

Making AI Stick

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“We help companies move from AI ambition to adoption.”

“...and right now, we’re watching a concerning trend unfold.”



"Random Acts of AI"

Throwing tools at people and hoping for the best.

The 6 Steps of the AI Adoption Journey

Build the
Foundation

01

Develop the
Strategy

02

Get on the Same
Page

03

Make It Work

04

Make It Stick

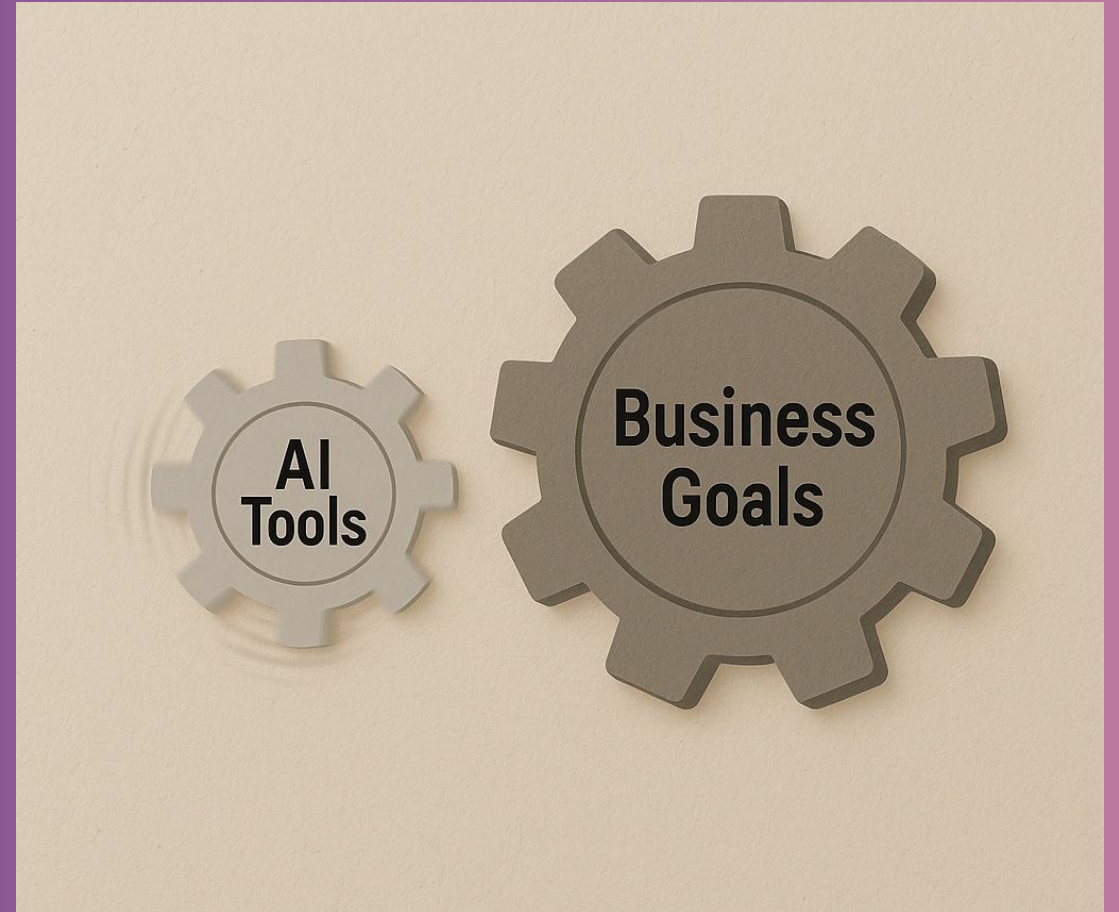
05

Level Up

06

The Disconnect

- Sources of Friction
 - Resistance
 - Lack of enablement
 - Crossing the chasm
- Alignment with Business goals
 - Shiny tools
 - New sources of volume
 - Creating real differentiation
 - Adding true value to people's lives and work



The Real Cost of Doing Nothing (or Doing it Wrong)



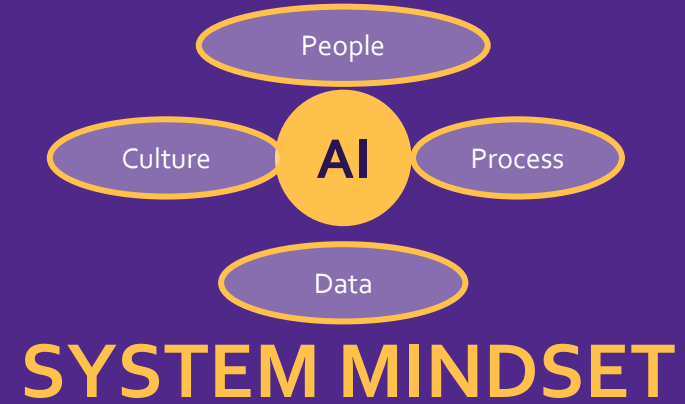
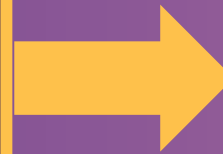
- Wasted Investment & Low Morale
- Inconsistent, Off-Brand Outputs
- Security & IP Risks
- **Losing Ground to the Competition**

The Solution: Building an Adoption System

The Mindset Shift

TOOL MINDSET

- Scattered, ad-hoc adoption
- Technology-first thinking
- No governance or strategy
- Unclear return on investment



- ✓ Strategic roadmap & vision
- ✓ People & problems first
- ✓ Governed & scalable
- ✓ Measurable ROI

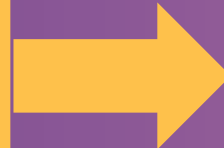
The Mindset Shift

FROM

PUSH

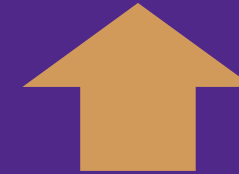


- Mandate tool adoption
- Force compliance
- Technology-driven decisions



TO

LEAD



- ✓ Enable and empower teams
- ✓ Inspire adoption
- ✓ People-first AI strategy

“You don’t have to be an AI expert. You just have to become an AI-driven leader.”

Your Playbook for making it stick – 5 Steps to Scaling AI



Step 1: Build Your AI Coalition

You can lead from the middle



Your Playbook for Adoption – 5 Steps to Scaling AI



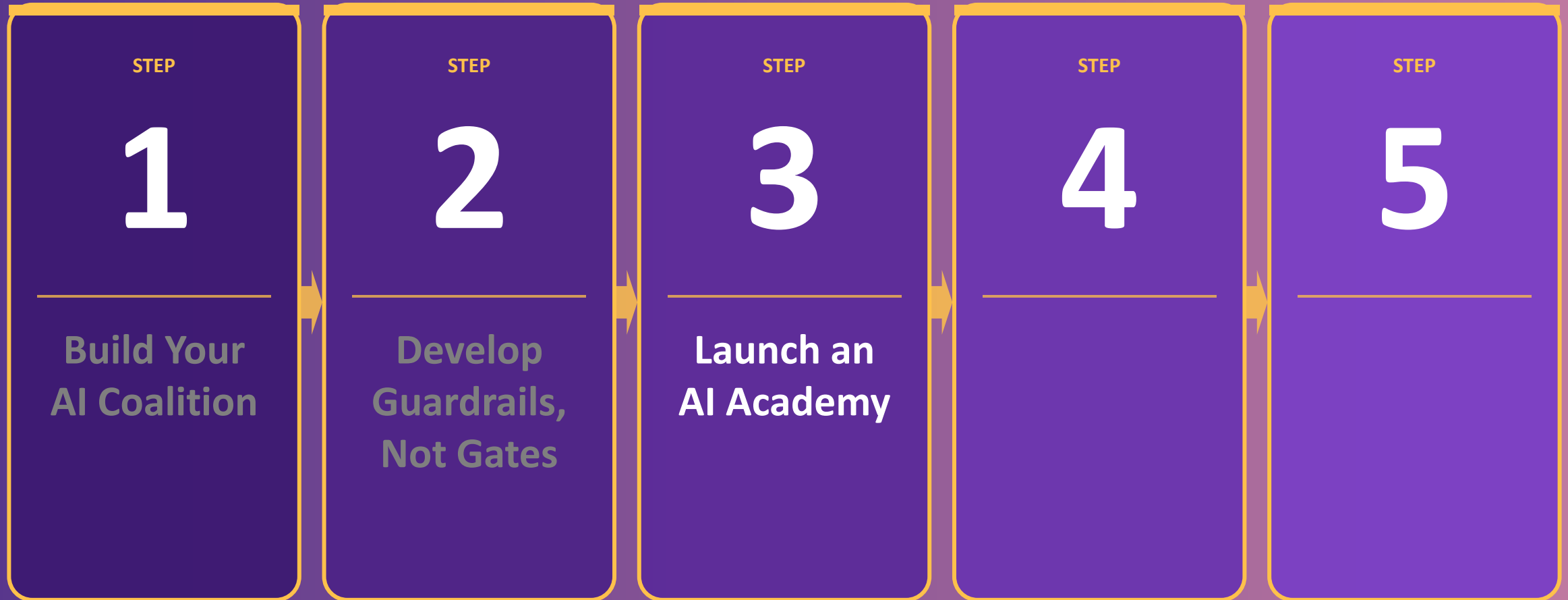
Step 2: Develop Guardrails, Not Gates

Focus On:



- Permission
- Privacy
- Security
- Compliance
- Brand Voice



Your Playbook for Adoption – 5 Steps to Scaling AI



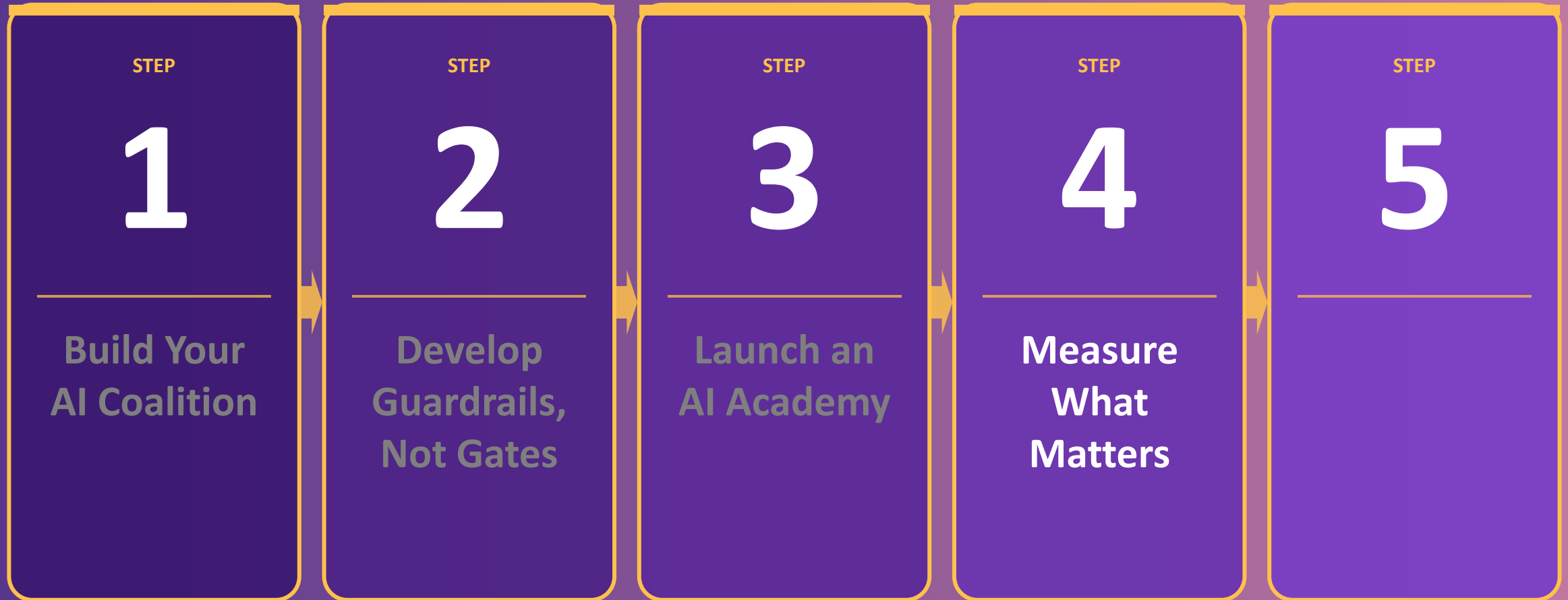
Step 3: Make Enablement Relevant & Fun!

GLOBAL RACING RANKINGS		
	<i>BlazeRunner</i>	9999
	<i>NitroNova</i>	8750
	<i>TurboTom</i>	7600
	<i>CosmicDriver</i>	5890
	<i>VioletVelocity</i>	4120

Go Beyond the Half-Day Class:

- Prompt-a-thons
- Weekly Challenges
- Leaderboards & Awards
- Office Hours
- Prompt of the day
- Executive 1:1

Your Playbook for Adoption – 5 Steps to Scaling AI



Step 4: Measure What Matters

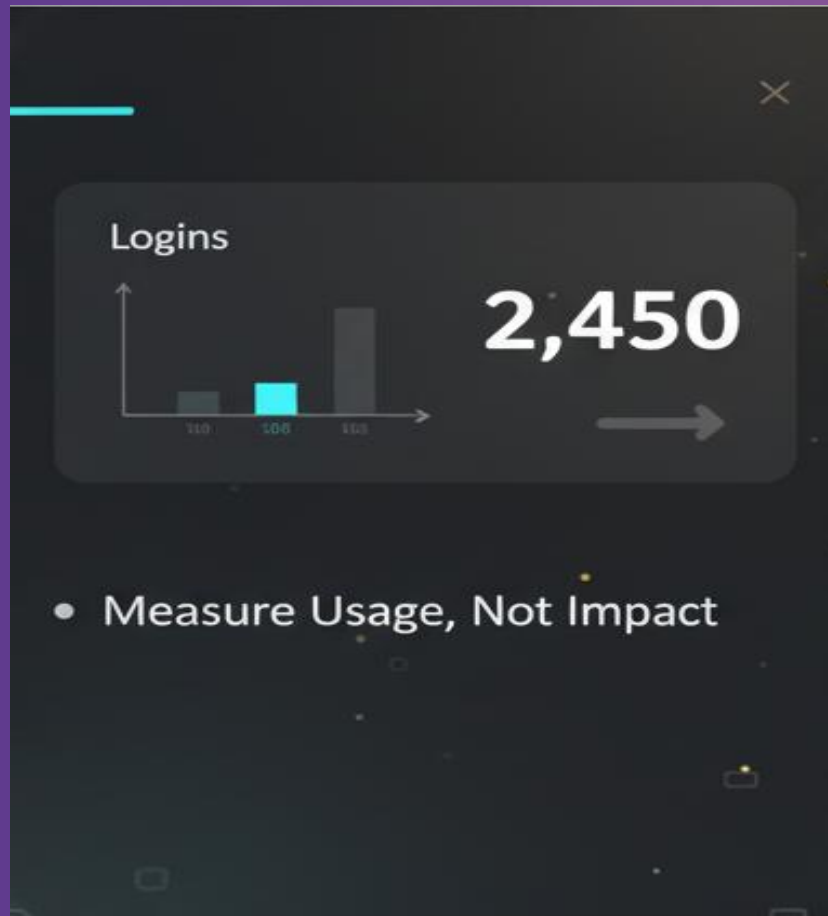


“There is nothing so useless as doing efficiently that which should not be done at all”

- Peter Drucker

Step 4: Measure What Matters

Wrong Question:
"Are people logging in?"



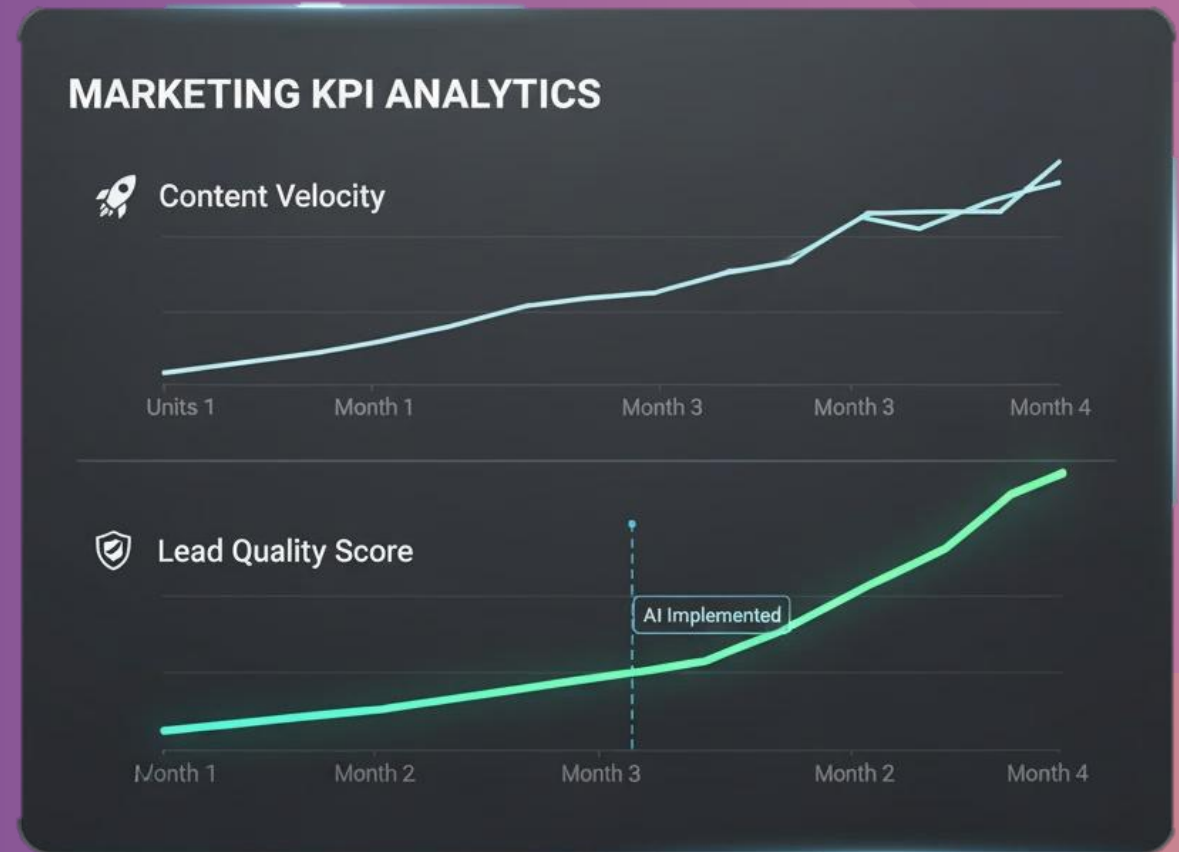
Right Question:
"Are we generating better leads, faster?"



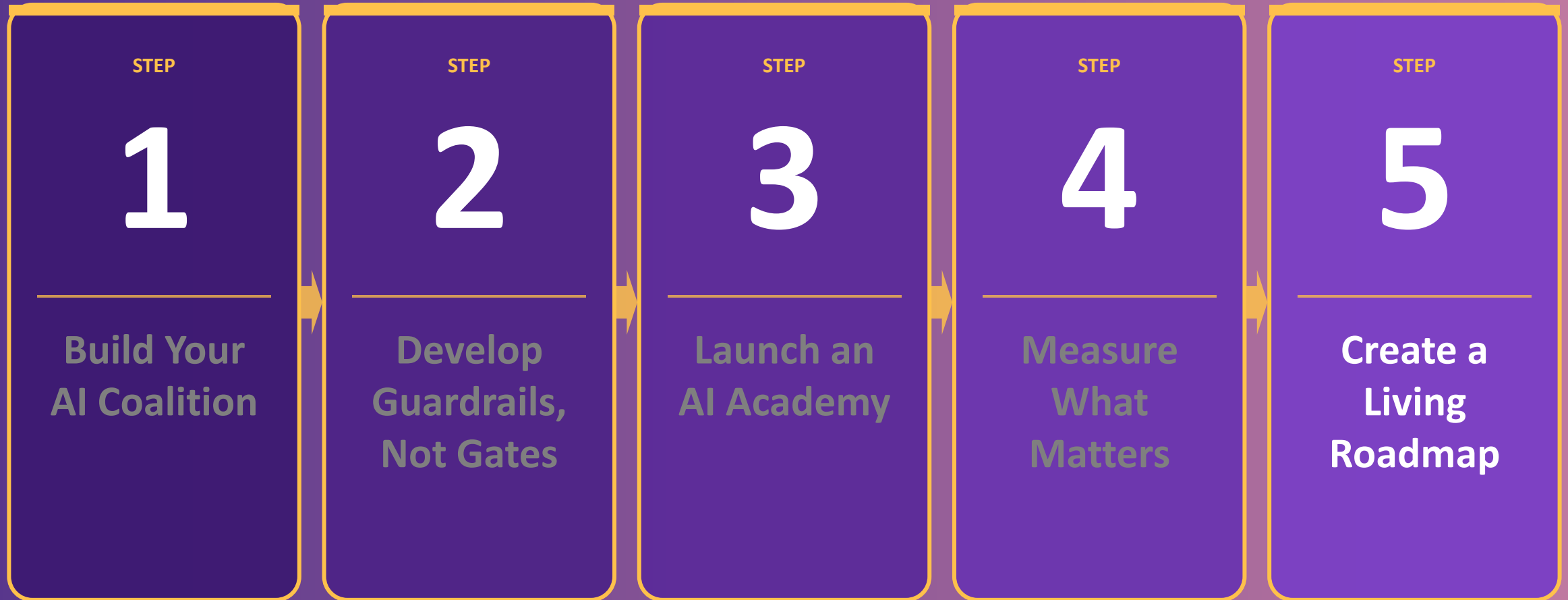
Step 4: Measure What Matters

Business value has five outcomes:

- Make more
- Spend less
- Happier customers
- Do new things
- Lower risk

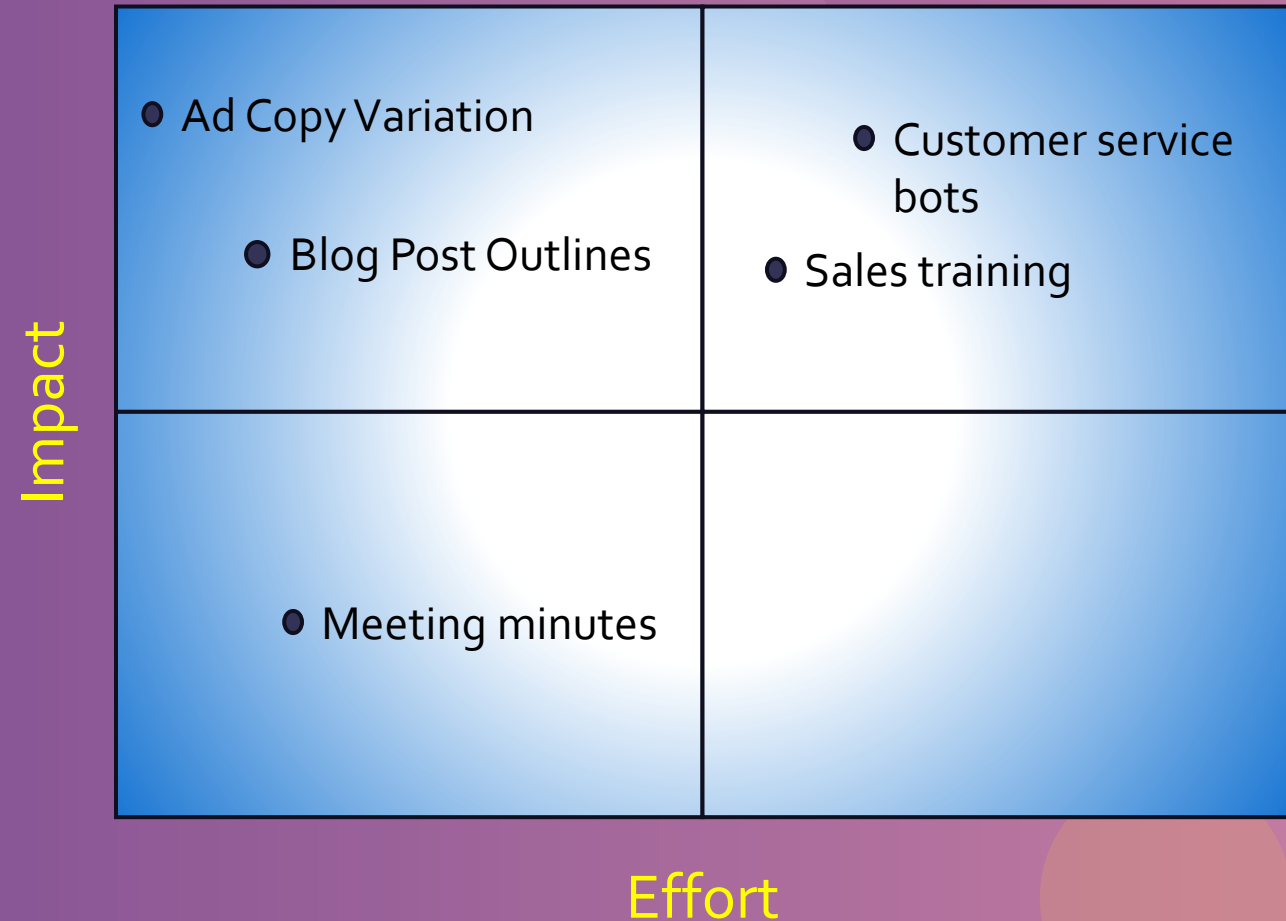


Your Playbook for Adoption – 5 Steps to Scaling AI



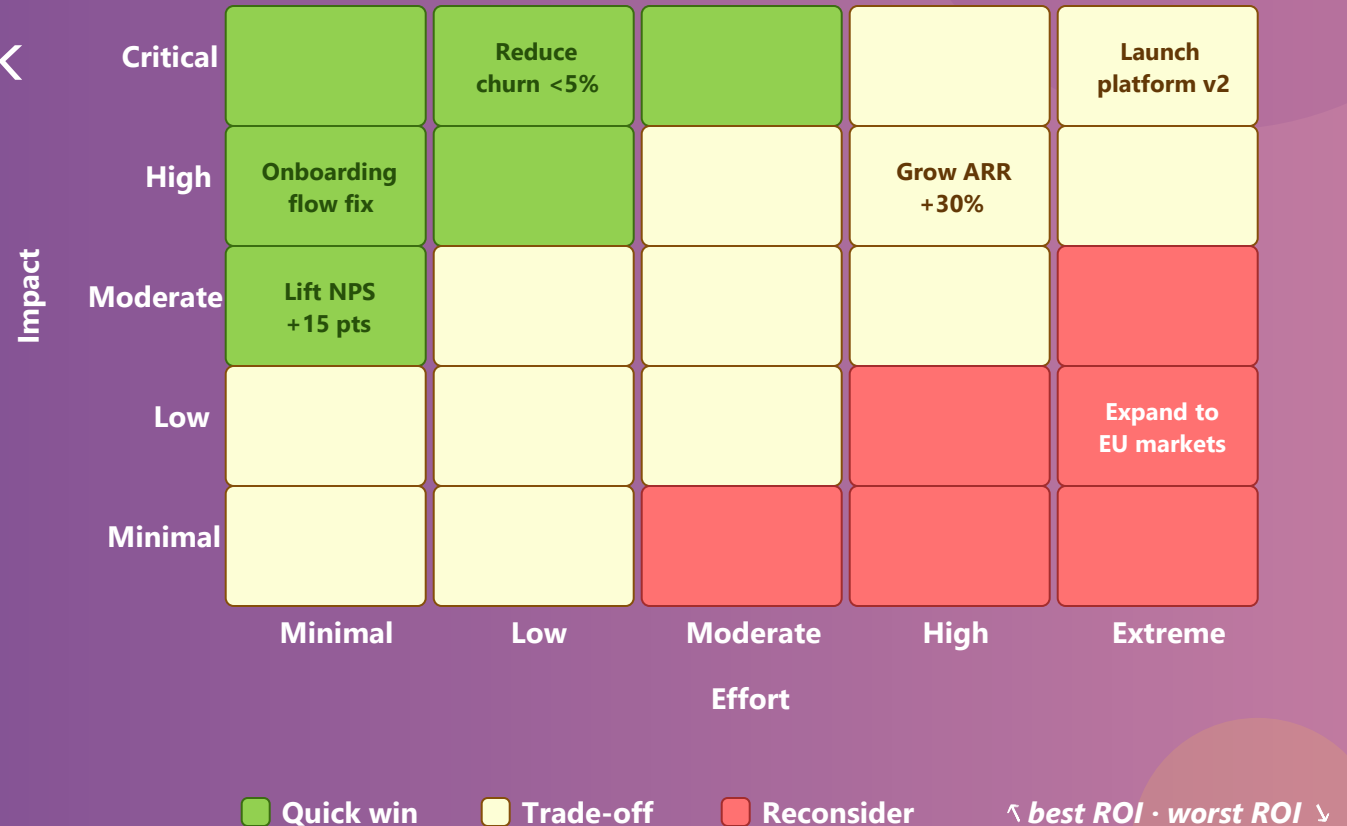
Step 5: Create Your Living AI Roadmap

- Prioritize: Start with the quick wins.
- Key Idea: Your roadmap is a GPS, not a dusty binder



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The Future & Your Next Step

Key Takeaways – Making It Stick

1

**Review Six Steps of Adoption Strategy
(Foundation, Strategy, Coordination, Execution, Scaling, Level Up)**

2

Build a System Not Just a Toolbox

3

Start with People & Problems, Technology Secondary

Thank You

Let us help you build your system



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