

Use Is the Real Test

Building the Habit of Adoption in the Intelligent Organization

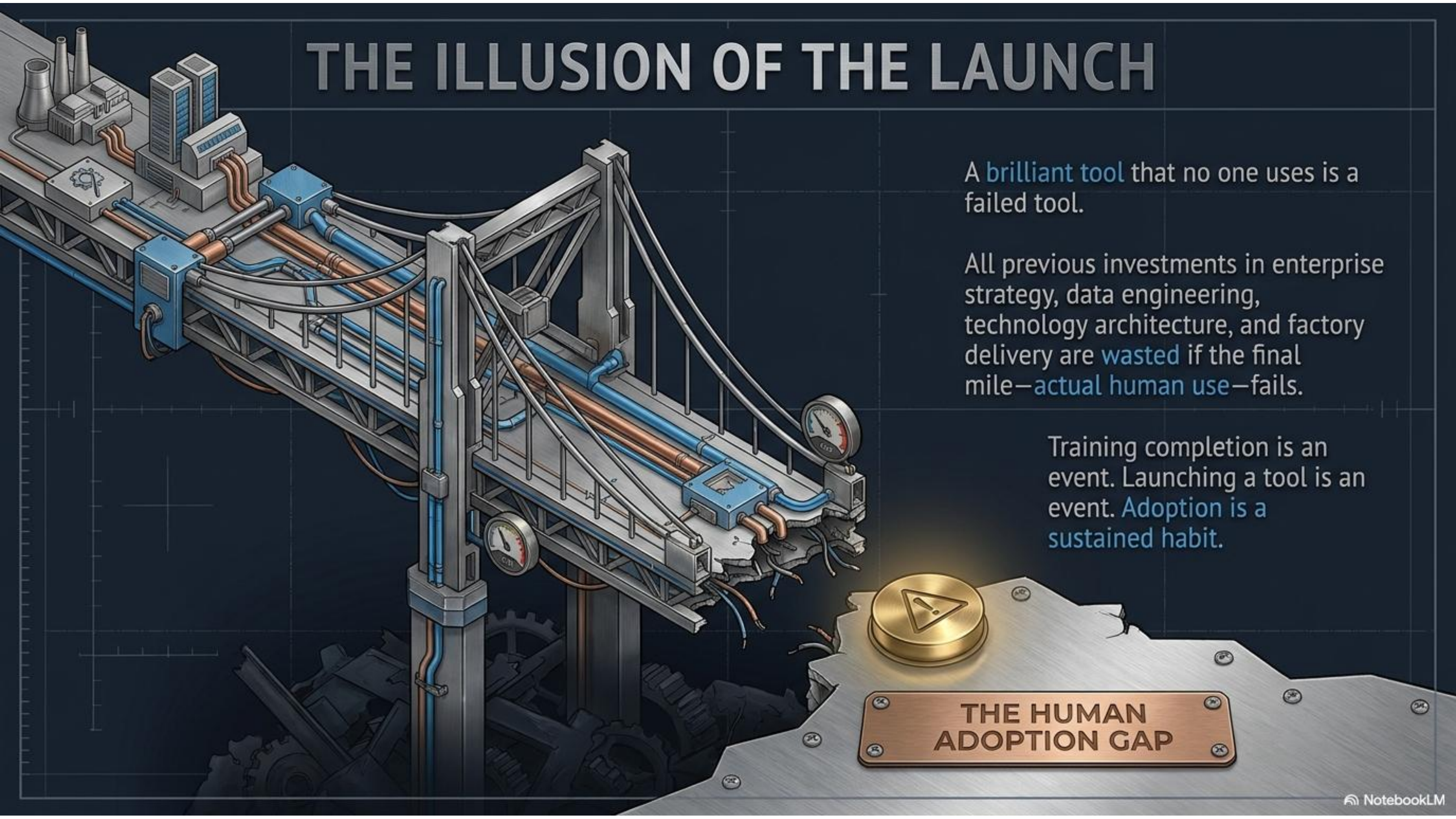


THE ILLUSION OF THE LAUNCH

A brilliant tool that no one uses is a failed tool.

All previous investments in enterprise strategy, data engineering, technology architecture, and factory delivery are wasted if the final mile—actual human use—fails.

Training completion is an event. Launching a tool is an event. Adoption is a sustained habit.



THE HUMAN
ADOPTION GAP

Drawing the Hard Line



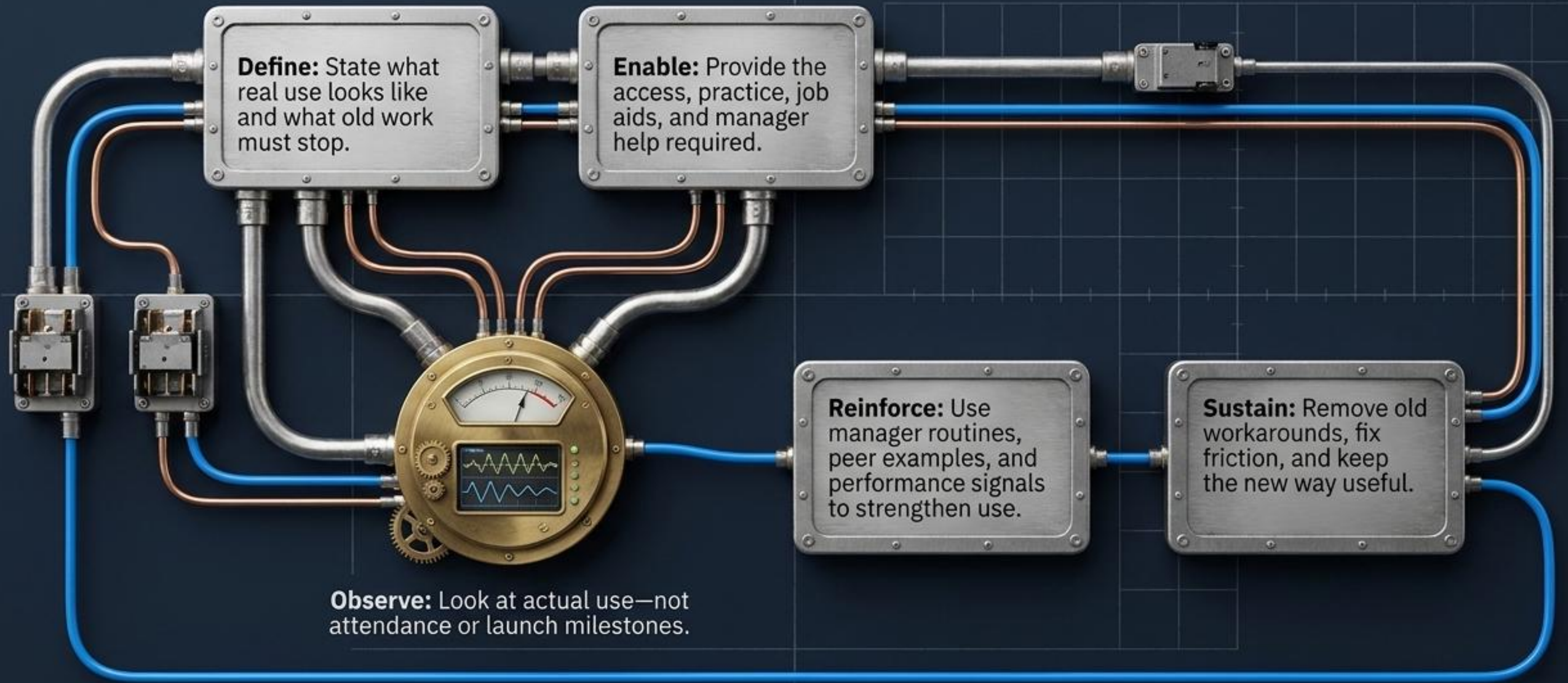
The Plain-English Test for Adoption

The TIO Definition: Adoption is the organization's ability to help people start using new ways of working, keep using them, and stop relying on old workarounds that weaken value.

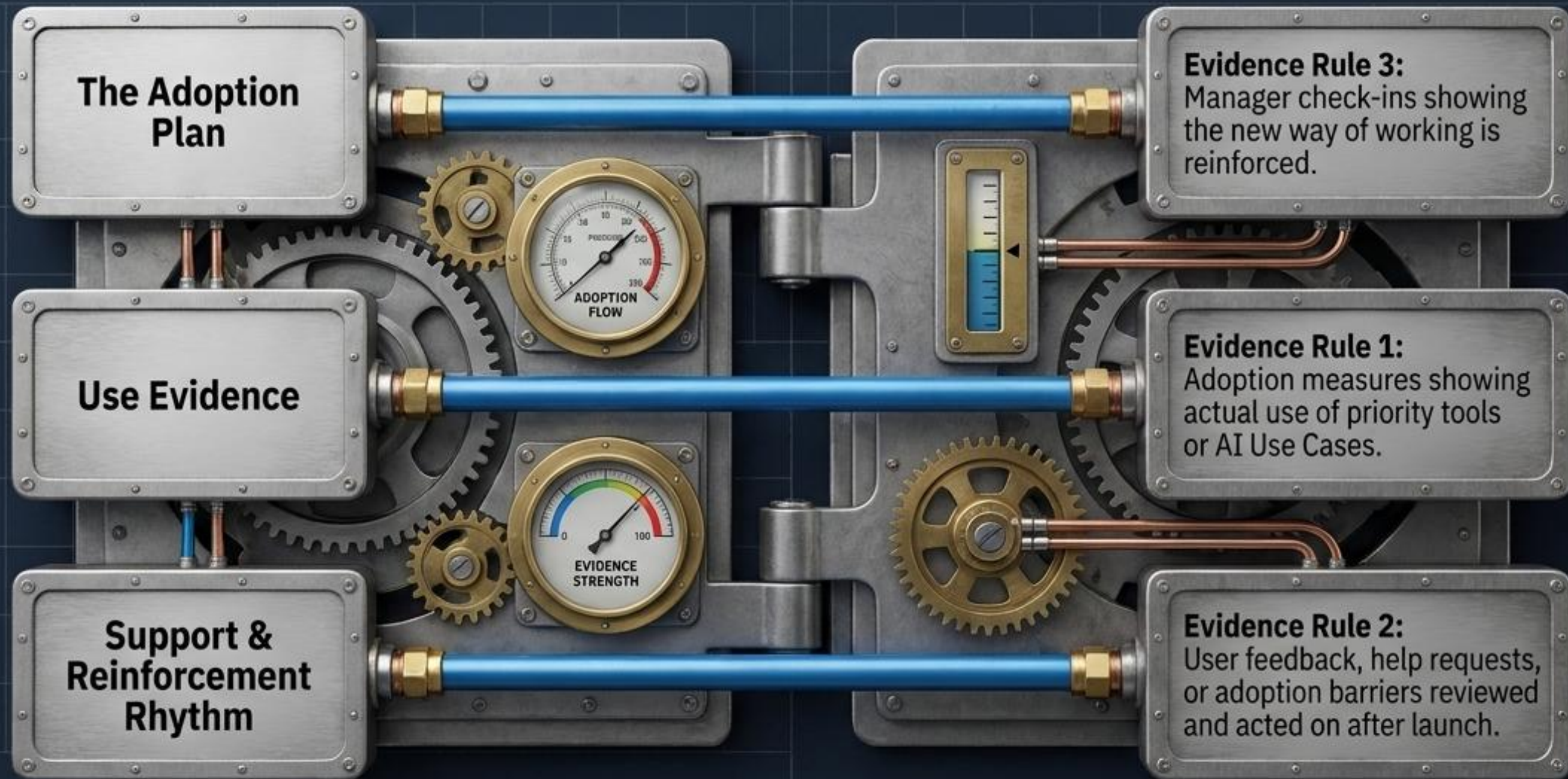


The Plain-English Test: Are people actually using the new process, tool, automation, or AI-enabled way of working in the right way, often enough, and with enough confidence to create value?

The Activation Circuit



Proving the Capability Exists



Scoring Reality Over Aspiration

The Assessment Rule: Do not score Adoption based on launch, communication, or training completion. Score it based on repeated use, reduced workarounds, confidence, and value evidence.



The Trust Ecosystem



The First 30 Days

1

Pick one active AI Use Case, platform rollout, or work redesign.

2

Name the adoption owner.

3

Define what 'real use' looks like and identify the target users.

4

Map the practical barriers to use.

6

Design the Support Plan: manager routines, job aids, and escalation paths.
Build a simple use tracker to capture actual telemetry, not sentiment.