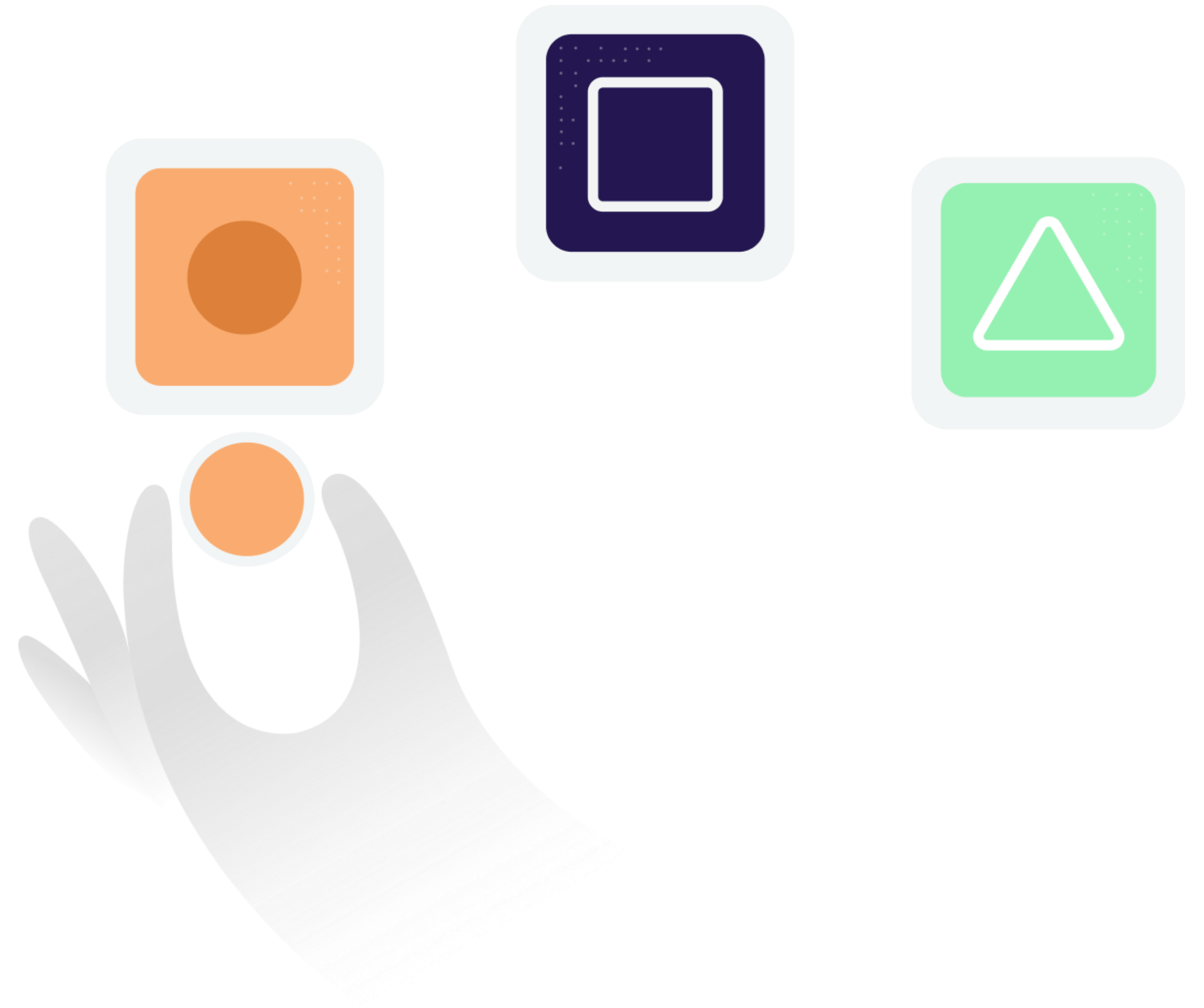
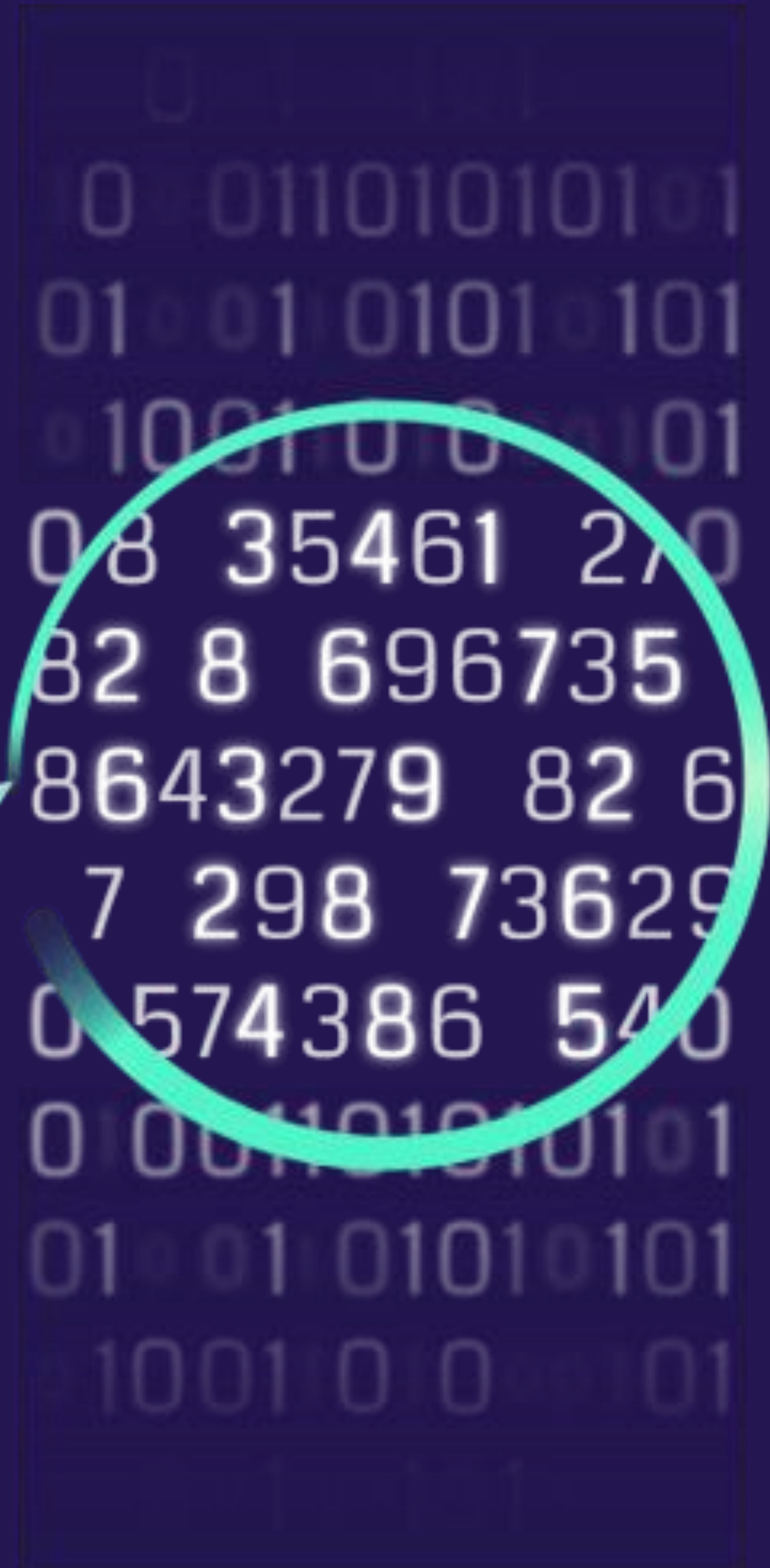
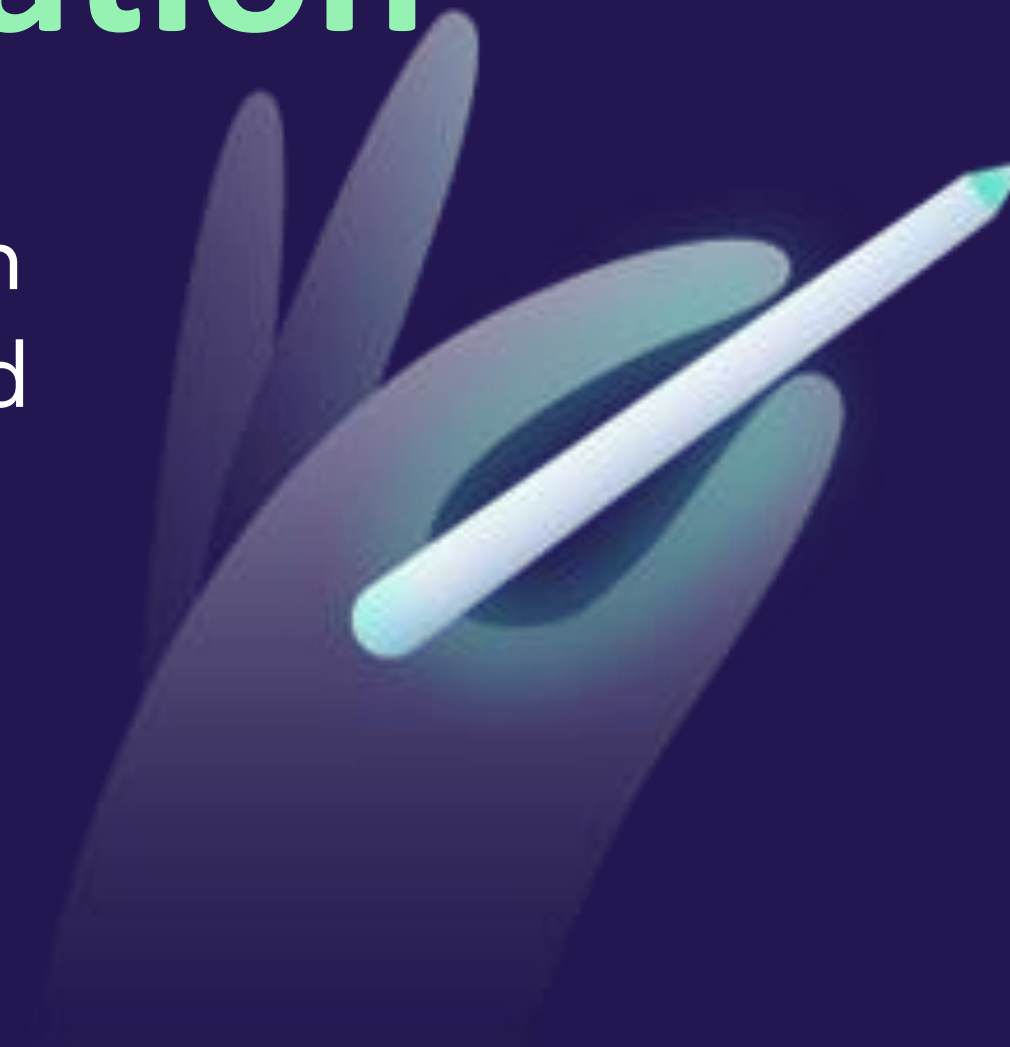


Copilot Adoption Journey



Taking care of people's habits for long-lasting transformation

We have developed a unique and certified experience in “behavioral change”, connecting technological skills and data-driven approaches with deep know-how in psychological, neuropsychological, and social sciences.





The Challenge

M365 Copilot's challenge is only partially technological.

It's about enabling people to adopt new behaviors that have a concrete impact on the quality of the work experience.

The new behaviors must also consolidate into new habits, which can last over time.

For this reason, the project we have developed is characterized by a smart and agile approach in which the organization will be accompanied:

- On one hand, in implementing actions that generate results in the short term,
- On the other hand, in embracing a perspective of a broader scope and potentially ready to scale up to more users

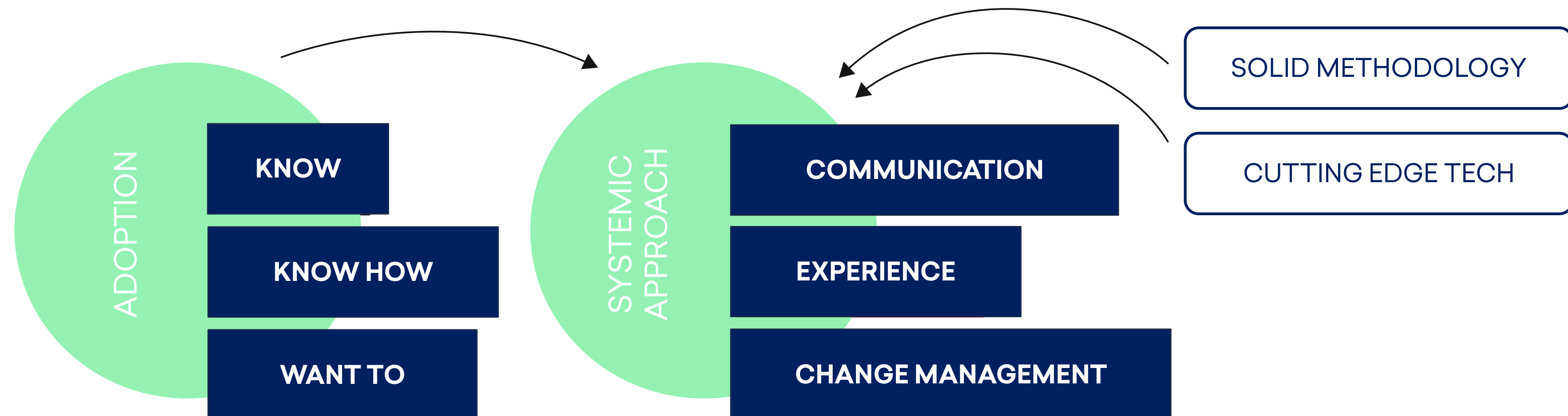




Our Uniqueness

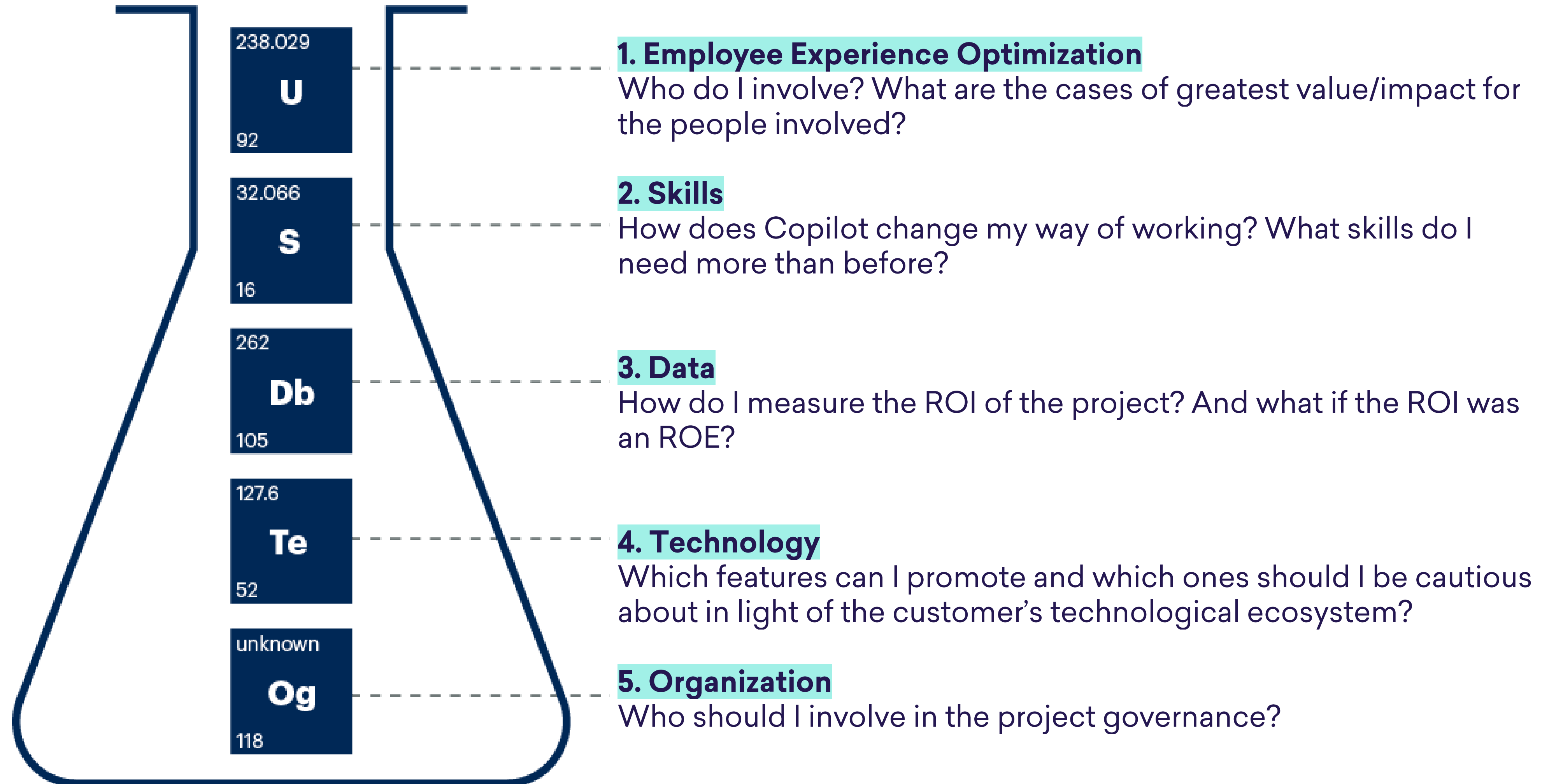
Our approach goes **beyond simply promoting awareness** (know) and **capabilities** (know-how). It stimulates **the desire** (want to) to use a certain technology and to support the creation of **new habits that will be lasting over time**.

This will be achieved by integrating a solid change management methodology and cutting-edge technologies that will make the impact **easily modifiable**.





Which aspects to be considered?

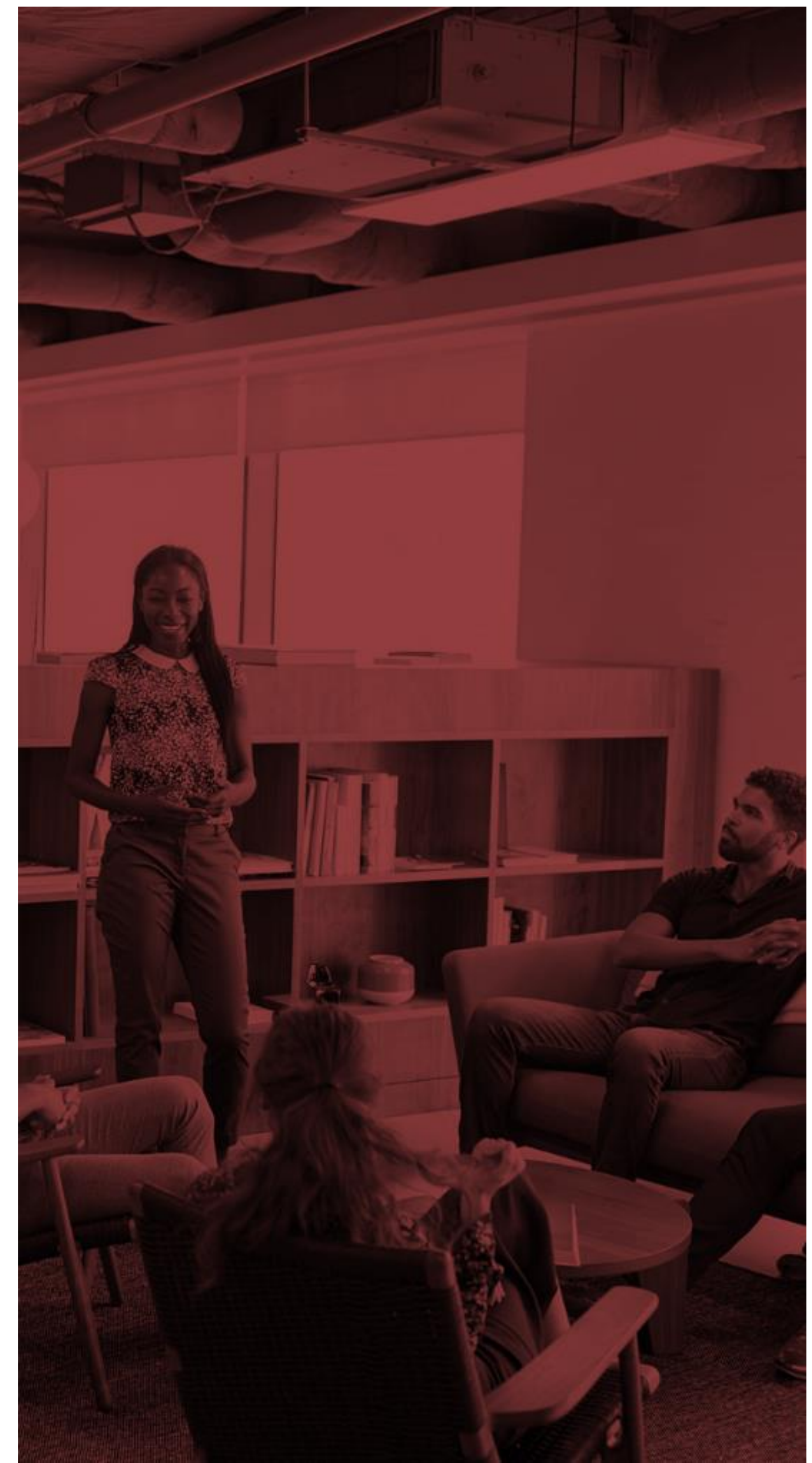




Who guides the project?



- Identify and involve key stakeholders, create the team, identify and prioritize business scenarios, define KPIs.
- Create a mutual understanding base to share and discuss the main expectations in terms of Adoption and to identify the main resistances to change.
- Commit to the general roadmap and identify the main stakeholders to be involved.
- Identify and prioritize business scenarios that should be used and identification of success criteria.





How to measure success?

DA ROI

- Daily adoption
- Less time to search for information
- More effective communications
- Leaner and more agile writing and content production
- More functional management of a meeting's lifecycle

A ROE

ROE examines how well a company uses its digital resources to improve the employee experience and business outcomes?

Return on Experience
Return on Engagement



Return on Employee
Return on Enablement



www.digitalattitude.com

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