

# Copilot for Microsoft 365

## Change & Adoption Approach with Key Differentiators and Success Factors

A holistic, employee-centered adoption strategy drove successful implementation of Microsoft 365 Copilot, while simultaneously accelerating engagement with other Microsoft tools like Viva Engage. The program blended strategic rollout planning, continuous enablement, and visible leadership support to deliver measurable impact.

### Strategic Adoption Approach



#### Phased Rollout Strategy

Executed in stages, starting with early adopters, then scaling through departmental waves and executive onboarding.



#### Persona-Based Enablement

Delivered tailored prompts, playbooks, and training aligned to specific user roles and day-to-day scenarios.



#### Prompt Coaching & Use Case Libraries

Provided real-world examples and templates to help users embed Copilot into their routines.



#### Responsive Engagement Sessions

Hosted kickoffs, live demos, and ongoing enablement sessions shaped by user feedback and interest areas.



#### Manager and Leader Activation

Equipped people managers with usage dashboards, talking points, and adoption KPIs to drive team-level accountability.



#### Gamification and Peer Learning

Encouraged early adopters to share tips and challenges on Viva Engage, building excitement across later waves.



## Hub-Driven Enablement

Used insightful surveys to gather real-time employee feedback, refine enablement content, and close adoption gaps.



## License Governance and Optimization

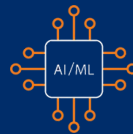
Created a license management model to identify underutilization, reallocate as needed, and ensure active users received access and support.

# Key Differentiators



## Embedded in Daily Workflows

Seamless integration into Teams, Outlook, Excel, and Word - no need to adopt a new platform.



## AI with an Enterprise Context

Delivers intelligent support using Microsoft Graph and secure access to organizational data.



## Focused Attention on Laggards

Used scorecard reporting and people manager intervention to boost low-user engagement.



## Cross-Functional Center of Excellence (CoE)

Shared prompt libraries, governance tools, and success stories to accelerate learning.



## Copilot Community of Excellence



## Amplified Viva Engage Adoption

Gamified content hub featuring peer-led learning, prompt examples, and recognition of high-value contributors.



### Data-Driven Targeting

Leveraged usage analytics, survey feedback, and persona-based tracking to focus enablement efforts where most needed.

Simultaneously grew Viva usage by encouraging Copilot discussions, competitions, and storytelling in that channel.



### User-Led Learning Evolution

Evolved training topics and formats based on what users wanted to learn - not just what was planned.



### Forming Positive, Functional Habits

Create proven, repeatable, and dependable habits ensuring long-term usage with continued ROI.

## What Made This So Successful

- ✓ **Strong CEO and Executive Sponsorship** : Senior leaders, including the CEO, actively championed Copilot adoption through messaging, visibility in sessions, and reinforcement of key outcomes.
- ✓ **Employee Experience-Centric** : Designed the program around the user journey, focusing on simplicity, support, and relevance to daily work.
- ✓ **Continuous Optimization** : Maintained a feedback loop between users, leaders, and support teams to quickly pivot based on adoption data and sentiment.
- ✓ **Multi-Tool Adoption** : Not only drove engagement with Copilot, but also improved utilization of Viva Engage, Microsoft Teams, and Outlook productivity features.

✓ **Voice of the Employee :** Pulse surveys and feedback channels gave employees ownership in shaping enablement and support content.

✓ **Visible Success Metrics :** Regularly shared metrics on license use, productivity gains, top prompts, and user satisfaction to maintain momentum.

✓ **Leadership and Peer Momentum :** Created top-down and bottom-up engagement by enabling managers and amplifying user-generated value stories.