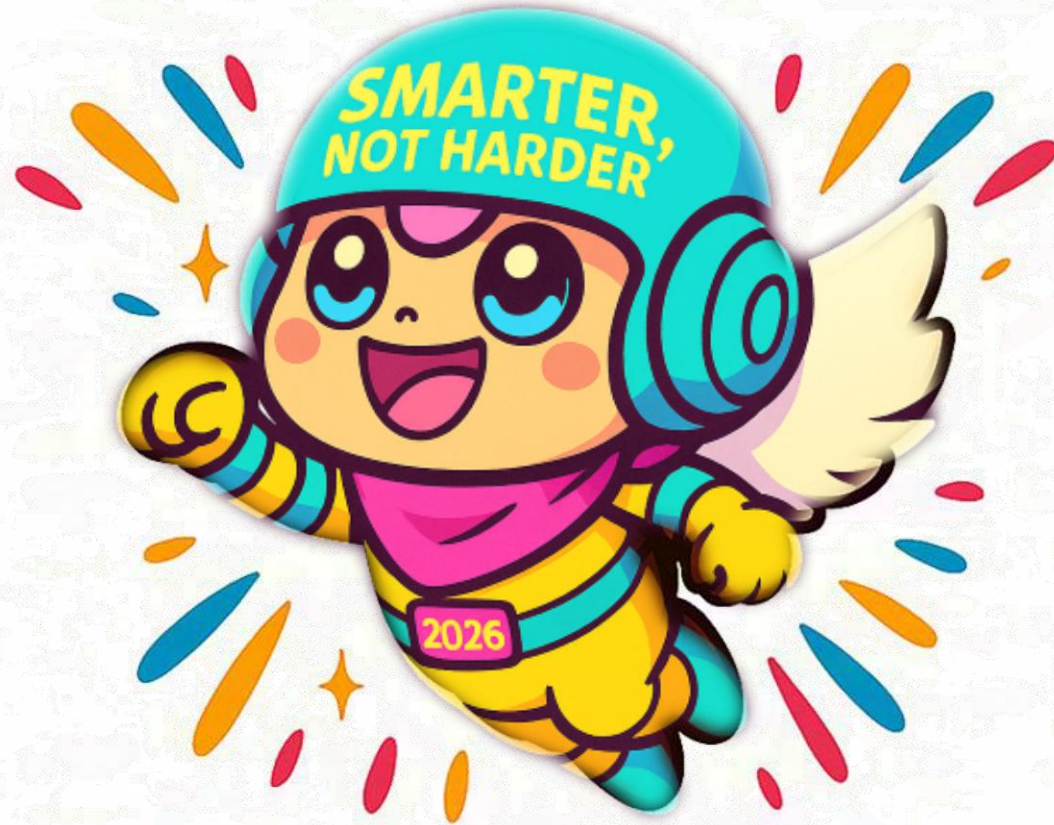


**BACK  
TO  
WORK  
2026**



**DO IT  
SMARTER,  
NOT  
HARDER**

- 🎓 Put fun in the game and make learning a daily habit
- 💛 Celebrate the new year with new habits on old challenges
- 💪 6 weeks, clear ambition: work smarter, not harder

2026 will be the year of new years resolutions coming true. Let's get started!

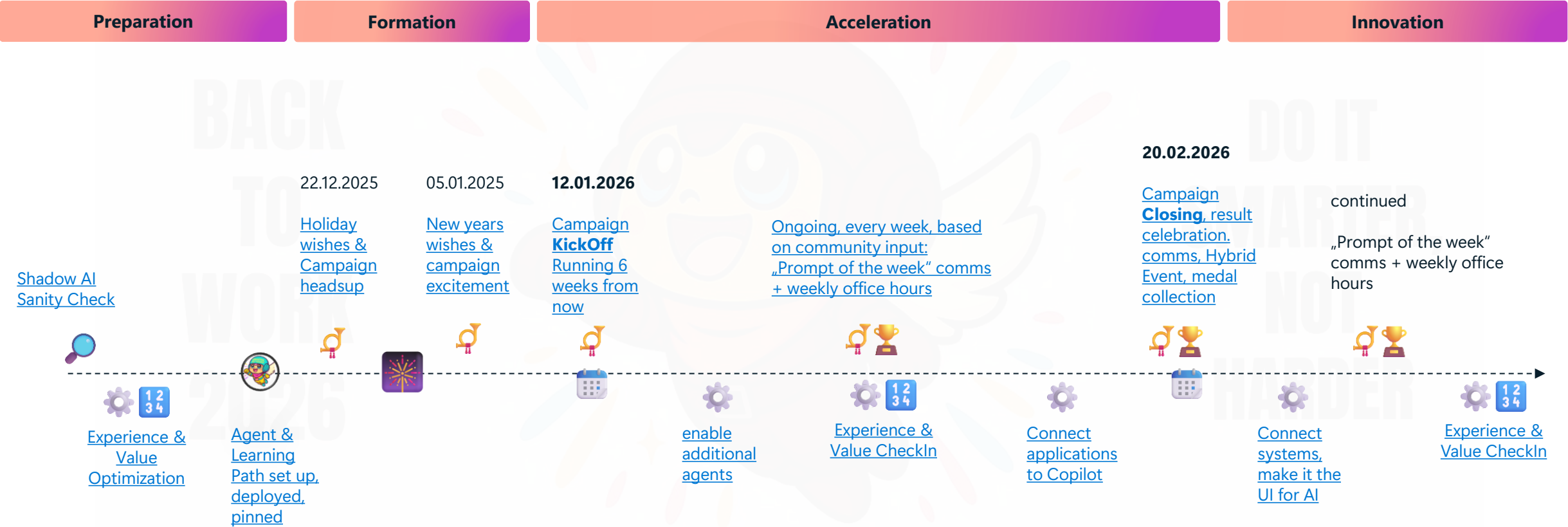
## **What this campaign is about**

- 6 weeks, clear ambition: work smarter, not harder
- Celebrate the new year with new habits on old challenges
- This package contains everything you need to set up and run an according campaign
- reach out to each and everyone in your organization
- Put fun in the game and make learning a daily habit
- Use the exemplary timeline, collaterals and tools to make your approach successful.
- Follow actionable 1-2-3 guidelines to ensure safe AI use on every desk

**Great you take the lead to  
enable everyone in your organization to achieve more!**

**NEW  
YEAR  
  
NEW  
WORK  
STYLE**

# Campaign Journey



# Shadow AI Sanity Check

1

## The risk of Shadow AI

Shadow AI is a fact. More people are bringing their AI tool to work than using the provided ones (if so).

But not having any control about your company data being processed in which kind of only, maybe consumer service puts your data at risk.

It might lead to

- Compliance issues
- Data loss
- Law suits
- EU AI Act violations

2

## Risk measure baseline

*As an organization ask yourself:*

***How many requests towards ChatGPT did we have during the last 30 days and how much GB has been sent there?***

***Do we have an AI Use Policy in place which guides our employees which data is allowed to processed in which services?***

***Do we have an AI baseline training that satisfies our obligations out of the EU AI Act?***

3

## Mitigate and improve

Define Microsoft 365 Copilot Chat as your tool of choice when it comes to AI at work.

If applicable: Block public AI using either

- [Defender for Cloud App Security](#)
- Or your proxy solution

If block is not an option, at least get a warning message out accessing Shadow AI (same tools as for the block can be used).

Upskill your users in Safe AI usage by leveraging [the Learning path](#) within this campaign.

Improve literacy through active exchange.

# Experience & Value Optimization

1

## Experience creates safety

Bad user experience leads to frustrations and raises Shadow AI risks.

Copilot Chat is where your users are and with that there is no need for content switching or breaking security instrument by copying data around.

Follow [these](#) and [these](#) instructions for a optimized Copilot setup

[Pin Copilot to Office apps and on taskbar](#) make it easy to access

Deploy [M365 Copilot App on mobiles](#) for unified experience

2

## Understand your users

Be sure to make your users happy. And keep it like this.

[Setup Copilot reporting](#), define your KPIs and understand current usage.

Pay attention where and how users interact with Copilot, this might lead to adaption on the process.

Track usage over the course of time to measure campaign impact

Set a baseline and track users happiness e.g. through iterative [Copilot User Surveys](#)

3

## Keep everyone productive

Keep up a perfect experience through continuous improvement.

There are a whole bunch of new features every month.

Have a process defined to always stay on top of news through  
- [Public Copilot Roadmap](#)  
- [Copilot Blog](#)

Define a group of business and IT users and enable them for the [Frontier Program](#).

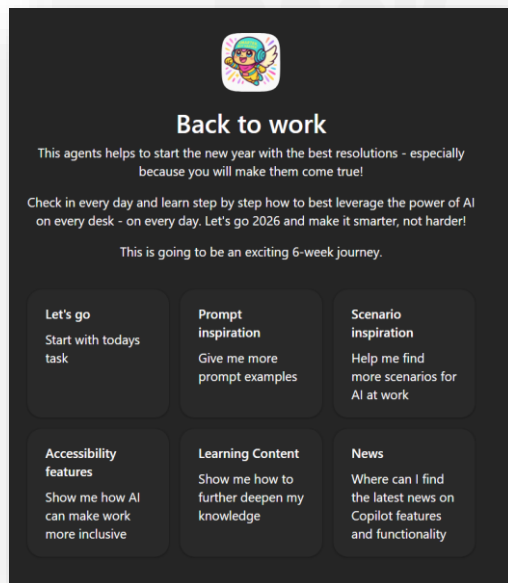
Roll out new features timely and keep everyone informed, e.g. via monthly office hours, update comms etc.



# User Readiness, Training & Gamification

1

## Back to work agent



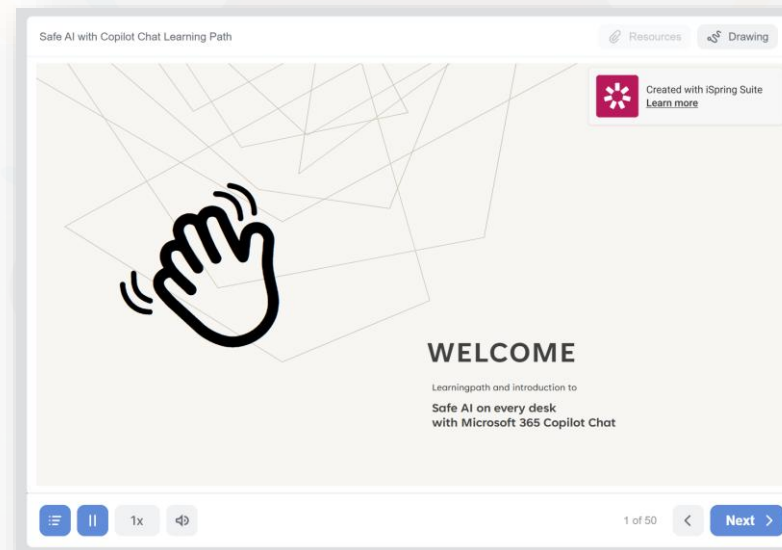
Ready to go with all contents needed. Open source, free to use.

- 6 weeks runtime
- A nice hint how to use Copilot Chat every day
- Small gamification gimmicks to keep engaged

See setup options on next page – from minimal cost to maximum impact. Choose your flavour.

2

## Safe AI with Copilot Chat Learning Path



[EN Source on GitHub Repository](#)

- Set up in 3 minutes
- Copy & paste SCORM file for LMS
- Complete Copilot Chat training
- Also serves EU AI Act obligations
- Open source, free to use
- Completely customizable

3

## Adoption Kit Collaterals



Create visibility through digital badges, posters and banners

Leverage the materials of the launch day and Copilot Chat Kit.

You will find a lot of templates, posters, comms, information material and more right here:

[Copilot Chat Success Kit – Microsoft Adoption](#)  
[Copilot Launch Day Kit – Microsoft Adoption](#)



# Back to work agent – Setup & Deployment options

1

## Easy and free of cost

The easiest setup option for the back to work agent is following the instructions on GitHub. It will be set up in Agent Builder.

[Source on GitHub Repository](#)

Set up in 3 minutes – [howto Video here](#)

Positive: it will be solely declarative and webgrounded and with this is useable by everyone without any cost. No pay as you go.

Downside: The agent has to be shared and the link has to be distributed in the organization. Not to be found in the agent library.

Manual action: By clicking the link, users open the agent, can install it and should pin it (three ellipses) to make sure to find it every day.

2

## Max visibility, centrally deployed

- Create it as declarative agent in Copilot studio
- Publish it to the org agent library
- Deploy and pin it centrally to every user in the org

Positive: centrally managed, centrally pinned, no one has to manually click or pin. Maximum distribution.

Cost: it will be solely declarative and webgrounded, users with Copilot Chat (free) use it with minimal cost via oay as you go. Users with a M365 Copilot license will use it for free.

[All needed setup and deployment steps in the documentation on GitHub](#)

3

## Max impact with daily nudges

- Create it as declarative agent in Copilot studio
- Add a daily triggered action to actively reach out to users
- Publish it to the org agent library
- Deploy and pin it centrally to every user in the org

Positive: maximum impact and active trigger to users. You ensure use and awareness every single day.

Cost: same as option 2 plus consumption based cost for trigger usage.

[All needed setup and deployment steps in the documentation on GitHub](#)

# Communication Templates

1

## Campaign Excitement

To conduct this campaign, bringing it on top of everyone's mind is crucial.

You can use this information snippets / templates to spread through mail, Teams, Intranet etc.

Use multiple comms channels to ensure this information reaches everyone within the organization.

- Campaign Headsup in December
- Campaign Excitement in January
- Campaign KickOff
- Weekly Status & Prompt of the week
- Campaign Closing & continuation

2

## The power of everyone

A great way to leverage the whole organization's knowledge and experience is to use Teams to connect everyone interested. For a high level of interaction and seamless exchange over business units.

A sample Teams Structure could look like:

- General Channel
- UseCase and Scenario Discussion
- News
- Learning Resources
- AI Fun

Make sure to have some very active community members and a community lead to fuel the conversation.

Use community best practises as examples in your weekly prompt and success comms.

3

## Stay in the know

Your AI Community in Teams is one of the most important platforms to spread news, features and integrations.

Make sure to conduct regular office hours to keep everyone informed and new features directly into use.

Additionally, also think about a central landing page or a news digest which is distributed and approachable from out the complete organization.

Bigger changes, campaigns and focused motions could also be distributed through townhalls, posters and other collateral.



# Campaign Headsup in December

Subject: Get Ready for 2026: Join Our 'Back to Work' Campaign!  
Dear Team,  
As we approach the end of the year, we want to take a moment to thank you for your dedication and energy throughout 2025. The new year is just around the corner, and with it comes an exciting opportunity for all of us: the launch of our 'Back to Work: 2026 – Do it Smarter, Not Harder' campaign!  
This initiative is fully supported by our leadership and aims to equip everyone with new skills and habits to tackle old challenges in fresh ways. Over six weeks, we'll celebrate learning, collaboration, and innovation—making work more engaging and productive for everyone.  
We invite you to be part of this journey! Your participation will help shape our future and ensure we start 2026 stronger than ever. For more details and resources, please visit our campaign info page: [insert link to info page].  
Let's make 2026 the year of new skills, new habits, and shared success. We look forward to seeing everyone get involved!  
Warm regards,  
The Leadership Team

# Campaign Excitement in January

Subject: Happy New Year! Get Ready for 'Back to Work 2026'—Campaign Launch Next Week  
  
Dear Team,Happy New Year! We hope you had a wonderful start to 2026 and are energized for the months ahead. Next week, we officially kick off our 'Back to Work 2026 – Do it Smarter, Not Harder' campaign. This initiative is fully supported by our leadership and aims to equip everyone with new skills and habits to tackle old challenges in fresh ways. Over the coming weeks, we'll celebrate learning, collaboration, and innovation—making work more engaging and productive for everyone. As part of our commitment to secure and responsible AI adoption, we're excited to highlight Copilot Chat as your authorized and safe solution for using AI at work. Copilot Chat is available across Microsoft 365 apps and provides enterprise-grade security, ensuring your data stays protected while you explore new ways to boost productivity. If you're curious to get started, we invite you to try out Copilot Chat and walk through the dedicated learning path—designed to help you build practical skills and confidence with AI. You'll find step-by-step guidance, daily prompt examples, and resources to make Copilot Chat a daily habit. Let's make 2026 the year of new skills, new habits, and shared success. We look forward to seeing everyone get involved and making this campaign a true team effort! For more details and resources, please visit our campaign info page: [insert link to info page].  
Warm regards,The Leadership Team

# Campaign KickOff

\*\*Subject:\*\* It's Kickoff Day! Join the 'Back to Work 2026' Campaign—Let's Achieve More Together  
Dear Team,  
Today marks the official launch of our 'Back to Work 2026 – Do it Smarter, Not Harder' campaign! Over the next six weeks, we'll be working together to build new skills, form new habits, and tackle old challenges in fresh, innovative ways. This initiative is fully supported by our leadership and designed to empower everyone for success in the new year.  
\*\*How to get started:\*\*  
\* \*\*Meet the Back to Work Agent:\*\* Your digital companion for this campaign, ready to guide you through daily challenges and help you make learning a habit. Get started here: [INSERT LINK]  
\* \*\*Explore the Learning Path:\*\* Dive into our dedicated Copilot Chat learning path—packed with step-by-step guidance, daily prompt examples, and practical resources to help you master AI at work. Start your journey here: [INSERT LINK].  
\* \*\*Join the Teams Community:\*\* Connect with colleagues, share experiences, and get support throughout the campaign. Our Teams group is the place for active exchange, inspiration, and collaboration. Don't miss out—join today! [INSERT LINK]  
  
\*\*Let's make this campaign a true team effort!\*\* Everyone is invited to participate, learn, and contribute. At the end of our journey, we'll celebrate together—with a "medal shower" recognizing your achievements and engagement.  
For more details and resources, please visit our campaign info page: [INSERT LINK].  
Let's make 2026 the year of new skills, new habits, and shared success. We look forward to seeing everyone get involved!  
Warm regards,  
The Leadership Team

# Weekly Status & Prompt of the week

\*\*Subject:\*\* Weekly Campaign Update: Progress, Prompt of the Week & Your Impact  
Dear Team,  
  
As we close another week of our "Back to Work 2026 – Do it Smarter, Not Harder" campaign, we're excited to share the latest highlights, celebrate your contributions, and keep the momentum going!  
  
\*\*Prompt of the Week\*\*  
This week's prompt comes from [Contributor Name]:  
\*\*Create a draft of my weekly status report using my recent meetings, sent emails, and updated documents. Group the update by project or topic. Ensure the update is professional, concise, and easy to copy into an email. Additionally, identify the 2-3 most important stakeholders and partners I collaborated with most frequently in the past week. This should be based on the frequency of interactions through emails, Teams meetings, Teams messages, and M365 document collaboration. Create a table with three columns: Name, Project/Topic, Feedback Message Draft.\*\*  
Try it in Copilot Chat and share your results with the community!  
  
\*\*Campaign Progress & Usage Stats\*\*  
  
\* \*\*Current usage:\*\* [INSERT USAGE NUMBERS]  
\* \*\*Improvement since launch:\*\* [INSERT USAGE INCREASE NUMBERS]  
\* Your engagement is driving real change—let's keep raising the bar!  
  
\*\*Stay Engaged & Share Feedback\*\*  
  
\* Keep using Copilot Chat and the weekly prompts to boost your productivity.  
\* We encourage everyone to provide feedback—your insights help us improve and tailor the campaign to your needs.  
\* Join the ongoing discussions in Teams, share your experiences, and help inspire others.

Thank you for your commitment and creativity. Together, we're building new habits and skills for a smarter, more collaborative workplace. Let's keep up the great work!  
  
Best regards,  
The Leadership Team

# Campaign Closing & continuation

\*\*Subject:\*\* Thank You for an Amazing Start to 2026 – Medal Collection & Next Steps  
Dear Team,  
  
As our "Back to Work 2026 – Do it Smarter, Not Harder" campaign comes to a close, we want to extend a heartfelt thank you for your incredible energy, creativity, and commitment over the past six weeks. Together, we've built new habits, learned new skills, and set the tone for a fantastic year ahead.  
  
Now it's time for the grand medal collection! Since everyone created their own unique medal, we're excited to see the wonderful mix that's come together. We're all curious to find out just how many medals we've earned as a team—each one a testament to your engagement and achievements. Upload your own medal on the [PROJECT PAGE] to complete our collection!  
  
But the journey doesn't end here. We invite you to continue sharing ideas, learning, and collaborating in our Teams community. This space remains open for ongoing exchange, inspiration, and support as we keep moving forward together.  
  
Thank you once again for making this campaign a true highlight and a powerful kickoff to 2026. Your participation has made all the difference, and we look forward to even more great moments ahead.  
  
Let's keep the momentum going!  
  
Warm regards,  
The Leadership Team

# Monthly feature update comms

\*\*Subject:\*\* Monthly Feature Update – Discover What's New & Share Your Ideas!  
Dear Team,  
  
We're excited to bring you the latest updates from our "Back to Work 2026 – Do it Smarter, Not Harder" campaign! Each month, we'll introduce new features and improvements designed to make your work even more productive, secure, and enjoyable.  
  
\*\*What's New This Month\*\*  
  
\* Explore the newest features in Copilot Chat and Microsoft 365 – from enhanced collaboration tools to smarter automation and security improvements.  
\* Check out the latest agent templates and integrations to connect your favorite applications and systems.  
\* Discover new learning resources and training paths to help you get the most out of these updates.  
  
\*\*Get Involved & Share Your Experience\*\*  
We encourage everyone to actively explore these new features and share your favorite use cases in our Teams community. By exchanging ideas and tips, we can help each other unlock the full potential of these innovations and accelerate our collective learning.  
  
\*\*Stay Connected\*\*  
  
\* Join the ongoing discussions in Teams to ask questions, share feedback, and discover creative ways to use the new functionalities.  
\* If you have a success story or a clever workflow, post it in the group – your insights could inspire others!  
  
Thank you for your continued engagement and curiosity. Together, we're shaping a smarter, more collaborative workplace. Let's keep learning and growing as a team!  
  
Best regards,

# Agent templates, Connect applications & systems

1

## The Power of Agents

Even though Copilot brings a lot of value out of the box - agents give you the possibility to extend functionality, add content and even connect all your existing tools.

Given the speed AI has – and also users have – not providing all options available raises risks of Shadow AI.

Make sure that everyone is able to leverage all the possibilities available.

Get started with the [AI Agents Hub](#) to get informed about features, functionalities and options.

2

## Start small, accelerate fast

Follow the [Agent Journey](#) to start with pre-built agents and take steps forward into more advanced scenarios

- [1st party Agents](#) (built by Microsoft)
- [Connectors](#) ([connect your applications](#))
- [Build own agents](#)

Check the [Agent Library](#) for inspiration and templates.

Kick off the agent journey with the [Agent Success Kit](#)

Support your users on the journey through [Agent Comms Mail Templates](#)

3

## Unify your AI experience







For sure you have already been experimenting with different AI solutions. Maybe you already have your own solutions running.

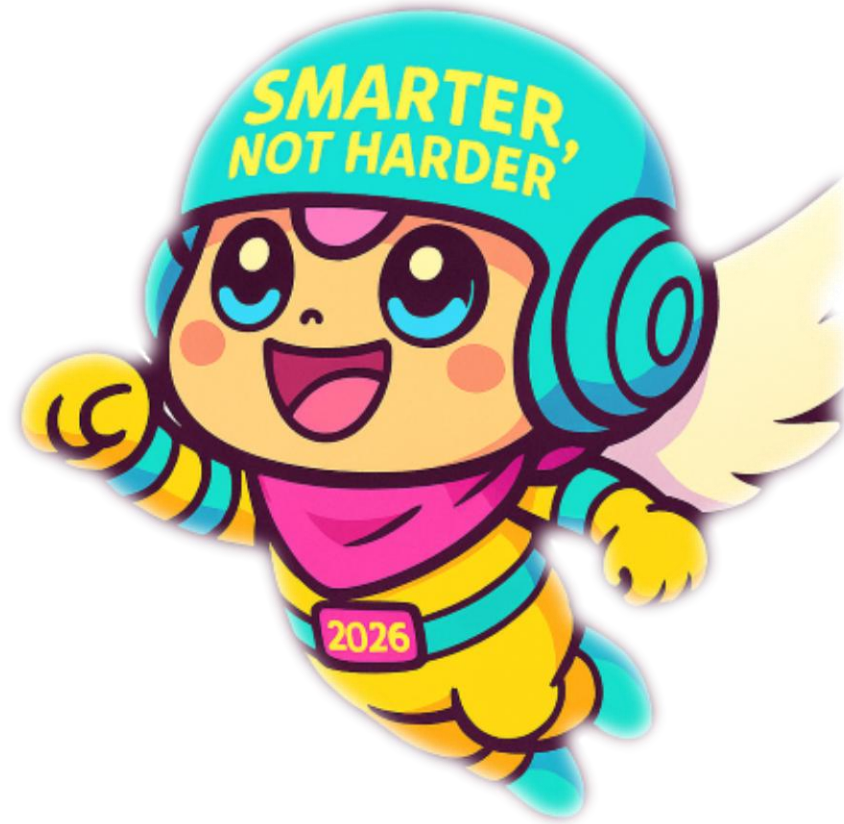
But having different places to go breaks a unified user experience and leads to lower usage.

But – as Copilot already is on every desk, make Copilot the UI for AI.

Integrate existing AI solutions so that users will have one single place of AI interaction and an excellent user experience.

**Contents can be shared right away**

		Preparation	Formation	Acceleration	Innovation
 <b>End User</b>	<b>Training</b>	<a href="#">Microsoft Events and Webinars</a>	CSA Community adoption Projects	<a href="#">Copilot Academy</a>	
	<b>Champion</b>	<a href="#">Boost Productivity Copilot Chat Journey</a> <a href="#">Customer Hub Copilot Fundamentals</a> <a href="#">Customer Hub – Microsoft Adoption</a> <a href="#">Training Content Map</a>	<a href="#">Prompt Idea Agent</a> 31 days, 31 prompts <a href="#">Daily Challenge Agent</a> <a href="#">HolidAI Agent</a> for the festive Season / Advent calendar agent  <a href="#">Copilot Chat Learning Path</a>		<a href="#">Customer Hub recorded and live Sessions from technology to adoption</a>
		<a href="#">Scenario Library</a> <a href="#">Prompt Library</a> , <a href="#">Agent Library</a> <a href="#">Agent Sample Solution Gallery</a>	<a href="#">Microsoft 365 Copilot Chat, Ihr KI-Assistent</a> <a href="#">Boost Productivity Copilot Chat Journey</a> <a href="#">Explore Microsoft 365 Copilot Chat – Training</a> <a href="#">Modernes Arbeiten mit Copilot – YouTube</a>		<a href="#">M365 Product Roadmap</a> (keep being informed about continuous feature updates <a href="#">Microsoft 365 Copilot</a>   <a href="#">Microsoft Community Hub</a>
 <b>Functions</b>		<a href="#">Microsoft Learn: Curated Plans on MS Learn</a>	<a href="#">Manage Email Efficiently With Microsoft Outlook And Copilot Chat</a>		
		<a href="#">Microsoft Certifications Practice Assessments Exam Readiness</a>	<a href="#">AI for all: Practical exercises and intelligent prompts</a>  <a href="#">Craft effective prompts for Microsoft 365 Copilot</a>		
		<a href="#">Microsoft example: Copilot Champs</a> <a href="#">Microsoft example: Camp Copilot</a> <a href="#">All Customer Zero Articles</a>			
 <b>Developer</b>		<a href="#">Instructor lead courses on demand</a>			
		<a href="#">Accessibility tools for Microsoft Copilot</a>	<a href="#">Microsoft Scenario Library</a>		
		<a href="#">Microsoft Modernes Arbeiten   KI für den Betriebsrat</a>	<a href="#">Microsoft HR Agent example</a>	<a href="#">Craft a Compelling Product Pitch using AI - Training   Microsoft Learn</a>	
 <b>Developer</b>		<a href="#">Customer Hub AI Agents Sessions</a>	<a href="#">Get started with agents in Copilot</a>	<a href="#">Agent Overview Guide</a>	<a href="#">Course MS-4014-A: foundation to build AI agents</a>
		<a href="#">Introduction to Tools for Declarative Agents in Copilot Studio</a>	<a href="#">Microsoft Copilot Studio documentation</a>	<a href="#">Choose the Best Path for Your Scenario</a>	<a href="#">MS-4010 - Extend Copilot with declarative agents VS Code</a>
				<a href="#">Agent Crafter Agent</a>	<a href="#">Copilot Developer Camp</a>
 <b>Comms</b>	<b>Champion</b>	<a href="#">MS-4007: Discover how to drive enablement of Copilot</a>	<a href="#">user enablement strategies for adopting Copilot</a>	<a href="#">Customer Hub – Microsoft Adoption Adoption Success Kit</a> <a href="#">Microsoft 365 Copilot Adoption</a>	<a href="#">User Engagement Tools</a>
		<a href="#">Responsible AI: Ethical policies and practices</a>	<a href="#">Self-Assessments</a> <a href="#">AI Readiness</a> <a href="#">GenAI OPS Maturity</a> <a href="#">Power Platform architecture</a>	<a href="#">Deploying Copilot in four chapters</a> <a href="#">Microsoft example: AI Council</a>	<a href="#">Copilot adoption and onboarding guide for IT admins</a> <a href="#">Admin center scenarios that configure Copilot</a> <a href="#">Copilot reports for IT admins</a>
	<b>IT</b>				<a href="#">Extend Microsoft 365 Copilot   Microsoft Learn</a> <a href="#">Manage Microsoft 365 Copilot Agents</a>
 <b>Leadership</b>		<a href="#">Prepare your organization for Copilot</a> <a href="#">How does Copilot work?</a> <a href="#">Copilot data protection architecture</a> <a href="#">App and network requirements for Copilot</a>	<a href="#">Secure AI with Microsoft Purview (SC-401)</a> <a href="#">Govern and protect sensitive information</a> <a href="#">Data, Privacy and Security for Copilot</a>	<a href="#">Introduction to the Microsoft Cloud Adoption Framework</a>	<a href="#">AI Center of Excellence</a>
	<b>Human change</b>				<a href="#">Frequently asked questions about Microsoft 365 Copilot Chat   Microsoft Learn</a>
	<b>Technical readiness</b>				



Keep moving! 🚀