

AI ADOPTION & CHANGE MANAGEMENT FLOW

A proven framework to deliver successful AI projects through people, process and technology.



PEOPLE

At the heart of every AI transformation.



PURPOSE

Improve outcomes, create value and empower people.



VALUE

Sustainable adoption drives lasting impact and growth.

01

DISCOVER & ALIGN



Understand the need, align stakeholders and define the opportunity.

02

PRIORITISE & DESIGN



Prioritise use cases and design the solution and change approach.

03

GOVERN & PREPARE



Establish governance, prepare the organisation and build capability.

04

PILOT & LEARN



Pilot, learn, refine and build confidence through quick wins.

05

SCALE & SUSTAIN



Scale with confidence and embed AI into the way we work.

CHANGE MANAGEMENT FOCUS

- ✓ Engage stakeholders align and often
- ✓ Understand current state (people, process, tech, data)
- ✓ Assess readiness and identify potential impacts
- ✓ Build awareness of AI possibilities and purpose

CHANGE MANAGEMENT FOCUS

- ✓ Co-create with users to build ownership
- ✓ Map impacted roles, processes and skills
- ✓ Define future state behaviours
- ✓ Develop change strategy and communication plan

CHANGE MANAGEMENT FOCUS

- ✓ Establish governance and decision rights
- ✓ Address risks and ethical considerations
- ✓ Build champions network
- ✓ Deliver role-based training and resources
- ✓ Prepare support structures

CHANGE MANAGEMENT FOCUS

- ✓ Select the right pilot (high value, low risk)
- ✓ Support users closely and remove blockers
- ✓ Celebrate early wins
- ✓ Capture feedback and iterate
- ✓ Assess adoption, impact and learnings

CHANGE MANAGEMENT FOCUS

- ✓ Plan phased rollout across the organisation
- ✓ Embed into processes and ways of working
- ✓ Reinforce behaviours and usage
- ✓ Measure value and adoption
- ✓ Continuously improve and innovate

CONTINUOUS FEEDBACK LOOP

Listen • Learn • Adapt • Improve

ENABLERS OF SUCCESS



LEADERSHIP SPONSORSHIP

Visible, consistent leadership drives belief and action.



CLEAR COMMUNICATION

Tailored, transparent communication builds trust and reduces fear.



CAPABILITY BUILDING

Equip people with the skills, confidence and support to thrive.



PEOPLE-FIRST APPROACH

Empathise, involve and empower users at every step.



GOVERNANCE & ETHICS

Responsible AI with clear guardrails builds confidence.



MEASUREMENT & VALUE REALISATION

Track impact, share results and reinvest in improvement.

CHANGE PRINCIPLES

- ♥ Empathy over enforcement
- 👤 People over process
- 🎯 Outcomes over outputs
- 🔄 Iterate over perfect
- 🚀 Adoption over launch



SUCCESS OUTCOMES

- ✓ Higher adoption and usage
- ✓ Improved productivity and outcomes
- ✓ Happier, more engaged teams
- ✓ Sustainable value and innovation
- ✓ A future-ready organisation

