

The AI Change Management Playbook

The must-have checklist for helping your team get value from AI



The challenge you're facing today

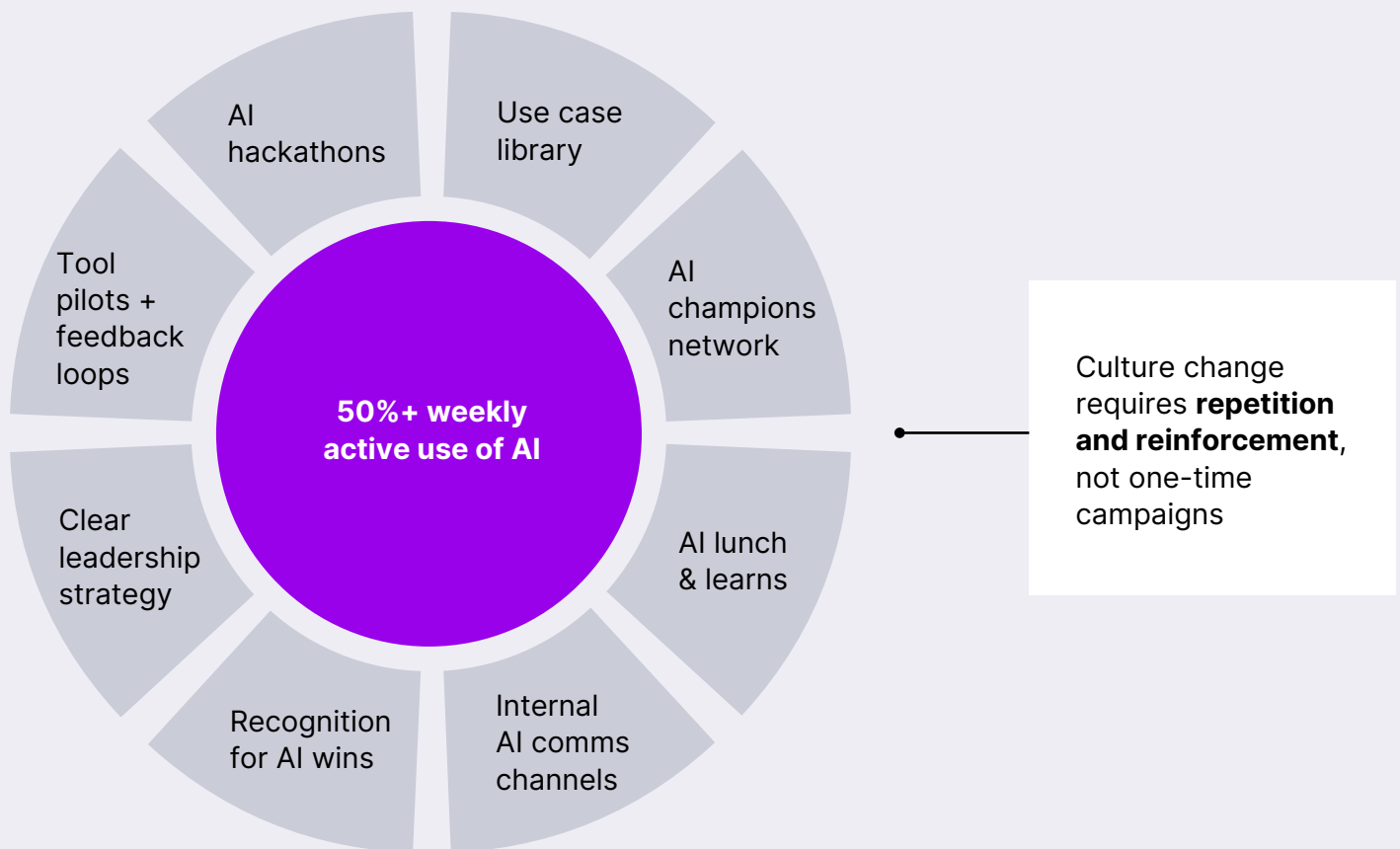
If your company just appointed you “the head of AI” – in name or in responsibilities – you might feel overwhelmed.

Deploying AI is a huge change management challenge for a few reasons:

- 1 Employees are anxious about AI and may resist using it
- 2 There's a steep learning curve for getting real value from AI
- 3 People will need to rethink their workflows (and maybe even their roles)
- 4 The tech changes constantly, and it's hard to keep up

Giving everyone access to ChatGPT Enterprise or Copilot is a start, but it won't get you what you need, **which is minimum 50%+ weekly AI usage across your entire organization**. Instead, you need a strategic drumbeat of activity that reduces anxiety, builds a culture of weekly/daily AI use, and embeds AI into your core workflows.

We're here to help. Here's our proven checklist of AI change management activities, built to deliver immediate value to your organization.





Your 120-day AI change management checklist

Your overarching goal

Give employees the support, clarity, and motivation to drive AI usage to the tipping point (50%+ WAU), which then translates to real productivity gains and ROI.

FIRST 30 DAYS

By the end of the 30 days:

- Everyone knows the company AI vision
- 25-50% of employees are certified as proficient
- You've hosted a company-wide launch event

Checklist:

- Set a top-line strategic goal, success metrics, and end of year targets for AI adoption
- Get everyone access to a paid LLM – we prefer ChatGPT Enterprise or Claude, but Microsoft shops may choose Copilot
- Establish your vision and “why of AI” by writing an AI manifesto
- Write a specific AI policy (do's and don'ts for using AI) in partnership with compliance (general statements like “don't upload sensitive company information” aren't actionable enough)
- Create a communications plan for the initial launch of your AI strategy
- Schedule a company-wide launch event to share your “why of AI” and make it clear why you're doing this and what your expectations are
- Give everyone access to AI training and aim for 25-50% completion (higher if you're a smaller org) in the first 30 days
- Integrate weekly sharing of AI wins and losses into existing touchpoints (company all hands, lunch & learns, team weekly meetings, etc.)

FIRST 90 DAYS

By the end of the 90 days:

- You know how often people are using your AI tools
- You've established regular communication channels and collaborative spaces
- Team leaders are starting to build their own AI adoption plans

Checklist:

- Establish a baseline of organizational AI use via your LLM's data or a pulse survey
- Start a cadence of monthly lunch and learns to share AI use cases
- Start building and seeding an AI use case library
- Identify an initial set of AI champions and stand up your Champions program to convene and support them (they can help lead your lunch & learns, seed your use case library, and more)
- Launch a collaborative AI space (e.g., Slack or Teams channel, office hours) to share use cases
- Align on whether and how to embed AI into performance reviews
- Get your team leads (department or division heads) to build their team-specific AI adoption plans including the 2-3 AI-powered workflows (and success metrics) they'll pilot within their function this quarter

ONGOING

On a monthly basis:

- Reporting to your larger team and senior stakeholders on usage and proficiency
- Ongoing upskilling and reskilling
- Ongoing communications, onboarding, and culture programs
- Process to surface and support AI-powered workflows

Checklist:

- Onboard new employees on your AI strategy, manifesto, and expectations and ensure they complete AI training
- Report wins and losses transparently
- Ensure team leads are running quarterly pilots to test new AI-powered workflows (and sharing learnings back with your team – don't assume all will be successful)
- Share board-level quarterly progress reports on AI ROI
- Host quarterly hackathons and use case contests to encourage on hands-on building
- Manage and moderate your AI space (e.g., Slack, Teams, etc.)
- Send a monthly AI newsletter to highlight wins and challenges
- Develop and maintain a plan to support AI-powered workflows (e.g. do you need a Custom GPTs product manager? How do AI-powered workflows get updated with the release of new models? How do new employees get onboarded?)
- Certify employee AI proficiency annually to ensure your team is up to date on the latest capabilities

One way to think about the ROI of change management

As an AI leader, you'll likely be asked, "How are these programs driving ROI?"

Don't panic. While there's no "plug and play" model for delivering AI ROI, we've got a shortcut for how to think about it.

Your goal as head of AI should be to drive **at least 50% AI weekly active use** in your workforce, translating to **10% productivity gains** – about 4 hours a week saved per employee. For a 1,000-person organization, that's a productivity value of about \$5M (assuming some leakage from people using their extra time to go walk the dog).

McKinsey [assumes](#) large orgs will spend \$5 on change management for every \$1 on tech. To be less aggressive, let's assume you spend \$1-3 for every dollar on tech. In an 1,000-person organization, that means you'd spend \$750,000 on your roll-out + change management – but realize \$5M in value.

That's a 6x ROI - which will only increase as you drive more usage (for example, Moderna has almost 90% weekly active use).

Estimated headcount saved	WITHOUT Change Management	WITH Change Management
Total Employees	1,000	1,000
Employee Cost Basis	\$125 million	\$125 million
LLM Costs	\$250K	\$250K
Transformation Costs	\$100K	\$500K
Total Costs	\$350K	\$750K
Adoption (WAUs)	10%	50% (tipping point)
Productivity Gain	5%	10%
Value Generated	\$500K	\$5M
ROI (\$)	\$150K	\$4.3M
Estimated headcount saved	1	34



The big takeaway

To do this right – and achieve ROI from your LLM investment – you're looking at over 1,000 hours of work a year. **This is a full-time job** – so if it's been assigned to you as a side project, use this guide to lobby for more dedicated time or support.

And if you need help, guidance, or ideas, don't hesitate to reach out.

