

Workforce Adoption





An 8-week journey that moves teams from anxiety to ownership, building the confidence, capability and evidence to adopt AI in their daily work and scale what works across the organisation.

81% of workers report little or none of their work is done with AI	42% of companies abandoned most AI initiatives before production	5% of AI pilots achieve rapid revenue acceleration
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THE JOURNEY

WEEKS -1 TO 0 Diagnosis AIEQ assessment across eight dimensions. Teams A and B baselined.	DAY 1 See the work clearly AI familiarisation. AIEQ debrief. Fuel and Friction Mapping. Select the anchor workflow.	DAY 2 Experiment design KPI definition at three levels. Individual experiment design using structured templates.	WEEKS 3-6 Sprint Four weeks applying AI to real friction. Weekly pulse. Surgeries and coaching. Both teams tracked.
WEEK 7 Sprint debrief Virtual half day. Share experiment results. Surface patterns across the team.	DAY 3 Make it stick + scale Build the Activation Approach and Scale Playbook. Commit and Own. Sponsor presentation.	WEEK 8+ Ongoing Team leader owns the backlog. Scale Playbook enables other teams. A/B data builds the case.	

WHAT MAKES THIS DIFFERENT

 Problem first, not technology first We start with workflow friction, not AI tools. AI feasibility is deliberately absent from prioritisation. The work comes first.	 Built-in proof of impact Every engagement includes an A/B comparison. The delta is the business case for scale across the enterprise.
 Capability that outlives us The Activation Approach, Scale Playbook and methodology belong to you. Built by your team. Usable without us in the room.	 Growth, not just efficiency We measure time redirected to higher-value work, not just time saved. The question is what people do with the time AI creates.

// *Most adoption programmes roll out a tool and hope for the best. We start with the work, prove the impact and build a playbook.*

WHAT YOUR PEOPLE LEAVE WITH

AIEQ impact report	Fuel and friction map	AI KPI framework
Activation approach	Scale playbook	Team backlog and commitments

WORKS STANDALONE. STRONGER WHEN COMBINED.

Leadership Acceleration Develop the capability and conditions for AI to generate real returns in your business and help your people thrive.	Execution Velocity Build the narrative and operating rhythm your transformation team needs to deliver impact and bring the organisation with them.	Workforce Adoption Move teams from anxiety to ownership and build confidence through experimentation to prove the case for scale.
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