, proactive CM approach (e.g., readiness, impact analysis, engagement) to guide AI adoption.”</i>
	6 Adaptive Implementation	<i>“Our AI project teams frequently adjust their strategies using employee feedback and lessons learned.”</i>
	7 Experimentation Culture	<i>“The org encourages employees at all levels to experiment with AI tools, share insights, and learn from small failures.”</i>
	8 Effective Training & Support	<i>“Employees promptly receive training, coaching, and support to adapt to new AI-enabled processes.”</i>
Transparency & Trust	9 Openness in AI Decision-Making	<i>“Clear explanations are provided for decisions made about when, where, and how to use AI.”</i>
	10 Responsible Use Guidance	<i>“Employees understand organizational policies addressing ethical AI use, data privacy, and transparency.”</i>
	11 Responsiveness to Concerns	<i>“Employees can openly raise concerns about AI, and leadership takes action or provides clarification promptly.”</i>
	12 Shared AI Trust	<i>“Executives, managers, and frontline employees generally trust AI outputs, showing minimal skepticism.”</i>
Organizational Capabilities	13 Democratized AI Skills	<i>“AI training and resources are broadly accessible, providing foundational knowledge and personalized skill development for all employees.”</i>
	14 Sufficient Internal Expertise	<i>“We have sufficient internal AI expertise or reliable external support to guide teams in adopting AI solutions.”</i>
	15 Integration Into KPIs	<i>“We measure AI-related outcomes, such as efficiency and quality improvements, within our KPIs.”</i>
	16 Day-to-Day Best Practices	<i>“We regularly update and share best practices for how employees can integrate AI into their daily tasks and workflows.”</i>
Cross-Cutting Challenges	17 Positive AI Mindset	<i>“Employees generally view AI as an opportunity to enhance or augment their work, rather than as a threat to their roles.”</i>
	18 Reliable Data Quality	<i>“We have processes ensuring reliable AI results through accurate, timely, and high-quality data.”</i>
	19 Low Resistance to Change	<i>“Employee resistance to AI implementation is low; teams willingly adopt new AI-related workflows and skills.”</i>
	20 Role-Specific Tailoring	<i>“We regularly evaluate and meet the distinct AI needs of different roles and departments, avoiding a generic approach.”</i>

Prosci AI Adoption Diagnostic

Across All Employees



- ❑ **Focus efforts** on both the lowest- and highest-scoring dimensions
- ❑ **Guide leadership's AI** strategy decisions
- ❑ Develop **targeted improvement plans** for specific gaps
- ❑ **Track AI implementation progress** over time

1

Leadership & Bold AI Vision

Executive commitment and active participation in the AI strategy.

1. Senior Leadership Commitment
2. Strategic Communication
3. Bold & Balanced Roadmap
4. Leadership Participation

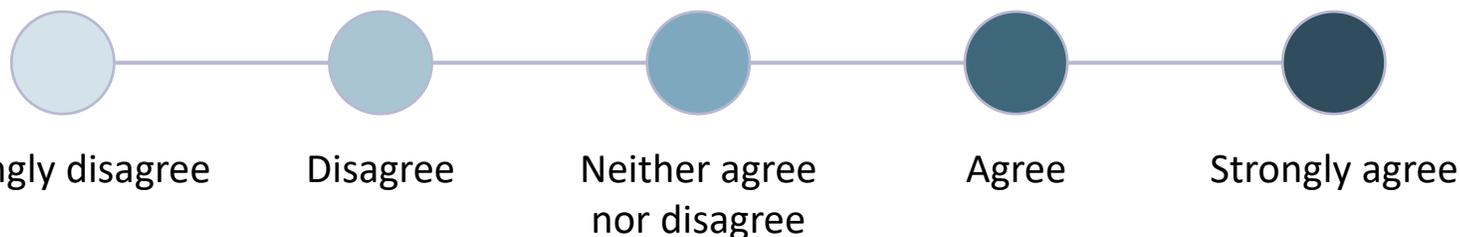
“A.I. should mean All In.”





Q1. Senior Leadership Commitment

“Our senior leaders **clearly articulate the value AI brings** to transforming our organization.”



Research Rationale:



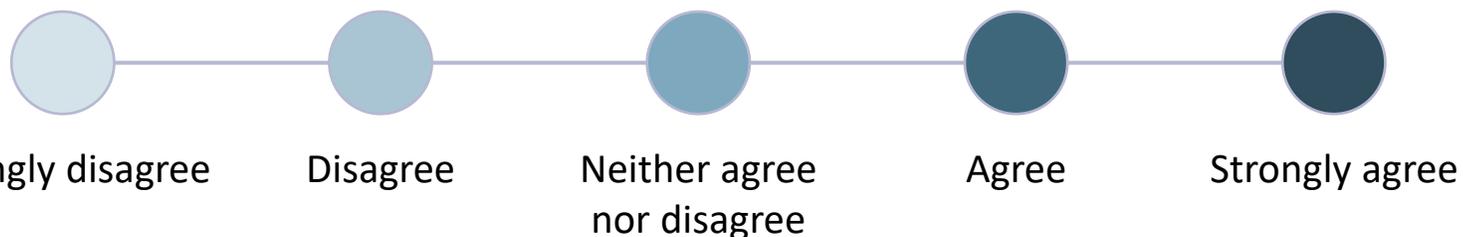
- *Successful AI organizations score +1.65 in leader support, 2.1 times higher than struggling organizations at -1.50.*
- *Smooth implementations showed more AI direction from leadership (-0.56); struggling ones showed more worker-led AI initiatives (+0.39).*

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)



Q2. Strategic Communication

“Leadership **regularly communicates the strategic importance** of AI initiatives and their expected impact.”



Research Rationale:



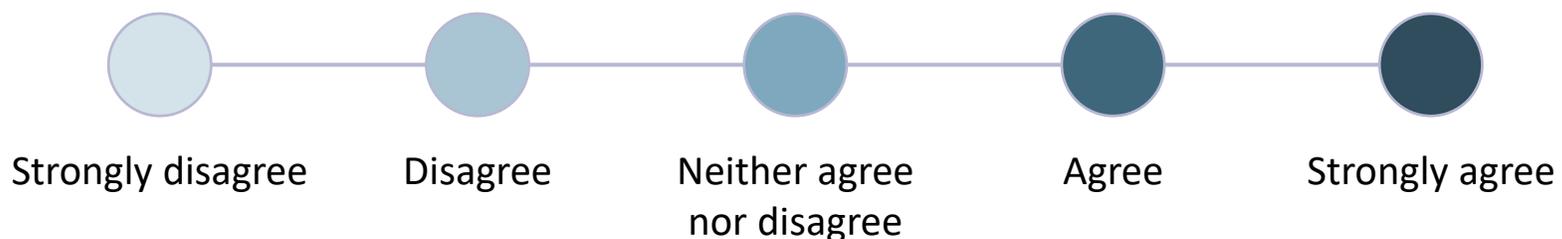
- *High-performing organizations score +1.29 in transparency of AI decision-making and strategy, compared to -0.54 in low-performing ones.*
- *Regular AI strategy updates are common in successful organizations, showing active communication matters.*

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)



Q3. Bold and Balanced Roadmap

“Our AI roadmap clearly balances **immediate outcomes with long-term transformation goals.**”



Research Rationale:



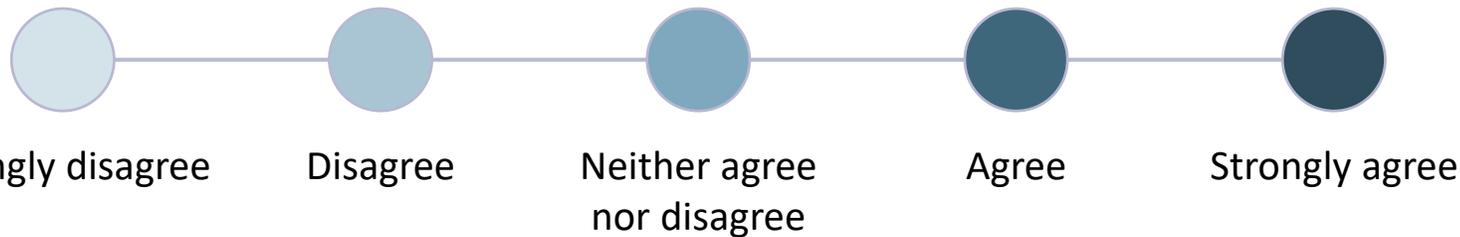
- *High-performing organizations make transformational AI changes (+1.01), while those struggling make only small changes (-1.86).*
- *Successful organizations focus more on long-term AI planning (+0.86), compared to the short-term focus (+0.43) of struggling organizations.*

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)



Q4. Leadership Participation

“Leaders throughout the organization **actively engage** in AI discussions, pilots, or projects, beyond just delegating.”



Research Rationale:



- Executives in successful organizations score +1.27 on encouraging experimentation, nearly 3X higher than frontline staff at +0.49.
- Leaders trust AI more (+1.09) than frontline workers (+0.33), showing why visible leadership involvement matters.

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)

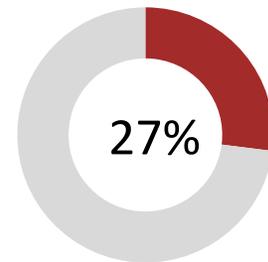
In all 12 of Prosci's studies since 1998, **active and visible sponsorship** was the **#1 contributor** to success



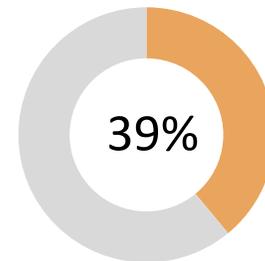
Sponsors Are Critically Important in Driving Success

Sponsorship correlates with **project success**

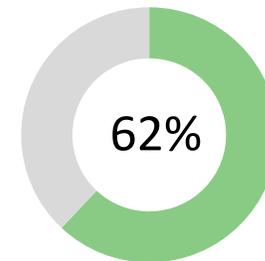
Percent of projects that met or exceeded objectives based on sponsor effectiveness



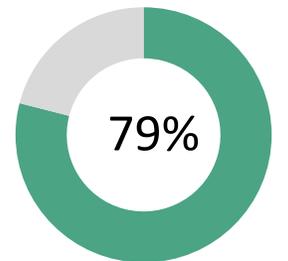
Very ineffective sponsors



Ineffective sponsors



Moderately effective sponsors



Extremely effective sponsors

For Your Consideration:

What role will you play in helping the organization build these aspects of AI adoption readiness:

1

Leadership & Bold AI Vision

Executive commitment and active participation in the AI strategy.

- 1. Senior Leadership Commitment
- 2. Strategic Communication
- 3. Bold & Balanced Roadmap
- 4. Leadership Participation



2

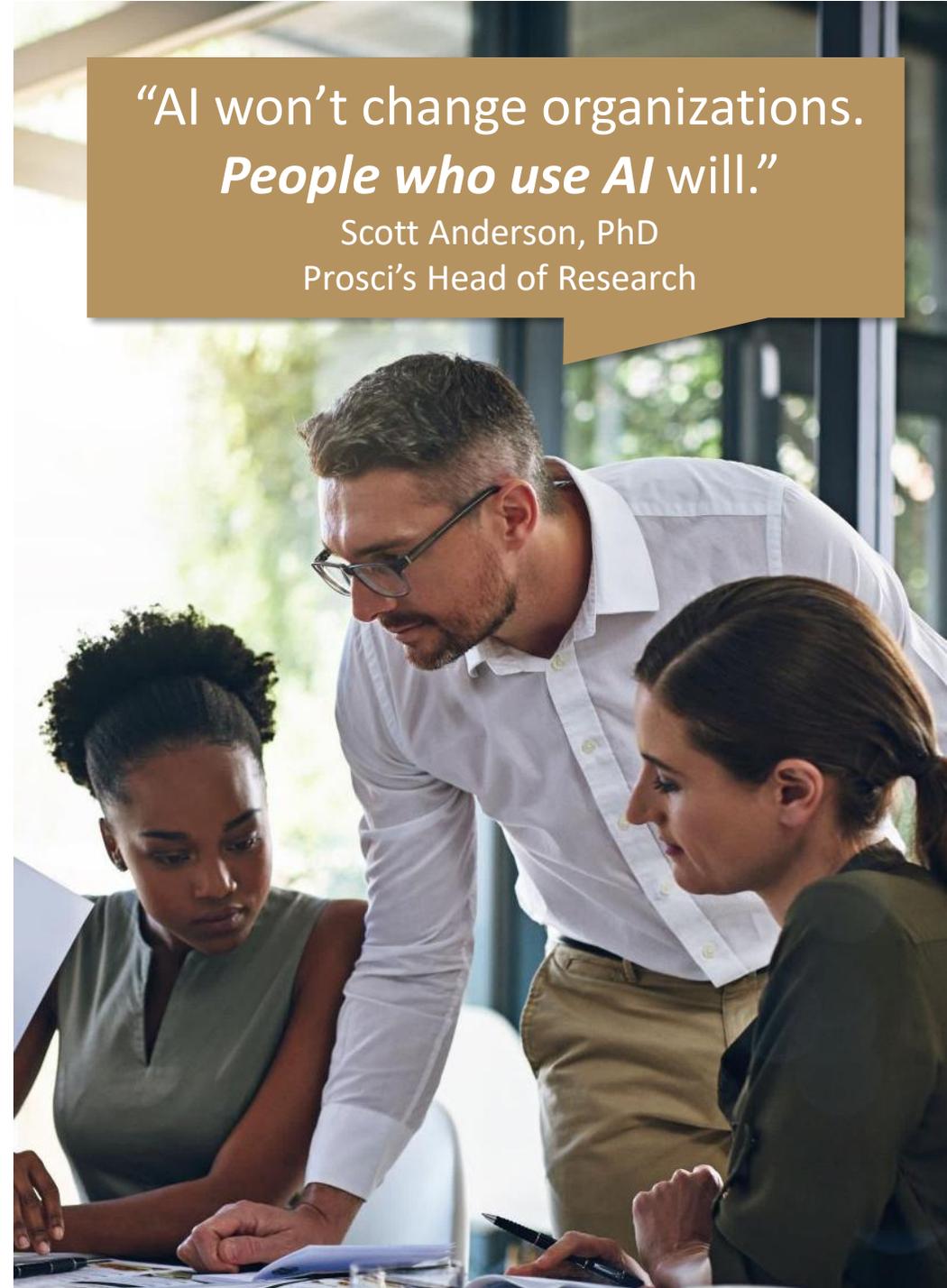
Change Management Excellence

Structured processes with adaptive learning for AI transformation.

5. **Structured Change Approach**
6. **Adaptive Implementation**
7. **Experimentation Culture**
8. **Effective Training & Support**

“AI won’t change organizations.
People who use AI will.”

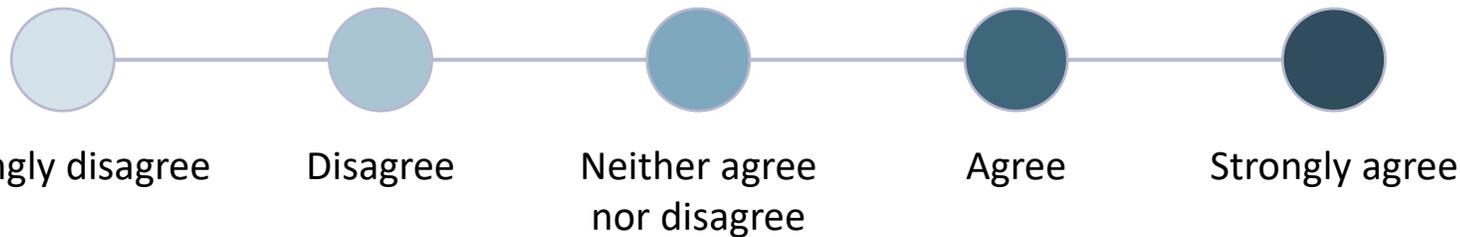
Scott Anderson, PhD
Prosci’s Head of Research



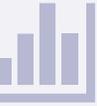


Q5. Structured Change Approach

“We use a formal, **proactive change management approach** (e.g., readiness, impact analysis, engagement) to guide AI adoption.”



Research Rationale:



- 56–64% of AI implementation challenges stem from people-centered issues, not technology.
- Organizations that balance structured change with adaptive strategies outperform those relying on purely technical rollout; for example, workforce capability challenges affect 27% of implementations.

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)

A Structured Change Management Approach

Supporting Research

Following a **Structured Change Management Approach** is the **#2 contributor** to change success

Greatest contributors to change success



Prosci 3-Phase Process: Plain Language Questions



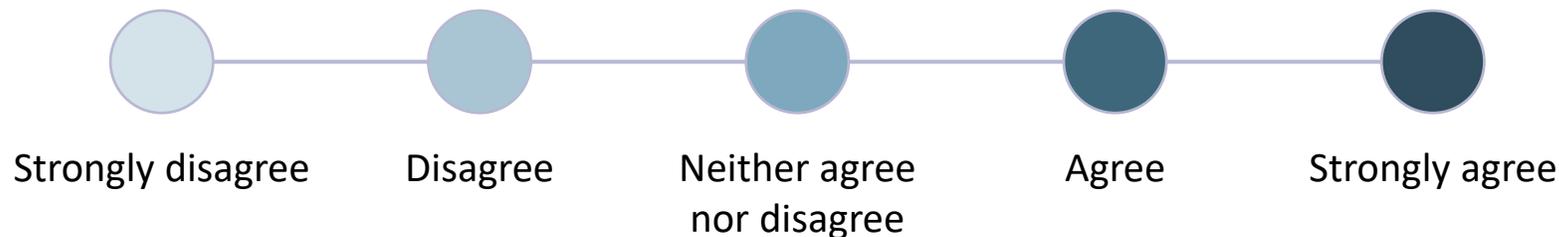
Support Individual Transitions - ADKAR

ADKAR element	Definition	What you hear	Triggers for building
A Awareness	Of the need for change	"I understand why..."	Why? Why now? What if we don't?
D Desire	To participate and support the change	"I have decided to..."	WIIFM Personal motivators Organizational motivators
K Knowledge	On how to change	"I know how to..."	Within context (after A&D) Need to know <i>during</i> Need to know <i>after</i>
A Ability	To implement required skills and behaviors	"I am able to..."	Size of the K-A gaps Barriers/capacity Practice/coaching
R Reinforcement	To sustain the change	"I will continue to..."	Mechanisms Measurements Sustainment



Q6. Adaptive Implementation

“Our AI project teams **frequently adjust their strategies** using employee feedback and lessons learned.”



Research Rationale:



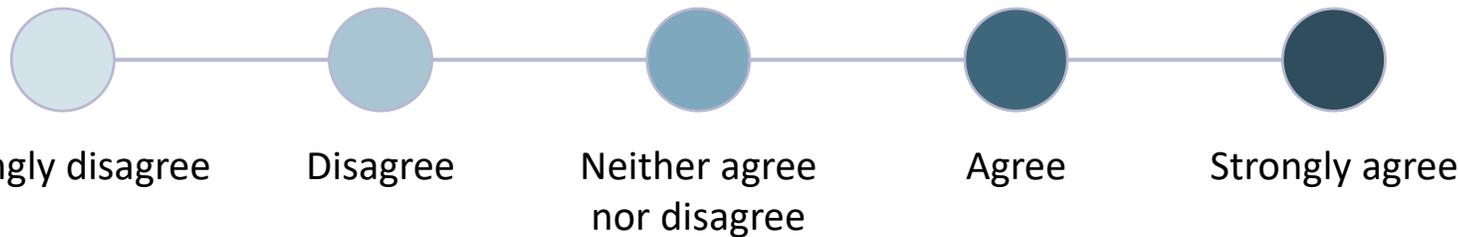
- *Successful organizations regularly adjust AI strategies based on lessons learned, showing “continuous evolution” in their approach.*
- *Nearly one-quarter (23%) of executives rely on data-driven decision making, including feedback, to determine if AI is helping their organization.*

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)



Q7. Experimentation Culture

“The organization **encourages employees at all levels to experiment** with AI tools, share insights, and learn from small failures.”



Research Rationale:



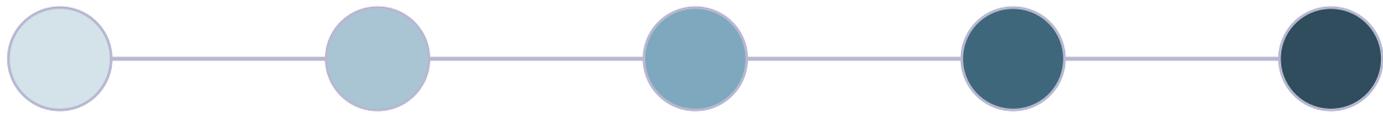
- *High-performing organizations actively encourage AI experimentation (+1.45) compared to struggling ones (-0.16).*
- *Frontline workers in successful organizations are nearly 3X more likely to report encouragement to try AI tools than in struggling organizations.*

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)



Q8. Effective Training & Support

“Employees promptly receive **training, coaching, and support** to adapt to new AI-enabled processes.”



Strongly disagree

Disagree

Neither agree
nor disagree

Agree

Strongly agree

Research Rationale:



- *User proficiency is the #1 AI adoption challenge, mentioned in 38% of all study participant responses.*
- *Successful organizations balance formal training with self-directed learning (-0.04 on a -2 to +2 scale).*

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)

For Your Consideration:

What role will you play in helping the organization build these aspects of AI adoption readiness:

2

Change Management Excellence

Structured processes with adaptive learning for AI transformation.

5. Structured Change Approach
6. Adaptive Implementation
7. Experimentation Culture
8. Effective Training & Support



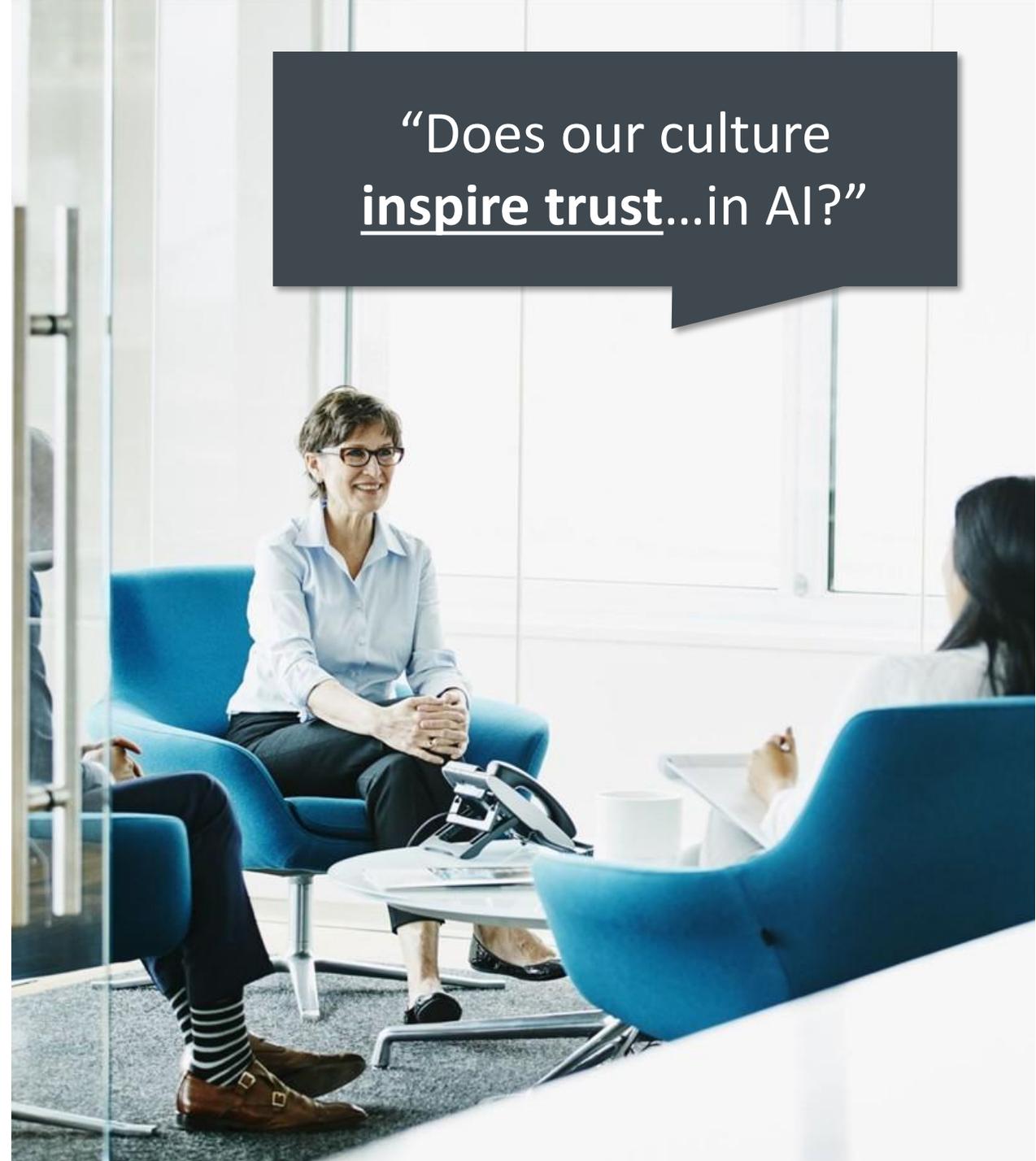
3

Transparency & Trust

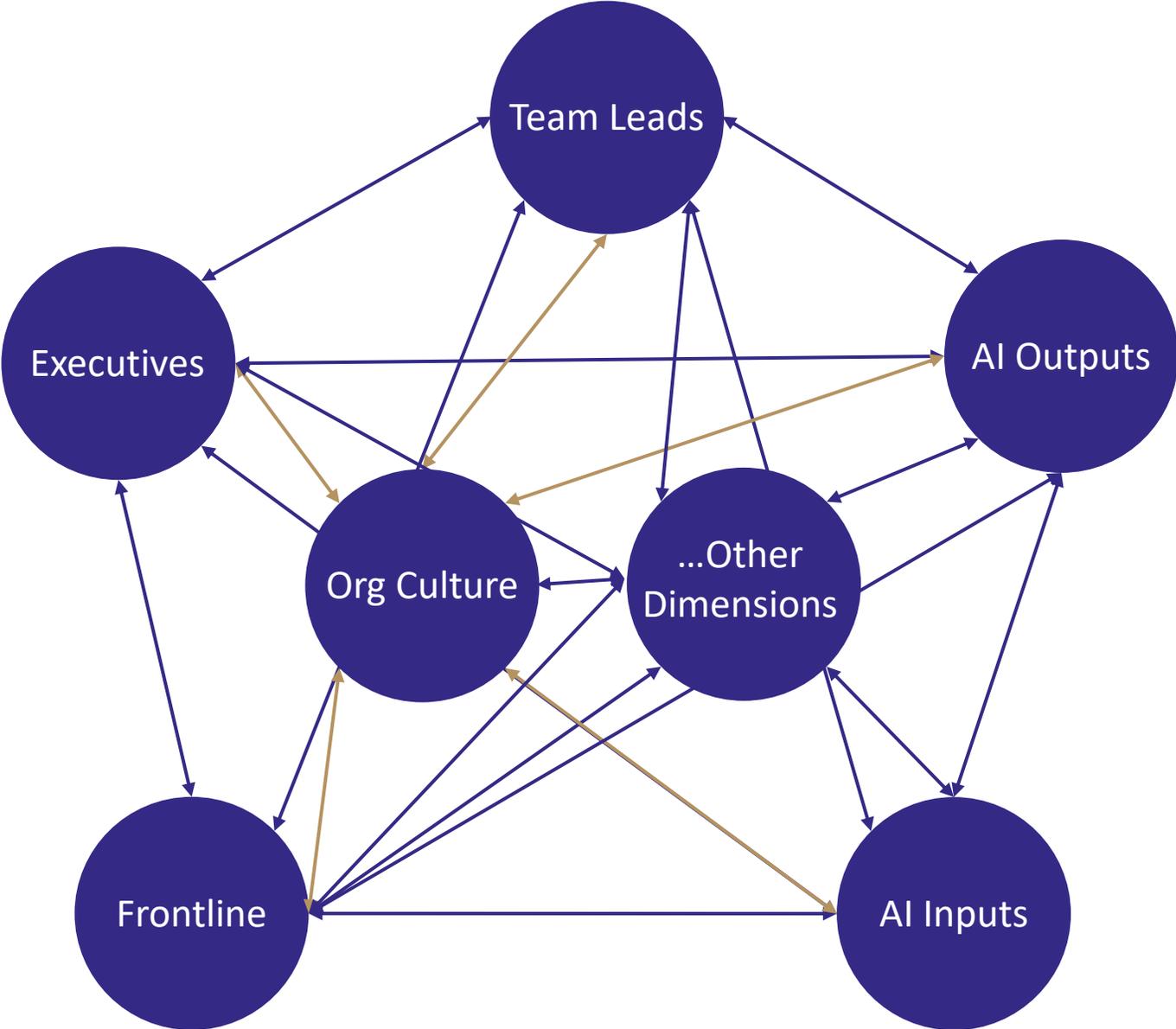
Ethical framework and openness that build AI confidence.

- 9. Openness in AI Decision-Making
- 10. Responsible Use Guidance
- 11. Responsiveness to Concerns
- 12. Shared AI Trust

“Does our culture
inspire trust...in AI?”



Trust Vectors



Personas Summary

With misalignment, there will be different reactions to change, requiring different engagement strategies



Enthusiasts

Excited about the potential of AI, eager to adopt new technologies, and may be an advocate for the AI tool being implemented.



Cautious Adopters

Open to change but hesitant to fully embrace the AI tool being implemented until they see proven benefits or have more information.



Skeptics

Doubtful about the effectiveness or necessity of the AI tool being implemented, may have concerns of job security or reliability.



Indifferent

Unconcerned about the AI tool being implemented, may not see its relevance to their work or feel apathetic towards the change.



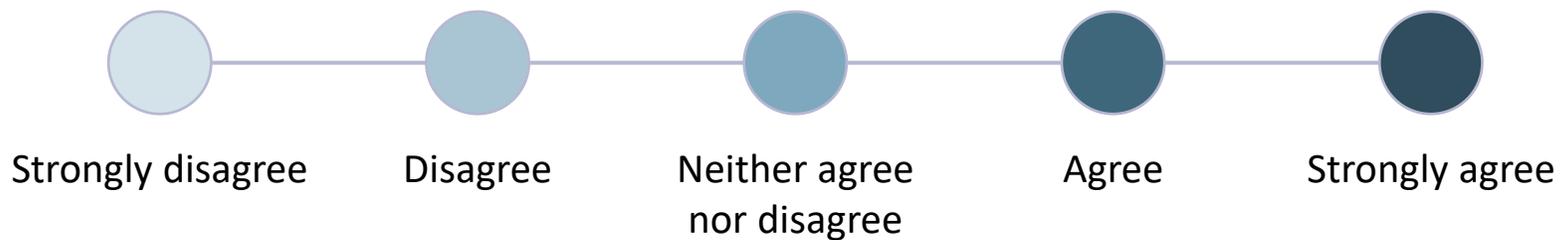
Detractors

Actively oppose the change, may express frustration or negativity towards AI adoption. May influence others to oppose change.



Q9. Openness in AI Decision-Making

“Clear explanations are provided for decisions made about when, where, and how to use AI.”



Research Rationale:



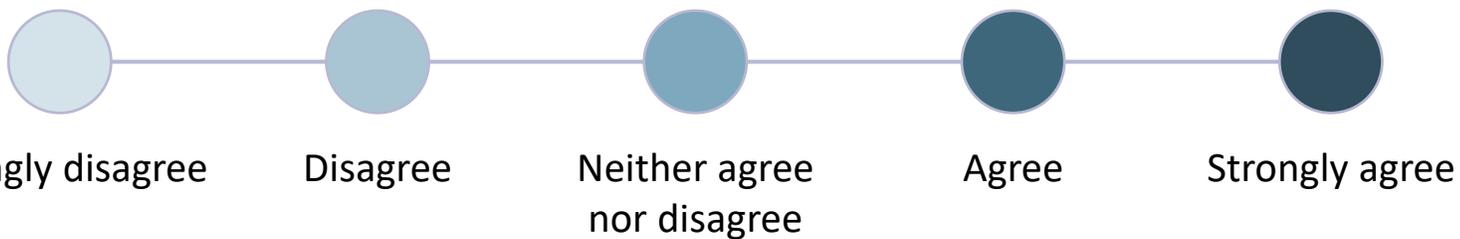
- Organizations with high-performing AI adoption score +1.29 in transparency around decision-making vs. -0.54 in underperforming ones.
- Transparency helps bridge the 'AI perception gap' between executives (+1.09 trust) and frontline staff (+0.33 trust).

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)



Q10. Responsible Use Guidance

“Employees understand **organizational policies** addressing ethical AI use, data privacy, and transparency.”



Research Rationale:



- Executives in high-performing organizations show greater mindfulness of AI ethics/security (14%) than frontline employees (7–10%).
- Balanced governance and ethical AI use policies are linked to smoother implementation outcomes across teams and roles.

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)



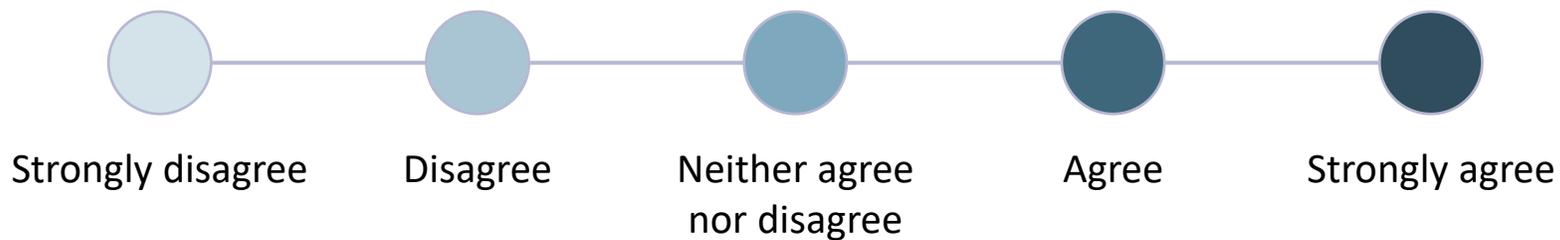
“No one ever
smuggled a
CRM or ERP
to work in their
pocket.”

Tim Creasey
-CIO, Prosci



Q11. Responsiveness to Concerns

“Employees can **openly raise concerns** about AI, and leadership takes action or provides clarification promptly.”



Research Rationale:



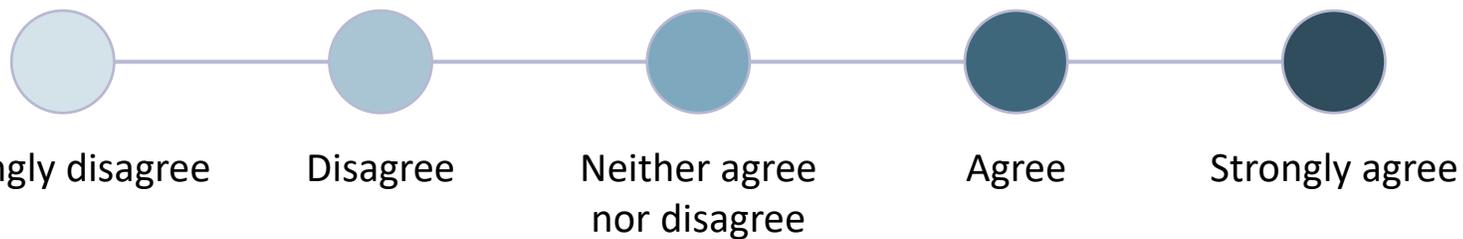
- *High-performing organizations establish regular feedback channels, contributing to higher transparency scores (+1.29) and trust levels.*
- *In successful organizations with active feedback loops, the trust gap narrows between leadership (+1.09) and frontline staff (+0.33).*

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)



Q12. Shared AI Trust

“Executives, managers, and frontline employees **generally trust AI outputs**, showing minimal skepticism.”



Research Rationale:



- *Trust in AI drops steeply by role: Executives +1.09, team leaders +0.80, frontline staff +0.33.*
- *Implementation success directly links to trust: organizations with 'very smooth' adoption show +1.38 trust; struggling organizations score -0.11.*

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)

For Your Consideration:

What role will you play in helping the organization build these aspects of AI adoption readiness:

3

Transparency & Trust

Ethical framework and openness that build AI confidence.

- 9. Openness in AI Decision-Making
- 10. Responsible Use Guidance
- 11. Responsiveness to Concerns
- 12. Shared AI Trust



Engagement Tactics – Individual Contributors

Below are specific engagement tactics that can be leveraged for each persona at the Individual Contributor level



Enthusiasts

Peer-Led Workshops:

Organize workshops where enthusiasts can share their experiences and tips on using AI effectively. Leverage them during Peer Group sessions.

Feedback Channels:

Establish channels for them to provide feedback on AI tools and share success stories.



Cautious Adopters

Gradual Rollout:

Introduce features and use cases of the AI tool being implemented in phases, allowing them to adapt at a comfortable pace.

Q&A Sessions: Host Q&A sessions to address their concerns and provide reassurance about the changes.



Skeptics

Transparent

Communication:

Maintain transparency about the AI implementation process and its implications for their roles.



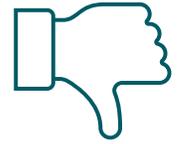
Indifferent

Awareness Campaigns:

Launch awareness campaigns that highlight the benefits of the AI tool being implemented in their daily tasks.

Interactive Demos:

Organize interactive demonstrations of AI tools to spark interest.



Detractors

Listening Sessions:

Conduct listening sessions to hear their concerns and demonstrate that their feedback is valued.

Communicate Choices:

Help individuals understand that they can decide whether to use the AI tool being implemented. Reinforce how AI can help them do their jobs.

4

Organizational Capabilities

Enterprise-wide AI skills and operational integration.

- 13. Democratized AI Skills
- 14. Sufficient Internal Expertise
- 15. Integration Into KPIs
- 16. Day-to-Day Best Practices

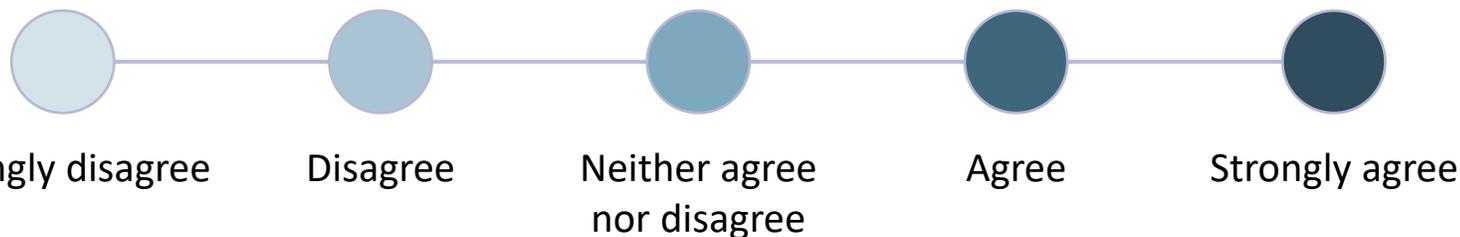
“Are we intentionally building AI skills?”





Q13. Democratized AI Skills

“AI training and resources are broadly accessible, providing foundational knowledge and personalized skill development for all employees.”



Research Rationale:



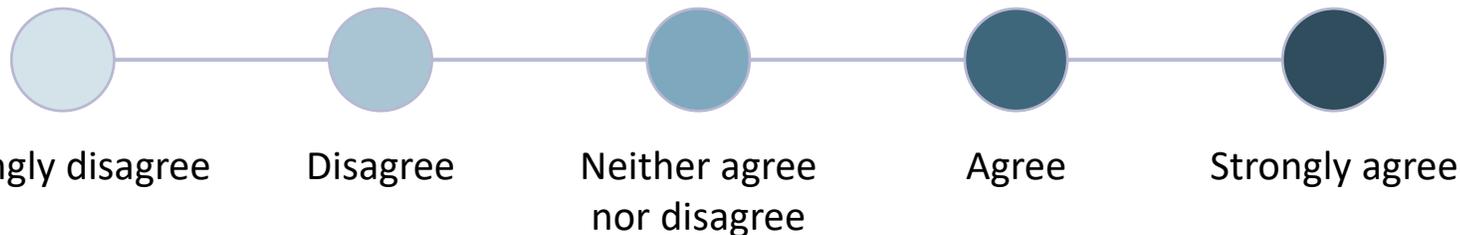
- *In high-performing organizations, AI knowledge is widely distributed (+1.00) vs. concentrated in experts (-0.96) in low-performing ones.*
- *Successful teams emphasize accessible learning resources and mentorship, making AI capabilities available beyond technical roles.*

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)



Q14. Sufficient Internal Expertise

“We have **sufficient internal AI expertise or reliable external support** to guide teams in adopting AI solutions.”



Research Rationale:



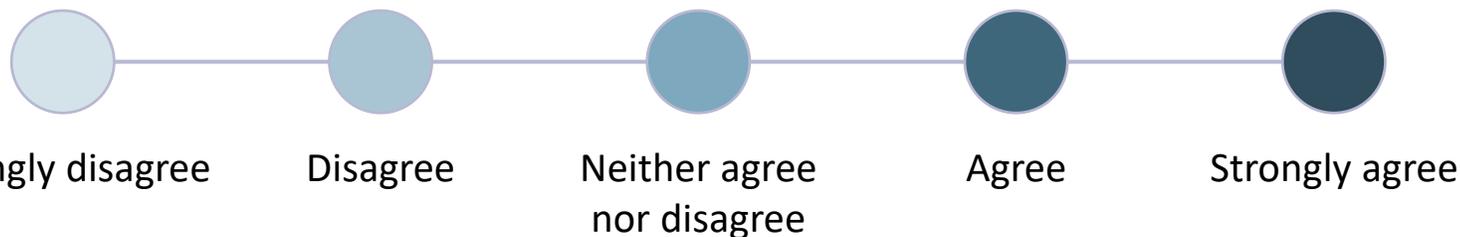
- Executives report a hybrid sourcing model, slightly favoring building internal skills (+0.33) over relying on external vendors.
- Smooth implementations correlate with more specialized roles on teams and structured knowledge sharing practices.

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)



Q15. Integration into KPIs

“We measure **AI-related outcomes**, such as efficiency and quality improvements, within our KPIs.”



Research Rationale:



- For executives, operational efficiency (31%) and combined ROI metrics (23%) are the primary ways AI’s impact is evaluated.
- Team success is measured mainly through performance improvements (54%), along with time savings (12%) and stakeholder satisfaction (13%).

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)

What to Evaluate and Specific Metric Examples



Time Efficiency (28%)

Metric	Description	In participants' words...
Task Completion Time	Time to finish specific tasks	"
Process Cycle Time	End-to-end duration for processes	"
Response Time	Speed of responses to requests	"
Meeting Duration	Length of meetings	"

Productivity (15%)

Metric	Description	In participants' words...
Output Volume	Quantity of work produced	"
Task Completion Rate	Tasks finished per time period	"
Revenue per Employee	Financial output per person	"
Throughput	Volume processed through system	"

Employee Experience (8%)

Metric	Description	In participants' words...
Satisfaction	Content with work experience	"Team members are less stressed and more engaged"
Stress Levels	Work-related stress	"If productivity and morale is up then we know it's working"
Engagement	Involvement and enthusiasm	"Employees seem to be happier and more productive"
Focus Time	Uninterrupted productive work	"More time away from computer focusing on priorities"

Cost Reduction (6%)

Metric	Description	In participants' words...
Labor Cost Savings	Personnel expense reduction	"No need to pay for overtime to crunch numbers"
ROI	Return on investment	"Positive results and a return on our investment"
Operational Costs	Ongoing expense changes	"It leads to higher employee effectiveness, cost saving"
Resource Optimization	Efficient resource use	"All processes are optimized well"

Cost Reduction	6%	Focus on financial savings, ROI, and resource optimization	<ul style="list-style-type: none"> "I look at how much is getting done and things like ROI or metrics such as time on task and outputs" - Manager, Information Services "It leads to higher employee effectiveness, cost saving" - Individual, Manufacturing
Decision-Making	5%	Focus on improved insights, data analysis, and information quality	<ul style="list-style-type: none"> "AI helps by freeing my time for more strategic thinking" - Individual, Information Services "Performance reviews, management tracking data" - Individual, Government - Federal
Process Improvement	4%	Focus on workflow enhancement and operational efficiency	<ul style="list-style-type: none"> "Our workflows are much smoother now" - Manager, Manufacturing "Processes that used to take multiple steps now happen automatically" - Individual, Finance
Other	10%	Various context-specific evaluation approaches	<ul style="list-style-type: none"> "I know it is working because it consistently helps us achieve our goals" - Executive, Health Care "When I see the positive changes in our operations" - Manager, Construction

5

Metric	Description	In participants' words...
Satisfaction Score	Customer happiness	"We have seen a significant rise in overall satisfaction"
Net Promoter Score	Likelihood to recommend	"We know by feedback we get from consumers"
Retention Rate	Customers who stay	"We've gained more clients from even existing customers"
Resolution Time	Time to solve issues	"Support issues resolved faster with AI assistance"

6

Metric	Description	In participants' words...
Workflow Efficiency	Process streamlining	"Our workflows are much smoother now"
Automation Rate	Process steps automated	"Automation of tasks that used to be manual in nature"
Process Consistency	Reliability of execution	"We know by noticing difference in ease and efficiency"
Handoff Reduction	Work transfers between parties	"Processes that used to take multiple steps now happen automatically"

7

Define Success: Metrics for Measuring Individual Performance



Speed of Adoption

- 80% of users log in to *AI Tool* within one month of go-live
- 50% users performs an action in *AI Tool* within one month of go-live
- 80% of users access the training aid within one month of go-live



Ultimate Utilization

- 95% of organization is using the *AI tool* by the end of 2026
- 80% of sampled users trust the information that they receive from *AI Tool* 6 months after go live (sentiment survey of random users).



Proficiency

- 80% of users taking at least 3 actions a week 1 year after go-live
- Every project has a localized *AI Tool* expert in use by that team

Other Possible Measures

- Usage of multiple prompts
- User proficiency at building tools within *AI Tool* .
- Number of unique business functions being served by unique *AI Tool* agents.
- Average period unique *AI Tool* agents are used
- Prompt maturity showing better outcomes and accuracy
- Number of *AI Tool* assistants and measure of it's reach

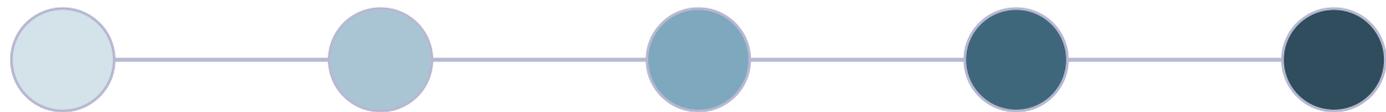
Possible Measurement Tools

- Targeted surveys
- Snap-con pop ups
- Feedback from peer group training
- ADKAR feedback focus groups with change agents



Q16. Day-to-Day Best Practices

“We regularly update and **share best practices** for how employees can integrate AI into their **daily tasks and workflows.**”



Strongly disagree

Disagree

Neither agree
nor disagree

Agree

Strongly agree

Research Rationale:



- *Teams in high-performing organizations report strong AI integration with existing systems (+0.80) and good ease of use (+0.62).*
- *Individual employees primarily use AI for productivity, citing efficiency (35%) and creativity (21%) as top reasons for using AI in their work.*

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)

For Your Consideration:

What role will you play in helping the organization build these aspects of AI adoption readiness:

4

Organizational Capabilities

Enterprise-wide AI skills and operational integration.

- 13. Democratized AI Skills
- 14. Sufficient Internal Expertise
- 15. Integration Into KPIs
- 16. Day-to-Day Best Practices



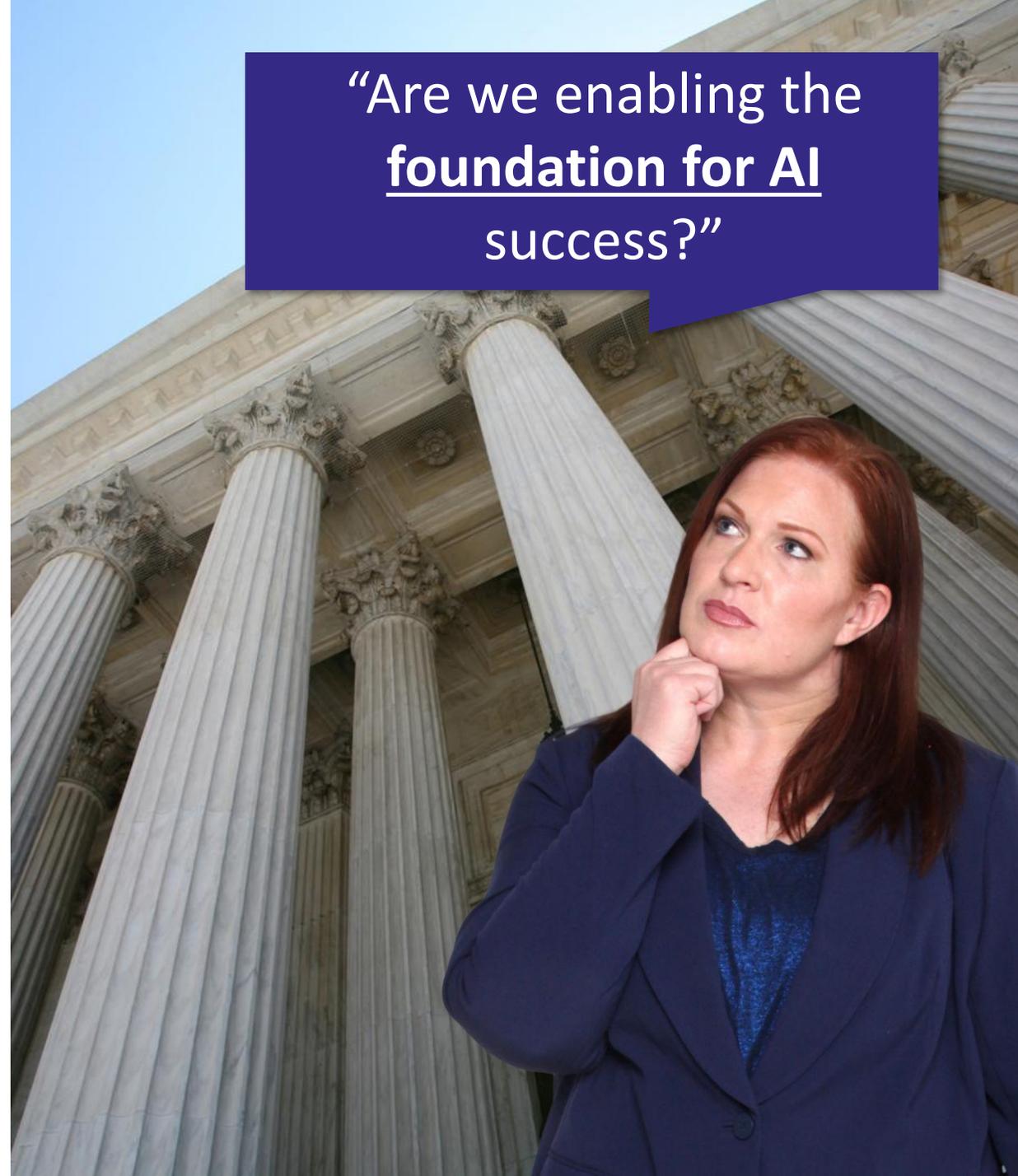
5

Cross-Cutting Challenges

Foundational AI enablers: mindset, data quality, and customization.

- 17. Positive AI Mindset
- 18. Reliable Data Quality
- 19. Low Resistance to Change
- 20. Role-Specific Tailoring

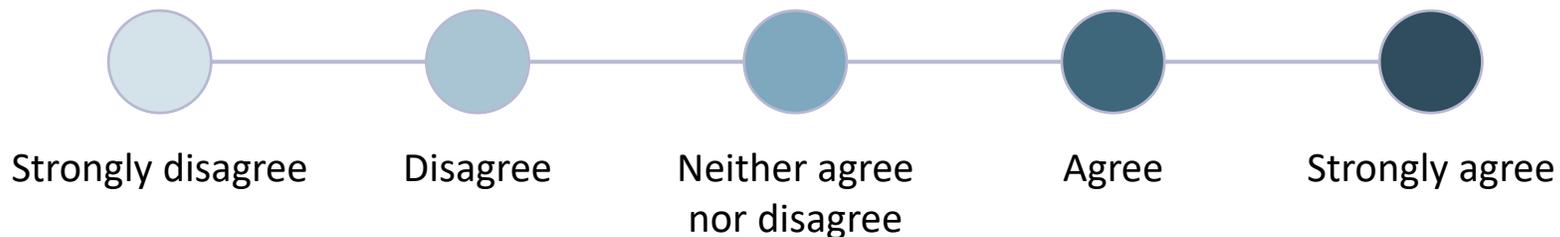
“Are we enabling the foundation for AI success?”





Q17. Positive AI Mindset

“Employees generally **view AI as an opportunity** to enhance or augment their work, rather than as a threat to their roles.”



Research Rationale:



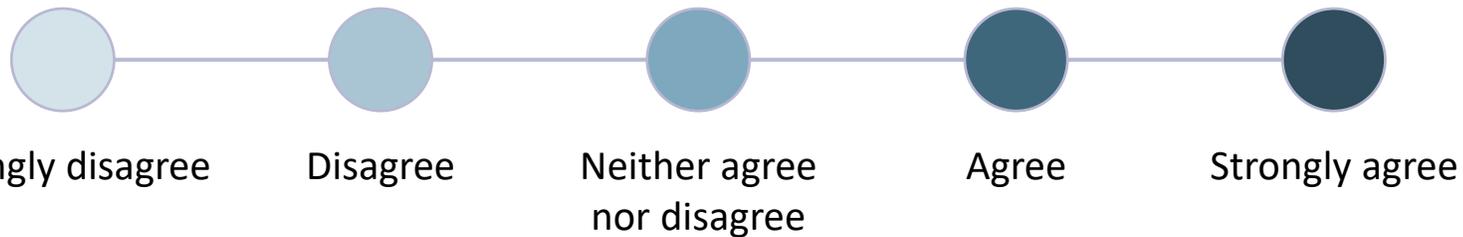
- Across all levels, employees prefer AI as a collaborative helper rather than a replacement: Executives +1.02, frontline workers +0.86.
- In successful orgs, overall sentiment toward AI is highly positive (+1.63), compared to +0.32 in those struggling with implementation.

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)



Q18. Reliable Data Quality

“We have **processes ensuring reliable AI results** through accurate, timely, and high-quality data.”



Research Rationale:



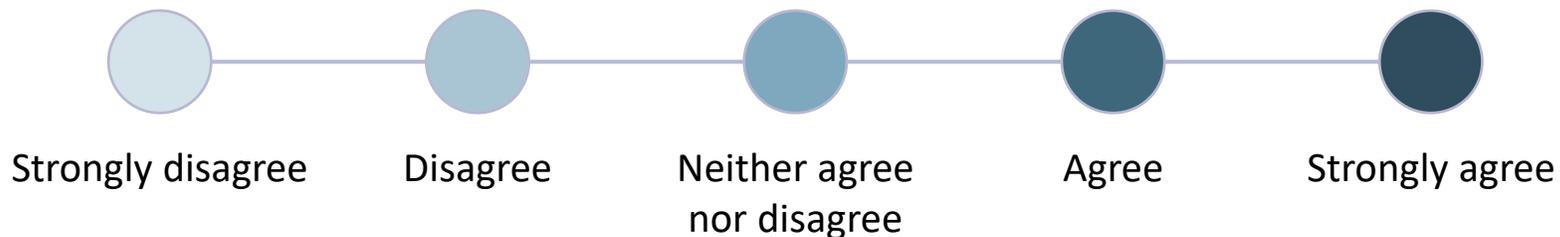
- *Data quality concerns are reported in 13% of participants' comments, with team leaders rating it as a critical challenge alongside trust.*
- *Teams succeeding with AI combine good technical fit (+0.80) with structured data governance (-0.29), suggesting that control—not openness—delivers more reliable results.*

Source: "AI Adoption Across the Enterprise" Prosci Research Study, (n=1,107)



Q19. Low Resistance to Change

“Employee resistance to AI implementation is low; teams willingly adopt new AI-related workflows and skills.”



Research Rationale:



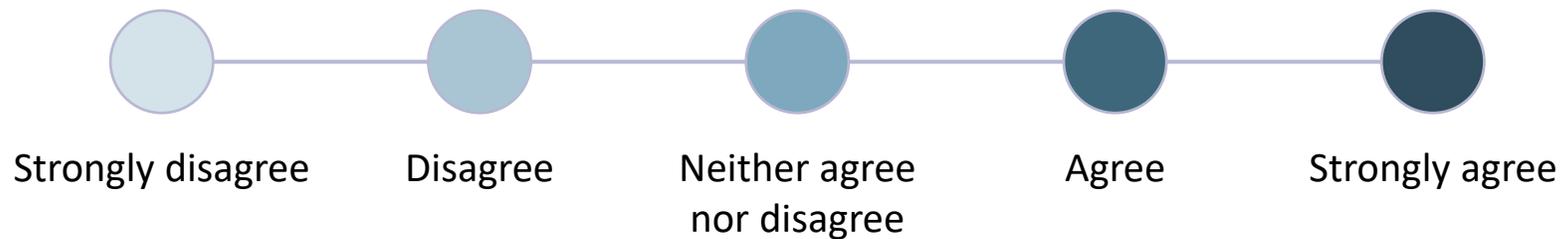
- *Resistance is highest where trust and value are lowest: struggling organizations report minimal AI value (+0.11) and slight AI distrust (-0.11).*
- *High-trust, high-value environments correlate with widespread voluntary AI use and smoother adoption across teams.*

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)



Q20. Role-Specific Tailoring

“We regularly evaluate and meet the **distinct AI needs of different roles** and departments, avoiding a generic approach.”

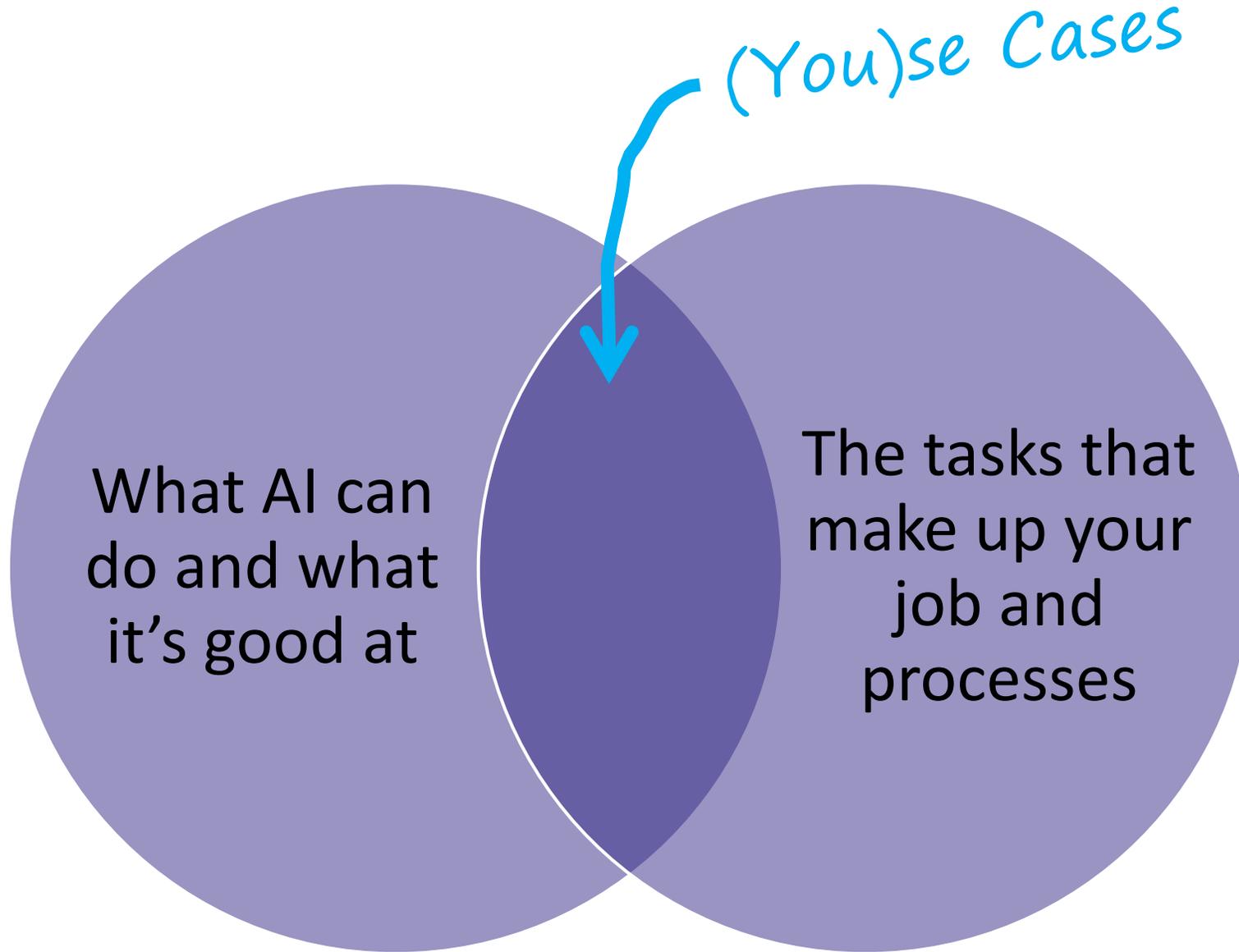


Research Rationale:



- *AI success is not uniform across roles: Executives report higher ease of use (+1.19) and trust (+1.09) vs. frontline staff (+0.78, +0.33).*
- *Teams that adapt AI tools to their specific needs show smoother adoption - succeeding organizations score +0.58 on autonomy in tool choice.*

Source: “AI Adoption Across the Enterprise” Prosci Research Study, (n=1,107)



Use Cases vs. (You)se Cases



- **Use Case:** a standardized, repeatable method for solving a problem or completing a task, focused on consistency, efficiency, and alignment across teams.
- **(You)se Case:** a personal, adaptable application of a tool, tailored to an individual's unique challenge, context, or goal, unlocking agility, creativity, and meaningful impact.

AI Adoption Stalls Without Personal Relevance:

People embrace AI when it directly addresses their unique challenges.

(You)se Cases Drive Curiosity and Engagement: Personal relevance sparks exploration and innovation.

Adoption Scales Through You, Not Just Systems: Lasting adoption comes from personal ahas, not mandates.

The ROI of AI Lies in Individual Empowerment, Not Just Process Optimization: Amplify ingenuity

<https://www.linkedin.com/pulse/forget-use-cases-youse-genais-missing-link-key-impact-tim-creasey-ql2oc/>

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Prosci AI Adoption Diagnostic – Based on AI adoption research with 1,107 study participants

Leadership & Bold AI Vision	1 Senior Leadership Commitment	<i>“Our senior leaders clearly articulate the value AI brings to transforming our organization.”</i>
	2 Strategic Communication	<i>“Leadership regularly communicates the strategic importance of AI initiatives and their expected impact.”</i>
	3 Bold & Balanced Roadmap	<i>“Our AI roadmap clearly balances immediate outcomes with long-term transformation goals.”</i>
	4 Leadership Participation	<i>“Leaders throughout the organization actively engage in AI discussions, pilots, or projects, beyond just delegating.”</i>
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Activating the Diagnostic Outputs

Category	Total (out of 20)	“So What” Implications	“Now What” Actions
Leadership & Bold AI Vision			
Change Management Excellence			
Transparency & Trust			
Organizational Capabilities			
Cross-Cutting Challenges			

Simple, easy-to-distribute survey

AI Adoption Diagnostic Tool

Diagnostic Progress 0% Questions Answered

Rating Scale

1 Not Applied 2 Minimally Applied 3 Partially Applied 4 Mostly Applied 5 Fully Applied

Leadership and Bold AI Vision 0 of 4 complete Not Started

Our senior leaders clearly articulate the value AI brings to transforming our organization.

1 2 3 4 5

Leadership regularly communicates the strategic importance of AI initiatives and their expected impact.

1 2 3 4 5

Our AI roadmap clearly balances immediate outcomes with long-term transformation goals.

1 2 3 4 5

Leaders throughout the organization actively engage in AI discussions, pilots, or projects, beyond just delegating.

Category Score and Visual Summary

AI Adoption Diagnostic Tool

Section Performance Breakdown

Response Distribution Analysis

Analyze how participants responded across each section. This breakdown shows the distribution of responses and average scores to help identify areas of consensus and divergence.

Section	Response Distribution					Average Score
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	
Leadership and Bold AI Vision	8%	33%	8%	50%	0%	3.0
Change Management Excellence	8%	33%	8%	42%	8%	3.1
Transparency and Trust	8%	33%	0%	50%	8%	3.2
Organizational Capabilities	8%	50%	8%	25%	8%	2.8
Cross-Cutting Challenges	0%	42%	8%	42%	8%	3.2

Visual Summary

AI Adoption Readiness Overview

The radar chart shows your organization's readiness across key AI adoption dimensions. The further from the center, the higher the readiness level.

Detailed Results by Dimension

AI Adoption Diagnostic Tool

Detailed Results by Dimension

Leadership and Bold AI Vision 2.8

Our senior leaders clearly articulate the value AI brings to transforming our organization. 3.2

Leadership regularly communicates the strategic importance of AI initiatives and their expected impact. 2.7

Our AI roadmap clearly balances immediate outcomes with long-term transformation goals. 2.5

Leaders throughout the organization actively engage in AI discussions, pilots, or projects, beyond just delegating. 2.8

Change Management Excellence 3.5

We use a formal, proactive CM approach (e.g., readiness, impact analysis, engagement) to guide AI adoption. 4.0

Our AI project teams frequently adjust their strategies using employee feedback and lessons learned. 3.2

The org encourages employees at all levels to experiment with AI tools, share insights, and learn from small failures. 3.8

Employees promptly receive training, coaching, and support to adapt to new AI-enabled processes. 3.2

Transparency and Trust 3.3

Clear explanations are provided for decisions made about when, where, and how to use AI. 3.2

Employees understand organizational policies addressing ethical AI use, data privacy, and transparency. 3.3

Employees can openly raise concerns about AI, and leadership takes action or provides clarification promptly. 2.8

Executives, managers, and frontline employees generally trust AI outputs, showing minimal skepticism. 3.7

Heat Map by Demographics

AI Adoption Diagnostic Tool

Heat Map by Demographics

Group By: What is your role? Filter By (Optional): No filter

Question / What is your role?	Market Leader 3 respondents	CoA Leader 2 respondents	ExT 1 respondent
Leadership and Bold AI Vision			
Our senior leaders clearly articulate the value AI brings to transforming our organization.	3.3	3.5	2.0
Leadership regularly communicates the strategic importance of AI initiatives and their expected impact.	3.0	2.5	2.0
Our AI roadmap clearly balances immediate outcomes with long-term transformation goals.	2.7	2.5	2.0
Leaders throughout the organization actively engage in AI discussions, pilots, or projects, beyond just delegating.	2.3	3.5	3.0

AI Adoption Diagnostic with Prosci Experts



Unlock sustainable AI success through research-backed AI adoption and change strategies

- Our research shows that 56-64% of AI challenges are people-centred rather than technical. Most organizations know they have friction around AI adoption but aren't sure where or why it's happening.
- **Prosci's AI Adoption Diagnostic** can help assess where you are in your AI journey
 - ▶ Assess your current AI adoption readiness
 - ▶ Identify critical gaps and opportunities
 - ▶ Provide actionable insights grounded in research
 - ▶ Recommend next steps for sustainable AI success
- **Scan the QR code** to learn more and set up a session with Prosci's AI Adoption experts.

Agenda

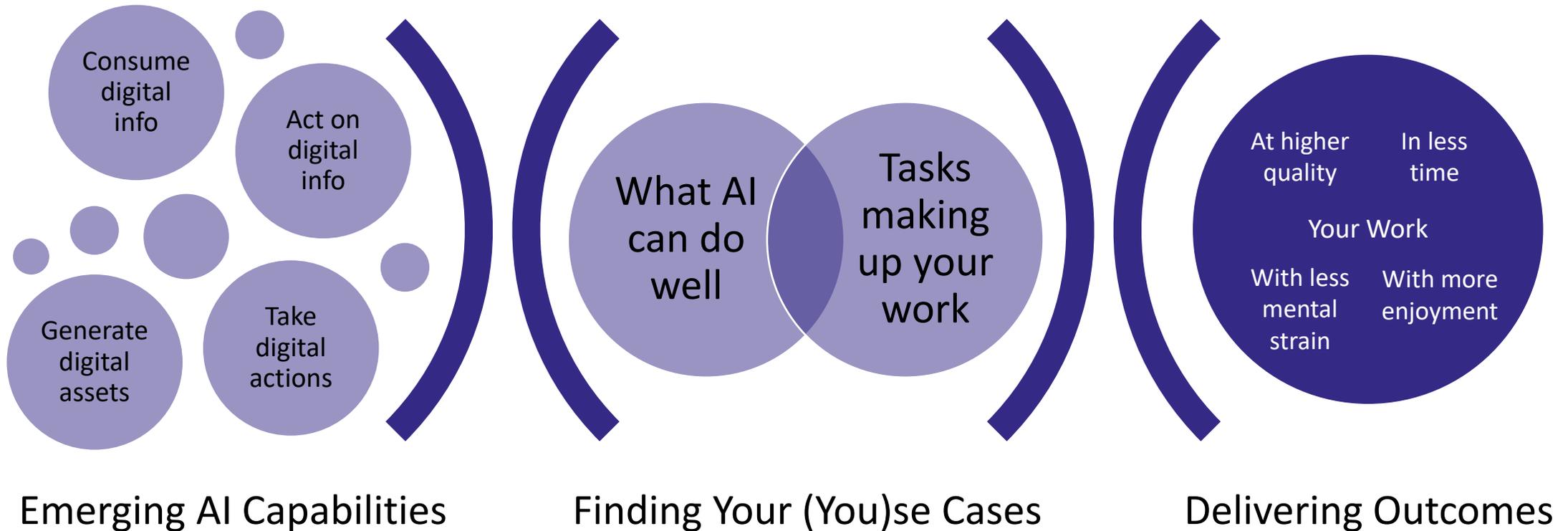
Is Your Organization Ready for AI Adoption?

- Research-identified conditions for successful AI adoption, and the role you play

Are You (Personally) Ready for AI Integration?

- AI Integration Framework to categorize: my work, “with me” work, and “for me” work

Bridging AI Capabilities to Outcomes



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*AI Adoption Diagnostic factors that **elevate the individual nature of AI adoption and integration.***

7. Experimentation Culture: “The org encourages employees at all levels to experiment with AI tools, share insights, and learn from small failures.”

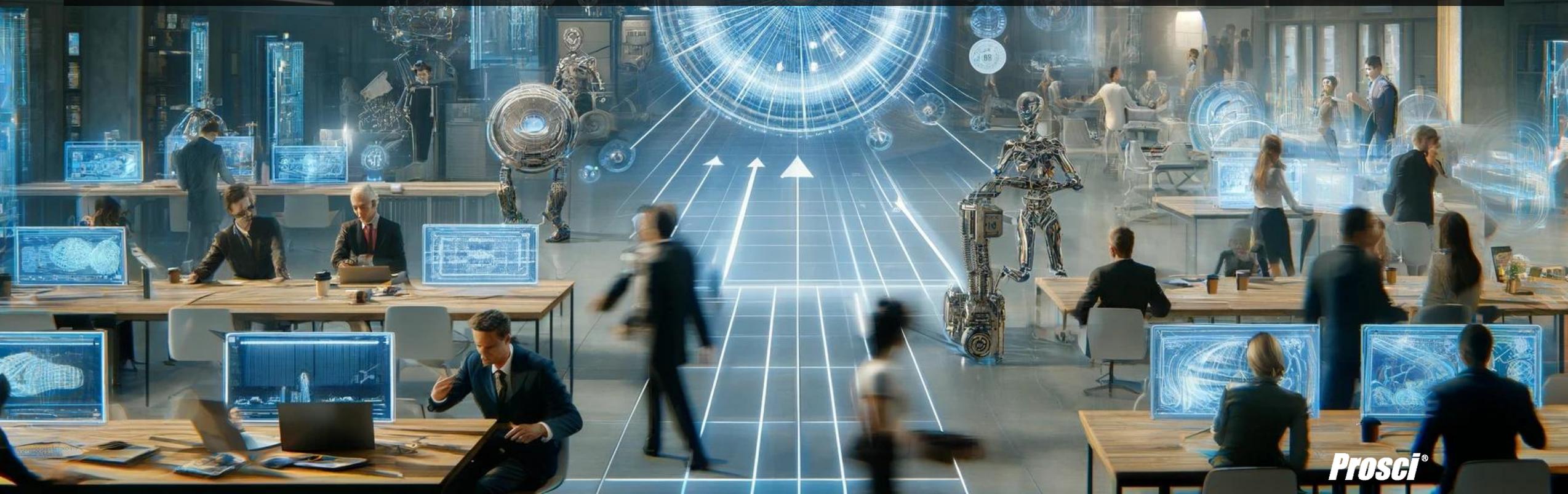
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20. Role-Specific Tailoring: “We regularly evaluate and meet the distinct AI needs of different roles and departments, avoiding a generic approach.”

People keep talking about what AI is going to do *for* you. I'm much more interested in what *you* are going to do with this new way to access and transform digital information.



Individual AI Integration: AI Impact at the Task Level

The dashboard shows a 'Job Impact Index' with the following data:

#	Job title	AI Impact
1	Communications Manager	
2	Data Collector	
3	Data Entry	
4	Mail Clerk	
5	Compliance Officer	
6	Chief Executive Officer (CEO)	
7	Therapist	
8	Chief Strategy Officer	
9	Admin	

The 'Tasks' inset window shows the following data:

#	Task	AI Impact	AIs
1	Team management	90%	15
2	Performance reviews	75%	8
3	Startup ideas	40%	43
4	Pitch decks	40%	12
5	Meeting summaries	40%	52
6	Meeting planning	30%	2
7	Legal advice	25%	70
8	Tweet summaries	20%	4
9	Sales messages	20%	2
10	Product design	20%	22
11	Pitch deck feedback	20%	7
12	News analysis	20%	14
13	Gift ideas	20%	82

AI Integration Analysis: Examining Your Tasks

My Work

Human Exclusive
Tasks:

Work I still need to do myself
(the people side of work)

“With Me” Work

AI Collaboration
Opportunities:

Work I can do with AI to improve
efficiency and outputs

“For Me” Work

AI Automation
Potential:

Work AI can do completely
for me or on my behalf

Magic in the middle!!



AI Integration Analysis: Examining Your Tasks

My Work

Human Exclusive Tasks:

This category identifies tasks that are best suited for humans due to the complexity of human interaction, emotional intelligence, ethical considerations, or intricate decision-making.

“With Me” Work

AI Collaboration Opportunities:

These are tasks where AI can assist, enhance, or augment human capabilities, making processes more efficient or insightful without fully replacing the human touch.

“For Me” Work

AI Automation Potential:

This category includes tasks that AI can fully automate, where human intervention is minimal or unnecessary, optimizing processes, and reducing the need for human labor in repetitive or predictable tasks.

<https://www.linkedin.com/pulse/unlocking-adoption-ai-integration-framework-tim-creasey-0aupc/>



Human Exclusive

AI Collab

AI Automation

My Work

“With Me” Work

“For Me” Work

Human Exclusive Tasks:

**Work I still need to do myself
(the people side of work)**

1. Work that demands **physical presence**
2. Work that requires **human empathy**
3. Work that involves **ethical judgment**
4. Work that requires **cultural insights**
5. Work that involves **real-time improvisation**
6. Work that requires a **high degree of trust and confidentiality**
7. Work that depends on **creating or interpreting complex legal strategies**

For Your Consideration:

What are some of the “My Work” tasks of your job (the human exclusive aspects that will always be done by a person)?



AI Integration Analysis: Examining Your Work

My Work

“With Me” Work

“For Me” Work

AI Automation Potential:

**Work AI can do completely for me
or on my behalf**

1. Work that involves **routine data processing**
2. Work that requires **monitoring technical systems or environments**
3. Work that consists of **answering standard FAQ-type customer queries**
4. Work that involves **basic accounting tasks**
5. Work that includes **compiling and formatting periodic reports**
6. Work that entails **managing simple digital content updates**
7. Work that requires **sorting and categorizing information**

AI Collaboration Opportunities:

AI Intern Tasks: can do with AI to improve productivity and outputs

Text Flexing

benefits from **quick information retrieval and analysis**

Researching

involves **creative design iterations**

Brainstorming

requires **scheduling and logistical planning**

Summarizing

includes **drafting and editing large documents**

Writing

involves **regular follow-up and reminders**

Expanding

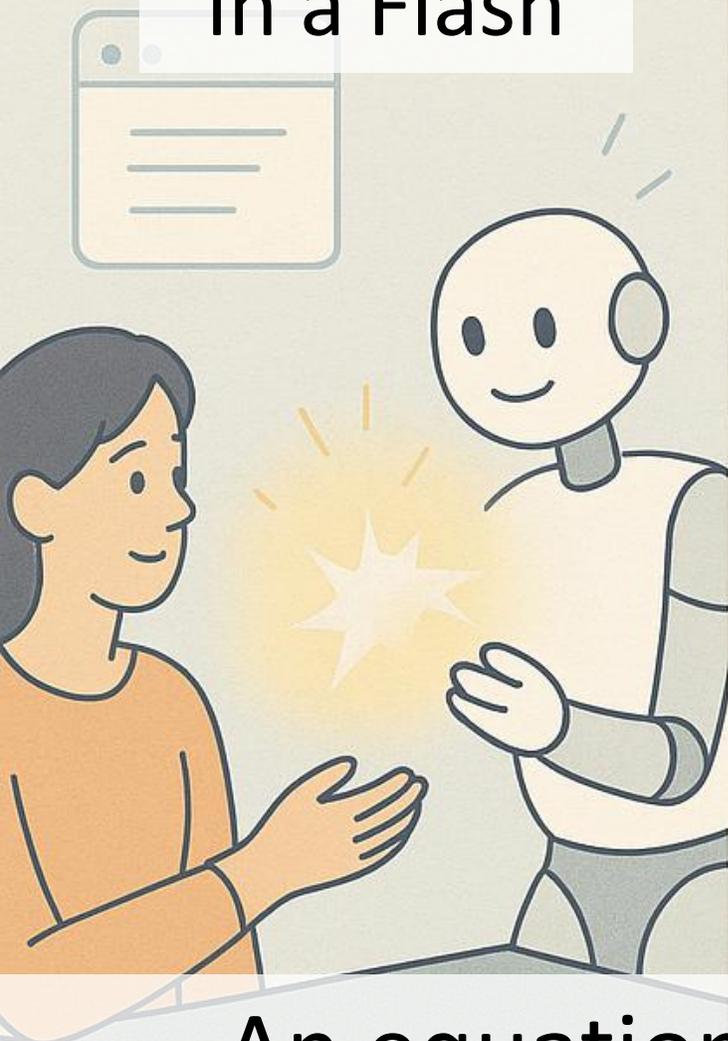
needs **data visualization for better decision-making**

Illustrating

can be **enhanced by predictive analytics**

Analyzing

First Drafts
in a Flash



+ SME Polish



= Unlock



An equation for more effective collaboration and more magical outputs from Human-AI interaction

For your Consideration:

Identify common tasks where you could benefit from the following:

- quick information retrieval and analysis
- creative design iterations
- scheduling and logistical planning
- drafting and editing large documents
- regular follow-up and reminders
- data visualization
- enhanced by predictive analytics



AI Integration Map

My Work

Human Exclusive Tasks:

Work I still need to do myself
(the people side of work)

1. Work that demands **physical presence**
2. Work that requires **human empathy**
3. Work that involves **ethical judgment**
4. Work that requires **cultural insights**
5. Work that involves **real-time improvisation**
6. Work that requires a **high degree of trust and confidentiality**
7. Work that depends on **creating or interpreting complex legal strategies**

“With Me” Work

AI Collaboration Opportunities:

Work I can do with AI to improve
productivity and outputs

1. Work that benefits from **quick information retrieval and analysis**
2. Work that involves **creative design iterations**
3. Work that requires **scheduling and logistical planning**
4. Work that includes **drafting and editing large documents**
5. Work that involves **regular follow-up and reminders**
6. Work that needs **data visualization for better decision-making**
7. Work that can be **enhanced by predictive analytics**

“For Me” Work

AI Automation Potential:

Work AI can do completely for me
or on my behalf

1. Work that involves **routine data processing**
2. Work that requires **monitoring technical systems or environments**
3. Work that consists of **answering standard FAQ-type customer queries**
4. Work that involves **basic accounting tasks**
5. Work that includes **compiling and formatting periodic reports**
6. Work that entails **managing simple digital content updates**
7. Work that requires **sorting and categorizing information**

AI Integration Map: *Director, Engagement Leader at a change management/professional services firm*

Human Exclusive Tasks:

Building Trust with Clients and Executives

Establishing credibility as a change partner relies on emotional intelligence and real-world presence.

Coaching Sponsors and Leaders

Helping executives show up as effective change leaders requires nuanced coaching skills and cultural context.

Guiding Teams Through Resistance

Addressing resistance is highly emotional and political—humans must lead here.

Shaping Culture and Engagement

Aligning change with organizational culture and inspiring belief in the vision requires storytelling and relational leadership

AI Collaboration Opportunities:

Drafting Change Strategies and Plans

AI can help create first drafts of change impact assessments, stakeholder maps, and communication plans for refinement.

Analyzing Stakeholder Sentiment

AI can process survey data, chat logs, or feedback sessions to highlight emerging patterns of support or resistance.

Developing Tailored Client Deliverables

AI can adapt templates into customized decks, guides, and workshop materials aligned to the client's industry or culture.

Preparing Engagement Communications

Drafting talking points, sponsor emails, or “change story” scripts that consultants then refine.

Scenario Testing for Change Impacts

AI can simulate organizational ripple effects from changes in scope, timeline, or resourcing.

AI Automation Potential:

Scheduling Coaching Sessions and Workshops

AI assistants can manage complex calendars across client and internal teams.

Compiling Survey Results and Dashboards

Automating the collection, aggregation, and visualization of change readiness data.

Document Formatting and Consistency

Automatically applying branding, formatting, and consistency checks to deliverables.

Routine Reporting

Generating weekly or monthly status updates on adoption, progress, and risk metrics.

Conclusion

*For a Prosci Director & Engagement Leader, AI becomes an **accelerator of impact**. The leader's unique value is in **relationships, influence, and guidance through human complexity**—while AI takes the load off data analysis, drafting, and admin. The “With Me” space is where this role gains the most lift: AI helps change leaders show up sharper, faster, and more prepared in front of clients and teams.*

AI Integration Map: Project Manager

Human Exclusive Tasks:

Facilitating High-Stakes Conversations

Leading discussions with stakeholders where conflicting priorities, ambiguity, or power dynamics are at play demands human judgment and emotional nuance.

Navigating Team Dynamics and Conflict

Understanding and resolving interpersonal issues within teams, often informed by subtle cues and organizational culture, is beyond AI's reach.

Setting Vision and Guiding Alignment

Ensuring a shared understanding of project goals and success metrics, often amidst shifting strategic priorities, is a distinctly human task.

Making Ethical Decisions on Scope or Budget Changes

When trade-offs involve people, values, or long-term implications, ethical judgment and experience are essential.

AI Collaboration Opportunities:

Drafting Project Communications

AI can generate and edit updates for various audiences (executive summaries, stakeholder emails, team Slack posts), saving time while improving polish.

Analyzing Project Risks and Dependencies

Use AI to model potential delays or bottlenecks using historical data and current trends, helping PMs proactively manage risks.

Enhancing Reporting Dashboards

AI tools can transform raw data into compelling visuals and narratives for steering committees or client reviews.

Brainstorming Resource Allocation Scenarios

With multiple constraints, AI can generate options for resourcing that humans can refine based on context and relationships.

Mapping and Refining Workflows

AI can help visualize and suggest process optimizations, particularly useful in large-scale or multi-team projects.

AI Automation Potential:

Scheduling and Calendar Management

Let AI coordinate meetings, suggest optimal times, and avoid conflicts across time zones and teams.

Generating Status Reports

Automate weekly progress reports that pull from project management tools (e.g., Jira, MS Project, Asana) into stakeholder-ready formats.

Assigning and Reminding Tasks

AI can route new tasks to team members based on availability and expertise, and send automated reminders or nudges.

Conclusion

*For a Project Manager, the future isn't just about learning new methodologies—it's about integrating AI to lead smarter, not harder. The shift is not about being replaced by AI, but being **empowered with AI**—working faster, more creatively, and with greater impact.*

AI Integration Map: Director of Portfolio Management

My Work

Human Exclusive Tasks:

Aligning Portfolio Strategy with Executive Vision

Translating evolving business priorities into actionable portfolio strategies demands deep organizational insight and cross-functional influence.

Balancing Political and Strategic Interests

Navigating competing priorities between business units or executives requires negotiation, diplomacy, and contextual awareness.

Presenting and Defending Investment Decisions

When explaining why some projects were selected over others, this task involves storytelling, ethical judgment, and leadership presence.

Leading Portfolio Governance Forums

Facilitating high-stakes discussions among executives requires an ability to read the room, adapt in real-time, and manage power dynamics

“With Me” Work

AI Collaboration Opportunities:

Evaluating and Prioritizing Initiatives

AI can analyze business cases, historical performance, and strategic alignment scores to offer objective prioritization scenarios for discussion.

Forecasting Portfolio Scenarios

Using predictive models, AI can help simulate portfolio outcomes under different funding levels or resource constraints.

Synthesizing Data for Executive Dashboards

AI can automate the creation of compelling, digestible visuals that track value realization, ROI, and resource usage.

Drafting Portfolio Communications and Briefings

From board updates to CEO memos, AI can help prepare initial drafts, saving time and enhancing consistency.

Identifying Capacity Bottlenecks Across Programs

AI can scan current and planned projects for resource overlaps, skill shortages, or scheduling risks—informing strategic pivots

“For Me” Work

AI Automation Potential:

Tracking KPIs and Portfolio Health Metrics

AI tools can continuously monitor project data to flag outliers and compile automated health reports.

Managing Portfolio Intake Forms

Intake process automation ensures proposals are captured, validated, categorized, and routed—no manual entry required.

Routine Reporting and Data Refreshes

From monthly governance packets to quarterly investment reviews, AI can keep content current with minimal manual intervention.

Conclusion

For a Director of Portfolio Management, the integration of AI is a game-changer. It amplifies the ability to make informed, confident decisions—faster and with broader foresight. Rather than replacing the strategic thinking and relationship management this role demands, AI removes friction and unlocks focus.

AI Integration Map: VP of Strategy

My Work

Human Exclusive Tasks:

Setting and Adjusting Strategic Vision

Shaping future direction based on intuition, stakeholder input, and lived experience is fundamentally human work.

Influencing Executive Alignment

Facilitating buy-in and alignment across the C-suite requires diplomacy, trust, and emotional intelligence.

Making Trade-Offs in Ambiguous Scenarios

Deciding between uncertain paths when data is limited or contradictory demands ethical judgment and strategic courage.

Guiding Cultural and Transformational Shifts

Leading changes in mindset, structure, or values involves human understanding and organizational storytelling.

“With Me” Work

AI Collaboration Opportunities:

Analyzing Competitive and Market Trends

AI can process global news, earnings calls, patents, and market signals to surface insights for strategic response.

Synthesizing Strategic Inputs

AI can distill customer research, employee feedback, and operational data into executive summaries for strategic planning sessions.

Scenario Planning and Simulations

Use AI to model different strategic futures, testing the impact of decisions under various economic or regulatory conditions.

Crafting Strategic Narratives and Presentations

AI can assist in drafting CEO talking points, board strategy decks, and vision documents—then refined by human touch.

Tracking Strategic Initiative Progress

With data integrations, AI can help monitor KPIs and flag risks to strategic initiatives in near-real time

“For Me” Work

AI Automation Potential:

Aggregating Industry News and Signals

AI can auto-curate news briefs, regulatory changes, and innovation trends by sector or region.

Maintaining Strategic Plan Dashboards

Automate updates to visual dashboards that track alignment, execution, and impact of key initiatives.

Prepping SWOT and Competitor Profiles

Generate draft SWOT analyses and competitor overviews with citations and auto-refresh capabilities.

Conclusion

For a VP of Strategy, AI is not just a helper—it’s a lever for sharper foresight, clearer communication, and bolder moves. The human still sets the vision, leads the team, and makes the hard calls—but AI clears the noise, crunches the data, and drafts the groundwork.

Sketch your first draft of an AI Integration Map

- My Work
- “With Me” Work
- “For Me” Work



Breakout Activity

- Think about your role and your daily and weekly activities
- Brainstorm three activities that are:
 - ▶ My Work – Only people can do this
 - ▶ “With Me” Work – We do it better together
 - ▶ “For Me” Work – AI handles it, freeing me up
- Use the handouts as idea starters

Role: _____



My Work
(Human Exclusive)
Only people can do this



With Me
(AI Collaboration)
We do it better together



For Me
(AI Automation)
AI handles it—freeing me up

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AI Integration Activity Map Template

Activity	 My Work	 “With Me” Work	 “For Me” Work
1			
2			
3			
4			
5			

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What not to (only) measure?

Logins to the system

First prompts

“Use Case” Copy and Paste

What to measure?

Impact created by bringing AI into “With Us” Work and “For Us” Work

A balanced perspective that includes efficiency, productivity, quality improvement, customer impact, employee experience, cost reduction, decision-making, etc.

Evaluating AI Success: Metrics That Differentiate Successful AI

Prosci CATALYST REPORT

Table of Contents

- Executive Summary
- Setting the Stage for AI Evaluation Success
 - What to Evaluate in AI Implementation
 - Building Your AI Evaluation Strategy
- AI Metrics that Matter
 - Evaluating the Human Experience of AI
 - Evaluating AI Efficiency and Performance
 - Role-Specific Evaluation Approaches
- Moving Forward

2

Prosci CATALYST REPORT

Moving Forward

The Path to Successful AI Implementation

The ROI of Taking Action: Why Evaluation Frameworks Matter

Our research highlights the vital benefits of a strong AI evaluation framework, emphasizing their importance from the start of your AI implementation.

- Organizations with comprehensive evaluation approaches are **1.3x more likely** to report positive business outcomes
- Successful implementers use **2.3 different metric types** per response versus just 1.8 for struggling organizations
- Organizations that evaluate quality, productivity, and cost reduction have a 35.3% successful implementation rate—**2.7x higher** than those measuring only one dimension (13.1%)



Building an Effective AI Evaluation Framework

Based on these findings, organizations should focus AI implementation evaluation on:

- Strategic Integration:** Use multi-dimensional metrics, balance outcome-based and experience-based measures, and set clear baselines before implementation.
- Human-Centered Focus:** Prioritize employee experience, including feedback channels and observational assessments.
- Continuous Learning:** Conduct regular evaluations, share results transparently, and refine implementation based on insights.
- Role-Aligned Metrics:** Customize metrics by role, link individual work to organizational outcomes, and evaluate both technical and human factors.



10



What to Evaluate and Specific Metric Examples (Catalyst excerpt)

What to Evaluate in AI Implementation

Below are the primary types of metrics used in evaluating AI implementation along with their relative frequency, definition, and representative quotes from study participants:

Category	%	Definition	In participants' words...
Time Efficiency	28%	Focus on efficiency, speed, and productivity improvements	<ul style="list-style-type: none"> "If I get done faster" - Individual, Professional, Scientific & Technical Services "When we see something being accomplished quicker than if it was done in our prior ways" - Manager, Government - Federal
Productivity	15%	Focus on increased output volume or production	<ul style="list-style-type: none"> "We have a growth in productivity" - Manager, Information Services "By having increased productivity which increases revenue" - Executive, Professional, Scientific & Technical Services
Quality Improvement	14%	Focus on accuracy, error reduction, and improvement	<ul style="list-style-type: none"> "If work is being done correctly and quicker" - Manager, Manufacturing "The work quality is getting better" - Individual, Real Estate & Rental & Leasing
Customer Impact	10%	Focus on customer satisfaction and experience	<ul style="list-style-type: none"> "We know if it's helping based off the feedback we get from consumers and employees" - Executive, Retail Trade "We have seen a significant rise in overall satisfaction from our clients" - Manager, Finance
Employee Experience	8%	Focus on staff satisfaction, morale, and team performance	<ul style="list-style-type: none"> "If productivity and morale is up then we know it's working for sure" - Executive, Transportation & Warehousing "Team members are less stressed and more engaged with their primary responsibilities" - Manager, Education Services
Cost Reduction	6%	Focus on financial savings, ROI, and resource optimization	<ul style="list-style-type: none"> "I look at how much is getting done and things like ROI or metrics such as time on task and outputs" - Manager, Information Services "It leads to higher employee effectiveness, cost saving" - Individual, Manufacturing
Decision-Making	5%	Focus on improved insights, data analysis, and information quality	<ul style="list-style-type: none"> "AI helps by freeing my time for more strategic thinking" - Individual, Information Services "Performance reviews, management tracking data" - Individual, Government - Federal
Process Improvement	4%	Focus on workflow enhancement and operational efficiency	<ul style="list-style-type: none"> "Our workflows are much smoother now" - Manager, Manufacturing "Processes that used to take multiple steps now happen automatically" - Individual, Finance
Other	10%	Various context-specific evaluation approaches	<ul style="list-style-type: none"> "I know it is working because it consistently helps us achieve our goals" - Executive, Health Care "When I see the positive changes in our operations" - Manager, Construction

Specific AI Metrics by Category

Below are specific metrics derived from participant responses that organizations can use to evaluate AI implementation success within each measurement category:

Time Efficiency (28%)

Metric	Description	In participants' words...
Task Completion Time	Time to finish specific tasks	"Tasks being accomplished quicker than in our prior ways"
Process Cycle Time	End-to-end duration for processes	"Projects completed within weeks instead of months"
Response Time	Speed of responses to requests	"Information comes through quicker than before"
Meeting Duration	Length of meetings	"Employee meetings shortened, saving time on tasks"

Productivity (15%)

Metric	Description	In participants' words...
Output Volume	Quantity of work produced	"A lot more work gets done efficiently"
Task Completion Rate	Tasks finished per time period	"We have a growth in productivity"
Revenue per Employee	Financial output per person	"Increased productivity which increases revenue"
Throughput	Volume processed through system	"Processing more orders than ever before"

Quality Improvement (14%)

Metric	Description	In participants' words...
Error Rate	Frequency of mistakes	"Tasks done with less errors"
Revision Frequency	Need for corrections	"The work quality is getting better"
Compliance Rate	Adherence to standards	"Regulatory compliance improved significantly"
Consistency	Uniformity of outputs	"Work is being done correctly and quicker"

Customer Impact (10%)

Metric	Description	In participants' words...
Satisfaction Score	Customer happiness	"We have seen a significant rise in overall satisfaction"
Net Promoter Score	Likelihood to recommend	"We know by feedback we get from consumers"
Retention Rate	Customers who stay	"We've gained more clients from even existing customers"
Resolution Time	Time to solve issues	"Support issues resolved faster with AI assistance"

Specific AI Metrics by Category

Below are specific metrics derived from participant responses that organizations can use to evaluate AI implementation success within each measurement category:

Employee Experience (8%)

Metric	Description	In participants' words...
Satisfaction	Content with work experience	"Team members are less stressed and more engaged"
Stress Levels	Work-related stress	"If productivity and morale is up then we know it's working"
Engagement	Involvement and enthusiasm	"Employees seem to be happier and more productive"
Focus Time	Uninterrupted productive work	"More time away from computer focusing on priorities"

Cost Reduction (6%)

Metric	Description	In participants' words...
Labor Cost Savings	Personnel expense reduction	"No need to pay for overtime to crunch numbers"
ROI	Return on investment	"Positive results and a return on our investment"
Operational Costs	Ongoing expense changes	"It leads to higher employee effectiveness, cost saving"
Resource Optimization	Efficient resource use	"All processes are optimized well"

Decision-Making (5%)

Metric	Description	In participants' words...
Decision Cycle	Time to reach decisions	"Faster decision-making across the organization"
Data Utilization	Data-informed decisions	"AI [offers] data analysis and insights for informed decisions"
Strategic Success	Outcomes of decisions	"AI helps by freeing my time for more strategic thinking"
Forecast Accuracy	Prediction precision	"Data analytics team generates actionable insights faster"

Process Improvement (4%)

Metric	Description	In participants' words...
Workflow Efficiency	Process streamlining	"Our workflows are much smoother now"
Automation Rate	Process steps automated	"Automation of tasks that used to be manual in nature"
Process Consistency	Reliability of execution	"We know by noticing difference in ease and efficiency"
Handoff Reduction	Work transfers between parties	"Processes that used to take multiple steps now happen automatically"

Define Success: Metrics for Measuring Individual Performance



Speed of Adoption

- 80% of users log in to *AI Tool* within one month of go-live
- 50% users performs an action in *AI Tool* within one month of go-live
- 80% of users access the training aid within one month of go-live



Ultimate Utilization

- 95% of organization is using the *AI tool* by the end of 2026
- 80% of sampled users trust the information that they receive from *AI Tool* 6 months after go live (sentiment survey of random users).



Proficiency

- 80% of users taking at least 3 actions a week 1 year after go-live
- Every project has a localized *AI Tool* expert in use by that team

Other Possible Measures

- Usage of multiple prompts
- User proficiency at building tools within *AI Tool* .
- Number of unique business functions being served by unique *AI Tool* agents.
- Average period unique *AI Tool* agents are used
- Prompt maturity showing better outcomes and accuracy
- Number of *AI Tool* assistants and measure of it's reach

Possible Measurement Tools

- Targeted surveys
- Snap-con pop ups
- Feedback from peer group training
- ADKAR feedback focus groups with change agents

For Your Consideration:

Evaluating AI Questions to Ask and Answer:

- ▶ Which metrics seem most relevant across your org?
- ▶ What gaps exist in your current evaluation frameworks?
- ▶ What steps could you take to improve evaluation and measurement of AI impact?





AI Integration Analysis

Establishes the nature of the change, and that it **is** a change!

Keeps a “human in the loop” by design

Reduces fear of replacement and displacement

Opens up possibilities and options

Unlocks your human potential

Frees your time to do the work that makes you feel alive and human

Agenda

Is Your Organization Ready for AI Adoption?

- Research-identified conditions for successful AI adoption, and the role you play

Are You (Personally) Ready for AI Integration?

- AI Integration Framework to categorize: my work, “with me” work, and “for me” work

AI Intern Engagement Prompt Frame

You:

Commission the work

Your own AI journey
Curiosity and tenacity
Your work and why

Your AI Intern Engagement Frame

Canvas:

Collaboration output

In what format
With what headings
To what end

Palette:

Enriching details

In what style/tone
For what audience
Any additional context

AI Intern:

GenAI tool/technology

Its learning base (and bias)
Its capacity and capability
System prompts



Defining the Canvas and Adding Paint to the Palette



- Write a letter
- Write a one-page letter
- Write a one-page letter to my HOA
- Write a snarky one-page letter to my HOA
- First do research on the height restriction on holiday decorations in our by-laws and in my city and county. Then write a strongly worded and snarky one-page letter to my HOA to accompany a voided check in the amount of the fine they attempted.

As a large group:

Sample Evening Itinerary (Sunday–Wednesday)

Day	Dinner	Activity
Sunday	Lucky Penny Café	Casino (start light), maybe a quick movie
Monday	Osteria Fiorella	Rouge Room lounge—music & cocktails
Tuesday	Lotus of Siam or Sushi	Drive to Red Rock Canyon scenic viewpoints
Wednesday	T-Bones Chophouse	High Roller ride or Sphere art walk downtown

Budget Tips

- **Gambling:** Set a firm nightly maximum—e.g., \$100 per evening. That gives you flexibility for fun but keeps totals under control.
- **Dining:** Mix high-end dinners (like T-Bones) with more moderate options (Lucky Penny, Lotus of Siam) to stay balanced.
- **Activities:** Many scenic or cultural experiences (Canyon drive, art walks, Neon Museum exterior) are low-cost or free—smart sightseeing choices can be wallet-friendly.



The Canvas and Palette Prompt Framework

FROM:

What do I ask it?!

How do I engineer
a prompt?



TO:

How can I better
define the canvas
and add better paint
to the palette?

10 Most Powerful Words in Generative AI

What questions
do you have for me
before we begin?



Catalyst Reports: AI Across the Enterprise

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PROSCI CATALYST REPORT
Research Insights for Change Success



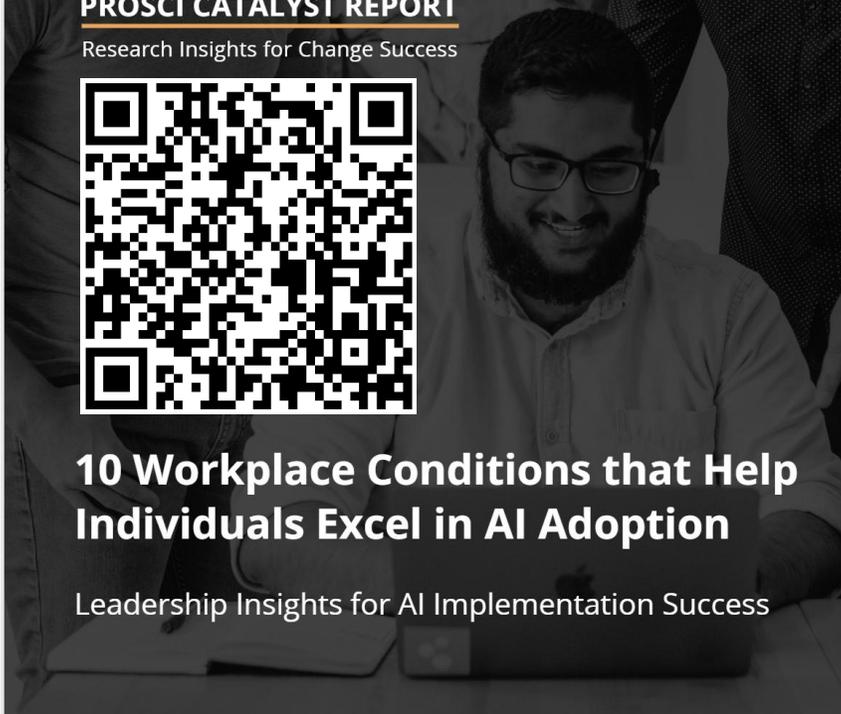
The Human Side of AI
A Leader's Guide to Successful AI Adoption

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PROSCI CATALYST REPORT
Research Insights for Change Success



10 Workplace Conditions that Help Individuals Excel in AI Adoption
Leadership Insights for AI Implementation Success

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Navigating the Unique Challenges of Enterprise AI Implementation
Leadership Insights for AI Implementation Success

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PROSCI CATALYST REPORT
Research Insights for Change Success



Evaluating AI Success
Metrics that Differentiate Successful AI Implementations

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AI Adoption Diagnostic with Prosci Experts



Unlock sustainable AI success through research-backed AI adoption and change strategies

- Our research shows that 56-64% of AI challenges are people-centred rather than technical. Most organizations know they have friction around AI adoption but aren't sure where or why it's happening.
- **Prosci's AI Adoption Diagnostic** can help assess where you are in your AI journey
 - ▶ Assess your current AI adoption readiness
 - ▶ Identify critical gaps and opportunities
 - ▶ Provide actionable insights grounded in research
 - ▶ Recommend next steps for sustainable AI success
- **Scan the QR code** to learn more and set up a session with Prosci's AI Adoption experts.



Thank You!

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