

Copilot – Change & Adoption



WHY

Ensure a successful rollout of Microsoft 365 Copilot to end-users, driving high adoption rates and embedding Copilot into everyday workflows. This solution focuses on the people side of AI – training users, managing organizational change, and measuring impact – so that the technology delivers real productivity improvements on the ground. It is geared towards operational teams and employees, with support from business unit leaders, to turn the AI strategy into action.

3 Phases

Phase 1: Planning & Alignment

High-Value Scenarios & Metrics: Building on the strategic roadmap, work with department leads to identify specific use cases and scenarios for initial Copilot deployment (e.g., drafting reports, summarizing meetings, automating routine tasks). For each scenario, establish clear success metrics and KPIs (such as reduction in time spent on task X or user satisfaction scores). **Adoption Plan Design:** Develop a detailed adoption and change management plan. This includes forming a Copilot Center of Excellence (CoE) or champion network, who will advocate and support the change internally. The plan also defines the communication strategy, training curriculum, and support model required for rollout.

Phase 2: Enablement & Rollout

Technical Deployment: Coordinate with IT to ensure Copilot is technically enabled for the target user groups (licenses assigned and Copilot services configured). Address any technical prerequisites or optimizations identified earlier (e.g., implementing security controls or data labels to protect sensitive info during Copilot use). **Training & Education:** Execute a comprehensive training program. This typically starts with train-the-trainer sessions for the CoE and key stakeholders, followed by broad end-user training. Users learn how to use Copilot features in Outlook, Teams, Word, etc., and importantly, how to write effective prompts to get the best results. Hands-on workshops and scenario-based exercises help users incorporate Copilot into their daily routine. **Awareness & Engagement:** Run an internal awareness campaign to excite and inform employees. This can include launch events, demo sessions, tip sheets, and regular communications highlighting success stories and quick wins to build enthusiasm.

Phase 3: Reinforcement & Optimization

Adoption Monitoring: Once Copilot is live, track usage and collect feedback. We monitor key indicators like how often users invoke Copilot, which features are most used, and any barriers or issues encountered. Surveys and feedback channels are set up for users to share experiences. **Measure Impact:** Evaluate the business impact against the success metrics defined in Phase 1 (for example, verify if email processing time dropped by ~64% as observed in early Copilot studies, or if employees report spending less time on routine tasks). **Continuous Improvement:** Provide ongoing support and refresher training where needed. Address any adoption gaps by refining the approach – e.g., additional coaching for departments with lower uptake, or adjusting communication. The CoE regularly shares success stories and lessons learned, helping to sustain momentum. Finally, a post-rollout review is conducted with stakeholders to document outcomes and outline next steps (such as expanding Copilot to new groups or adding advanced use cases).



WHAT



1. Key Components & Features:

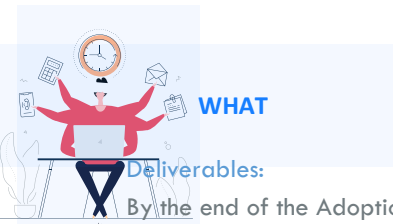
The Adoption & Change Management solution is a comprehensive program that puts people and process change at the forefront:

- **Customized Adoption Plan:** ConXioN crafts an adoption strategy tailored to the client’s culture and structure. This plan covers governance of the change effort, identifies champions, and lays out a timeline of activities (training, communications, support) to drive Copilot uptake¹. It is not a one-size-fits-all approach – the plan is informed by the organization’s past change experiences and specific needs³.
- **Stakeholder Engagement:** Early involvement of both leadership and everyday users. A cross-functional Steering Committee or CoE is established so that business leaders and power users jointly steer the rollout. This ensures buy-in at all levels and helps address concerns proactively.
- **End-User Training & Upskilling:** A significant feature is hands-on training for end-users. ConXioN provides role-based training sessions (e.g., workshops specifically for sales teams on using Copilot for proposal writing, or for project managers on generating meeting summaries). Users are taught not just how to use Copilot, but how to rethink their workflows to take advantage of AI assistance. A focus is placed on developing prompt-writing skills among employees, which improves the quality of Copilot outputs and boosts user confidence³.
- **Change Communication & Awareness:** Continuous communication is woven into the project. This includes everything from an initial announcement that frames Copilot as a positive advancement (addressing any fear of AI), to weekly tips or “Did you know?” emails that keep Copilot in the conversation. Visible executive endorsements (for example, a note from a VP about how they personally saved time with Copilot) further encourage adoption.
- **Support and Feedback Mechanisms:** During and after deployment, dedicated support channels (helpdesk support, champion office hours, etc.) are in place to help users with queries or issues. Just as crucial, feedback loops (surveys, Copilot usage dashboards, regular check-ins with champions) are established so the organization can learn and adapt. This responsive approach ensures that the change management can course-correct and amplify what works well (e.g., if one team’s usage skyrocketed due to a particular approach, that insight is shared across the organization).

2. Value Proposition:

Investing in Adoption and Change Management ensures that the technology investment in Copilot translates into actual productivity gains and user satisfaction. People are at the center of the transition, which is critical because even the best AI tool has no impact if employees do not use it effectively³. Through this solution, end-users become comfortable and proficient with Copilot, transforming how they work. The value propositions include:





By the end of the Adoption & Change Management engagement, the organization will have achieved a tangible shift in ways of working. Key deliverables include:

- **Trained Workforce:** Hundreds or thousands of employees trained (via live sessions, workshops, or e-learning modules) to use Copilot effectively in their roles. This includes training documentation and quick-reference guides that remain for ongoing reference.
- **Copilot Champions Network:** An internal community of Copilot champions or a Center of Excellence established, consisting of enthusiastic users and experts who continue to support peers and drive new use cases beyond the formal project.
- **Communications Package:** A suite of communication materials and campaigns delivered (emails, intranet content, FAQs, tutorial videos). These materials not only served during the rollout but can be reused for onboarding new employees or continuing awareness.
- **Adoption Dashboard & Report:** A report detailing adoption statistics (e.g., percentage of users actively using Copilot, frequency of use across departments) and the impact on key metrics. It will highlight improvements, areas of high and low adoption, user feedback summaries, and recommended next steps to maintain momentum.
- **Support Plan:** A transition of support mechanisms to the organization's IT or the Center of Excellence for ongoing Copilot support. ConXioN provides guidance for how to handle Copilot updates, new feature rollouts, and how to continue gathering user feedback and measuring value over time.

Encouraging Continued Adoption:

This solution is designed not just to achieve a one-time uptick in usage, but to ingrain Copilot into the organizational culture. By establishing a champions network and CoE, it creates internal ownership that persists beyond ConXioN's engagement. The teams are empowered to continue training new users, exploring new Copilot features, and sharing success stories on their own. The measurement mindset instilled (tracking usage and outcomes) means the organization will keep an eye on value realization. Additionally, the positive experiences and productivity wins during the project create a pull – as more employees see colleagues benefiting, a grassroots demand to extend Copilot to more scenarios will grow. In effect, the Adoption & Change Management phase ensures that the value of Copilot continues compounding over time, rather than fading after launch.

5 benefits



Tailored to your organization (you choose departments, champions and verticals)



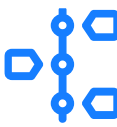
Detailed final report with analytics, user feedback/sentiment



Focus on broad adoption using a network of champions



Clear scope and budgetary engagement



A high-level future roadmap on generative AI for your organization

