



# Is Your Organization Ready for Generative AI Adoption?

Three key steps to ensure success

February 20, 2024



# Introductions



**Linda Lampert**

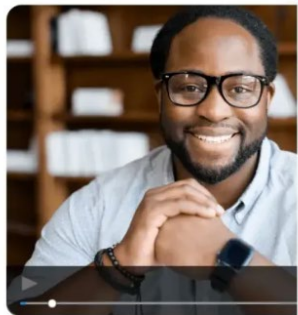
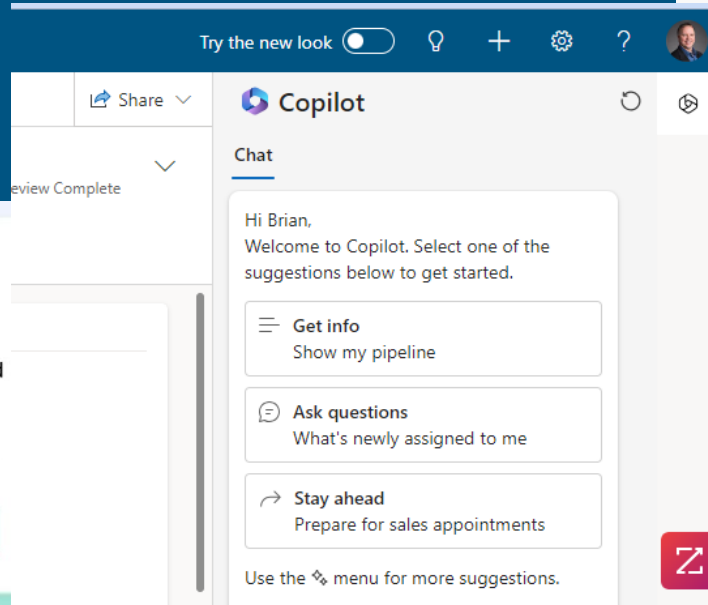
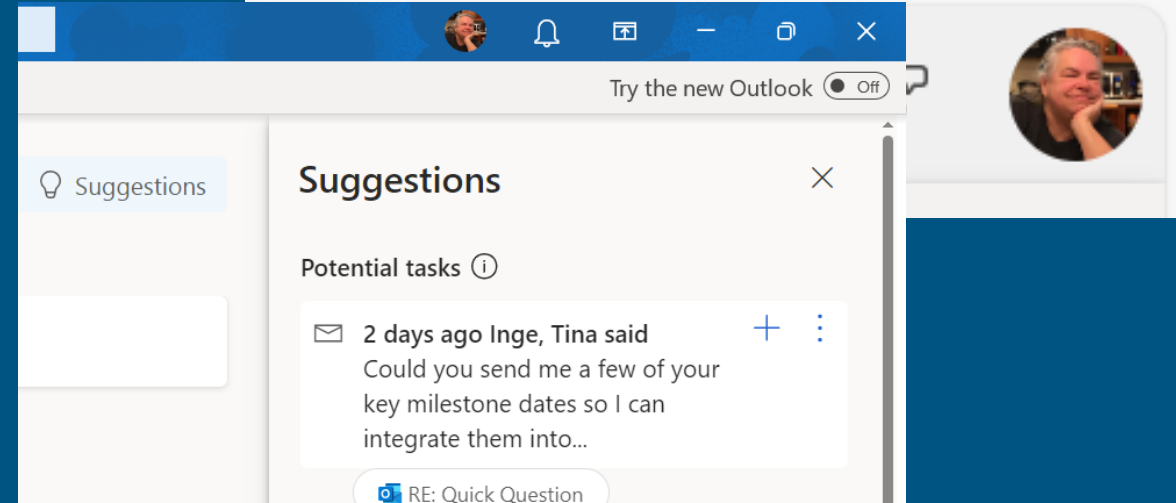
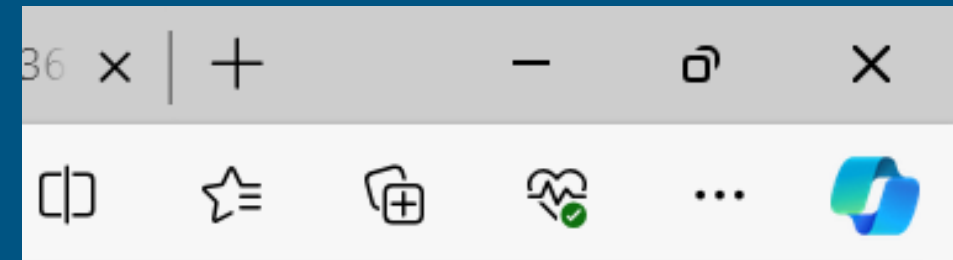
Director, Enterprise  
Technology Adoption



**Julyan Lee**

Organizational Change  
Management Practice  
Lead, Enterprise  
Technology Adoption

# Generative AI is everywhere...



- Call Summary**  
Pricing was discussed
- Customer Impression**  
The customer seemed satisfied
- Next Steps**  
Meeting for tomorrow was set

[Add meeting to calendar](#)

[Transcripts](#)

# What Should Your Organization be Doing to Ensure Success?



**01**  
Align on Purpose,  
Strategy, Governance,  
and Roles and  
Responsibilities



**02**  
Plan to Drive  
Engagement, Learning,  
and Performance  
Support



**03**  
Assess Project Risk  
and Readiness

01

Align on Purpose, Strategy,  
Governance, and Roles and  
Responsibilities



# Ensure Alignment and Intent Clarity

Lay the cornerstone for project success by ensuring alignment on key implementation factors, including:



Project purpose, objectives, and goals



Specific parameters and KPIs for the pilot



Unified vision on expected outcomes and benefits



Governance structure for the initiative

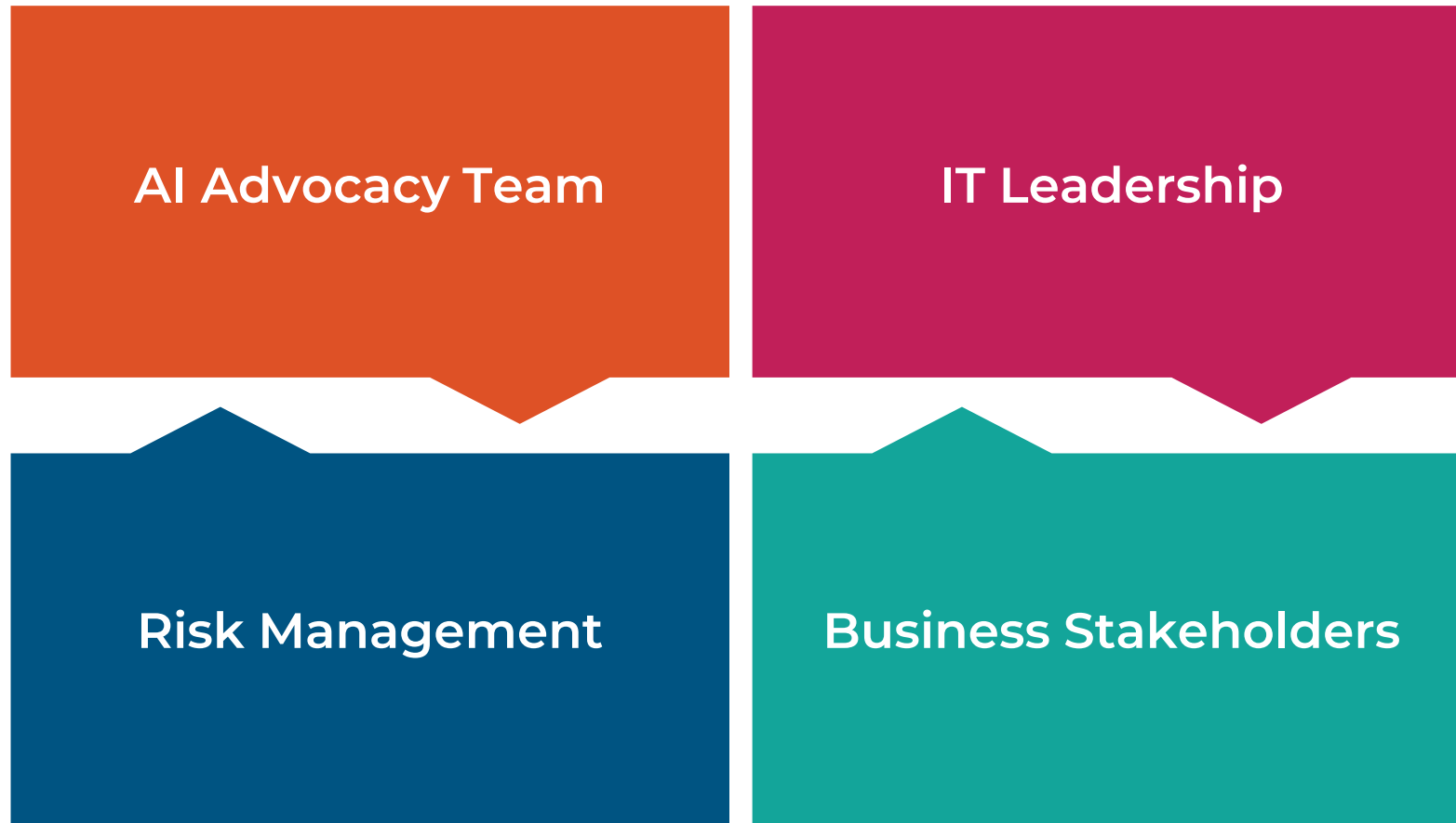


Key stakeholder roles and responsibilities



Project risks assessment and proposed mitigations

# Who Should be Involved in these Conversations?



02

# Plan for Engagement, Learning and Performance Support





# Plan for Engagement, Learning, and Performance Support

## Engagement



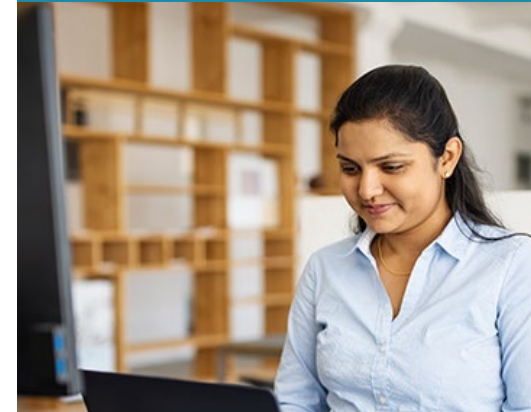
How will we ensure users are motivated to use the solution?

## Learning



What do users need to know to use the new technology effectively and correctly?

## Performance Support



What resources are needed to support users and drive adoption?

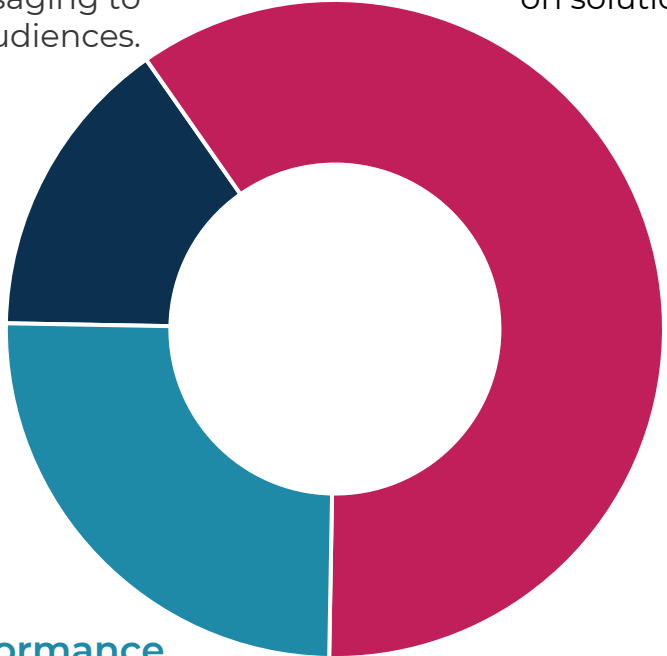
# Gen AI Requires an Evolution from Traditional Learning

## Communications

Introductory messaging to target audiences.

## Training

In depth training on solution usage.



## Performance Support

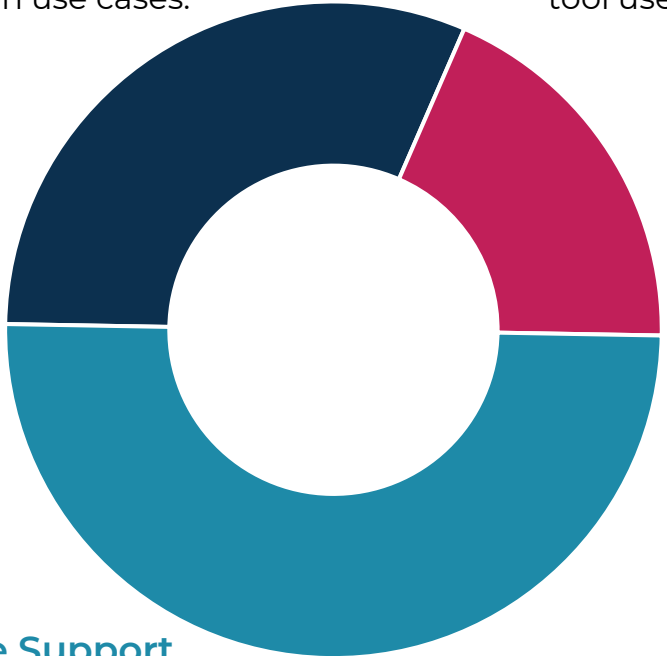
Just in time step-by-step support.

## Enrollment

Introductory messaging. Alignment on use cases.

## Training

Introduction to tool use.



## Performance Support and Feedback

Guidance in tool use. Feedback on results.

**Does this resonate?**

03

# Assess Project Risk and Readiness



# Organizational Readiness Assessment



Determine if impacted audiences are prepared to implement and adopt generative AI.



Assess and track change readiness through awareness, acceptance, knowledge, and proficiency.



Identify barriers, obstacles, and resistance factors that might impede the successful adoption of generative AI.



# Project Risk and Readiness Assessment

Promote coordination between the project management team and change management team.

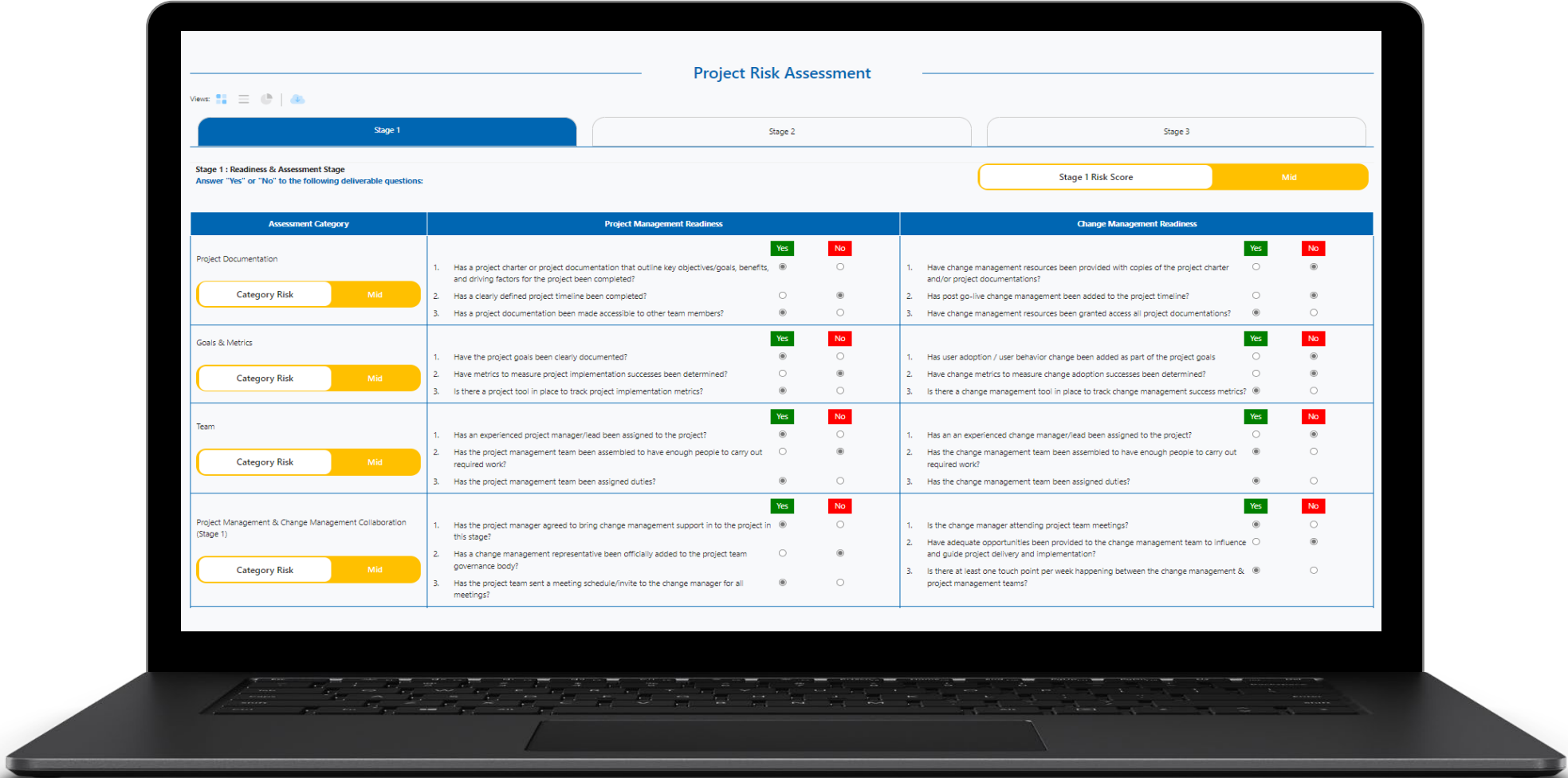
Address any identified risk areas early.

Develop and implement deliverables necessary for a successful project.

Provide high-level and detailed reporting on project risk and success areas.

# Risk and Readiness Assessment Tool

The outputs of this tool will help you assess the project risks and success.



## AI Case Study



### Context

Our client is an industry leader when it comes to leading with a growth mindset – both for the company and its employees. To sustain growth in AI adoption, the client instilled a culture of continuous learning and experimentation, encouraging employees to adopt and innovate with AI. To do this, they provided training and resources for upskilling, as well as creating an environment where failure was seen as a stepping-stone, rather than a roadblock.

### Solution

GP Strategies assisted with their AI promotion campaign.

Project objectives included:

- Creating an **empowering learner journey encouraging awareness, AI education** and responsible use.
- Conducting conversations with company leaders **to discuss responsible use and the value of using clean data.**
- Encouraging employees to innovate, experiment and enhance their workplace with AI.

Through close work with senior leadership, GP consultants designed and developed a video and three (3) podcasts with the aid of **AI video generation and Chat GPT technologies.** Additionally, we supported curation efforts and the LXP plan design. Further, a workshop on using MS Copilot was designed and deployed.

### Results

By identifying opportunities for AI across the enterprise, debunking AI myths, and discussing current and future opportunities and applications, the company will begin to be able to fully leverage AI's transformative potential and stay competitive.



# Q&A







# Thank you

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