



## Microsoft Federal Developer Summit

### Building AI Solutions

Timothy Cashman | Turning Technologies into Capabilities: The People Side of Change | November 13, 2024





# AGENDA

- **The Impact of AI: What We Know So Far**
- Feedback From the Field
- Microsoft's Year with Copilot
- **Strategy Matters**
- Starting With & Getting Beyond the Early Adopters
- Approach for User Adoption
- Microsoft's Resources for Adoption
- Recommendations for Initial Steps



# The Impact of AI

What we know so far

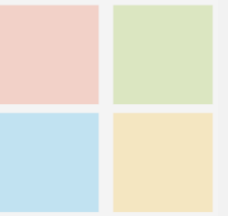


# Feedback From the Field - Microsoft Copilot

- "Adoption of Copilot has not been automatic. A high number of users report that frequent/consistent engagement, training, and education is required. Rolling out Copilot has a **higher-than-expected change management effort**."\*
- "Following a '**If you build it, they will come**' philosophy with **technology rarely works out**: Users initially struggle to master new technologies, even more so with AI tools like Copilot."\*\*
- "Users (~90%) would fight to retain access; however, they are unsure how to implement Copilot into their daily routines."\*
- "End users reported better experiences if there were specific use cases to use Copilot provided ahead of time."\*
- "Many organizations are choosing to opt for small pilots and/or targeted deployments to highly enthusiastic and engaged users as opposed to large scale roll-outs."\*



# Our Year with Copilot: What Microsoft Has Learned About AI at Work



*“ . . . Most days it can feel like we’re on a rocket ship. More specifically, like we’re riding on the rocket ship as we’re building it.” – Jared Spataro – Microsoft VP AI at Work*

***Building the Copilot habit takes time.*** Our internal research has found that just about 10 minutes a day is all it takes for users to see the value. And it takes about a business quarter, for most using Copilot to see improvement in four key areas: productivity, work enjoyment, work-life balance, and the ability to attend fewer meetings.

## Go for the Big Wins (and the easy ones too)

- Remember that it’s an organizational challenge, not only an IT challenge.
- One predictor of success is having involvement at every level of the org—from senior leadership to functional leaders to grassroots employee activation
- Prioritize functions that will drive ROI fastest.
- *“Customer support saw a 12% reduction in case handling”*

## Find Your Internal Champions

- Their enthusiasm and knack for sharing AI skills with others will encourage use across the organization.
- Employ champions at every level and connect findings to others
- Recognize and incentivize how people are leveraging AI and efficiencies they’ve gained
- Understand that this is new—really new. Unlike other new technology, there’s an emotional component to adopting AI. The shift can be unsettling, so it’s important to help people understand how AI can be valuable

## Double Down on Skilling Up

- Make employee training a priority from the start; the training will evolve over time as both trainers and learners become more comfortable with Copilot
- Microsoft held live group training sessions where people could ask questions and practice prompting in a variety of different work situations.
- *Internal champions created self-guided courses that employees could access on SharePoint sites and Teams channels and answered questions and offered guidance*

## Build the AI Habit

- Embrace a growth mindset
- When it came to Copilot, we asked ourselves two questions. Number one, how can an AI tool help us be more efficient in this task? And is this something that artificial intelligence can just help us do better?
- Then it clicks: “When people see that this is a way to enhance their work, not a usurping of their work, there’s this spark of realization,



# Strategy Matters

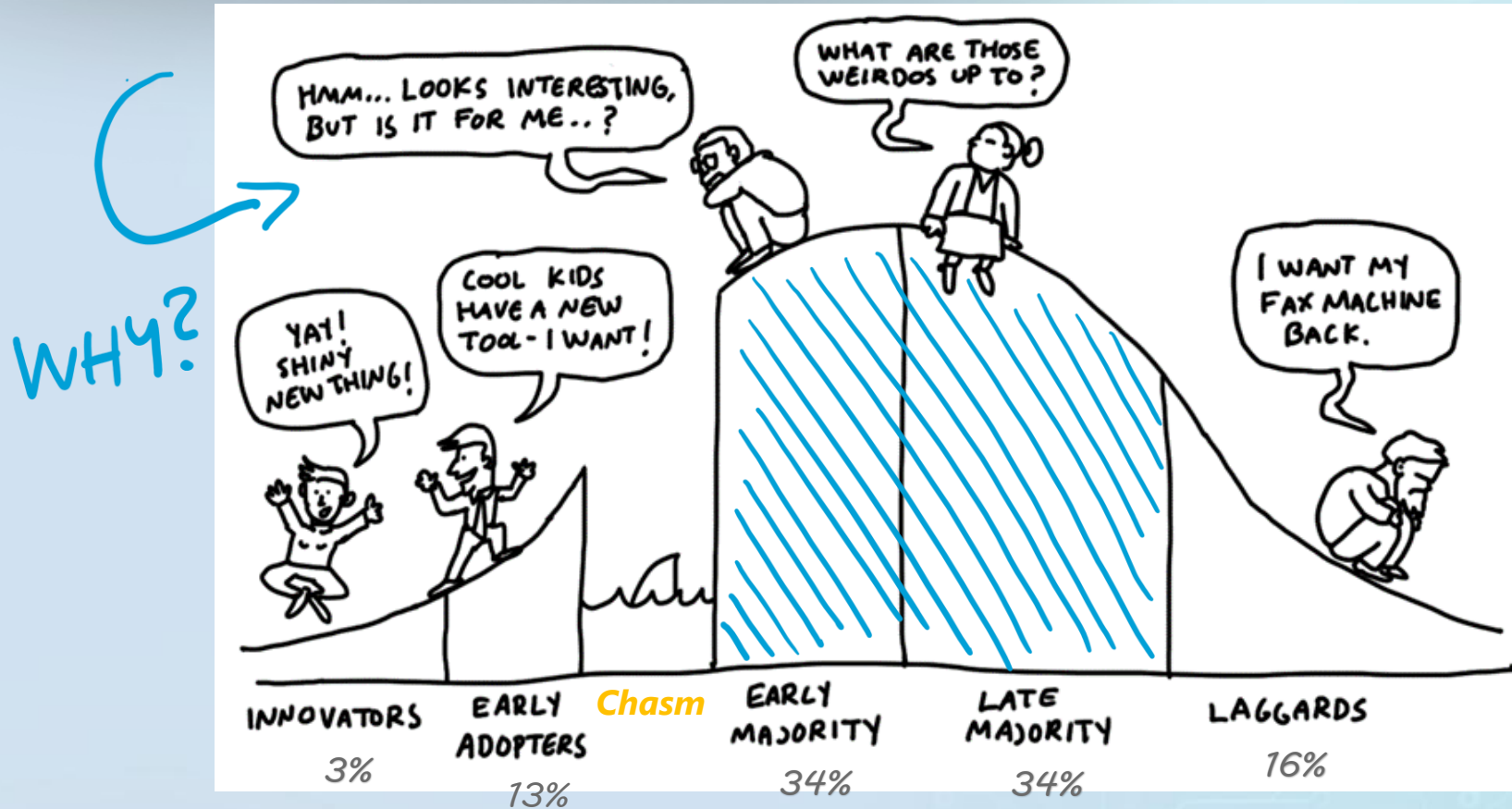
Building the Case for Change for AI





# Getting Beyond Early Adopters

*Change doesn't just happen. Most people require intervention to change.*

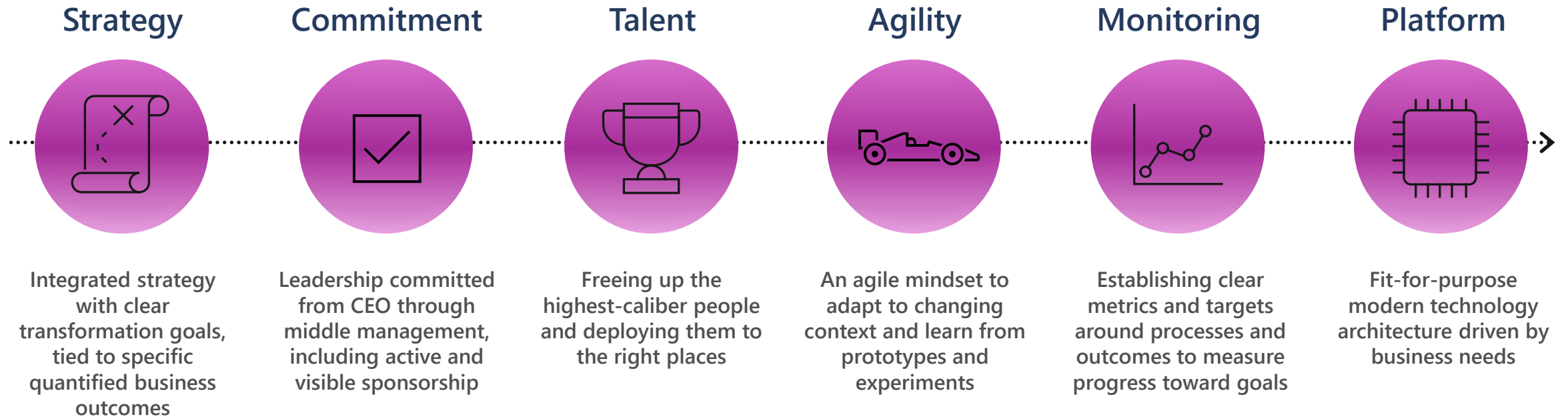


You must proactively manage the desired outcome to help the **84%**<sup>(1)</sup> of your employees embrace and adopt the change effectively.

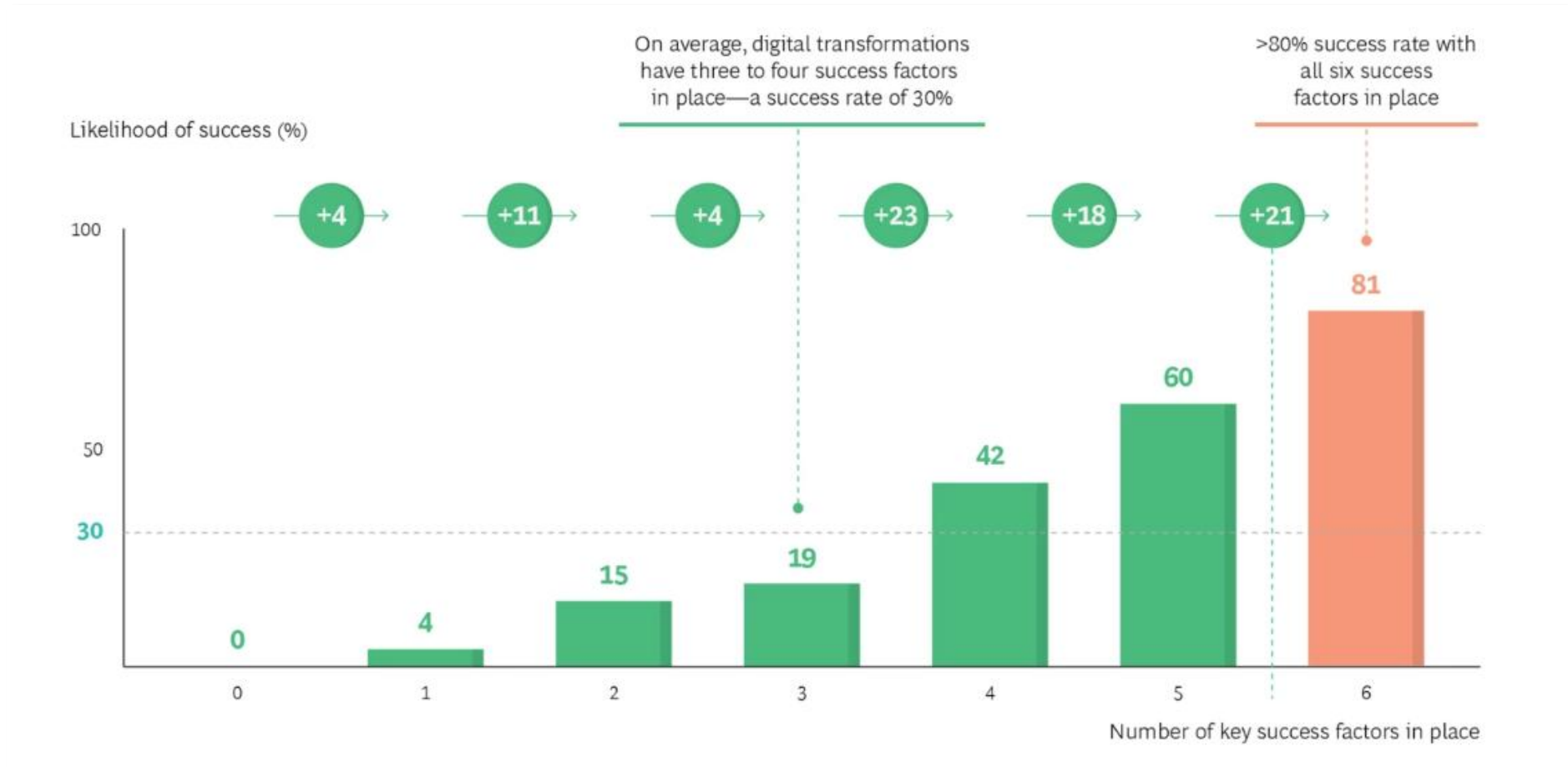


# Six Critical Success Factors

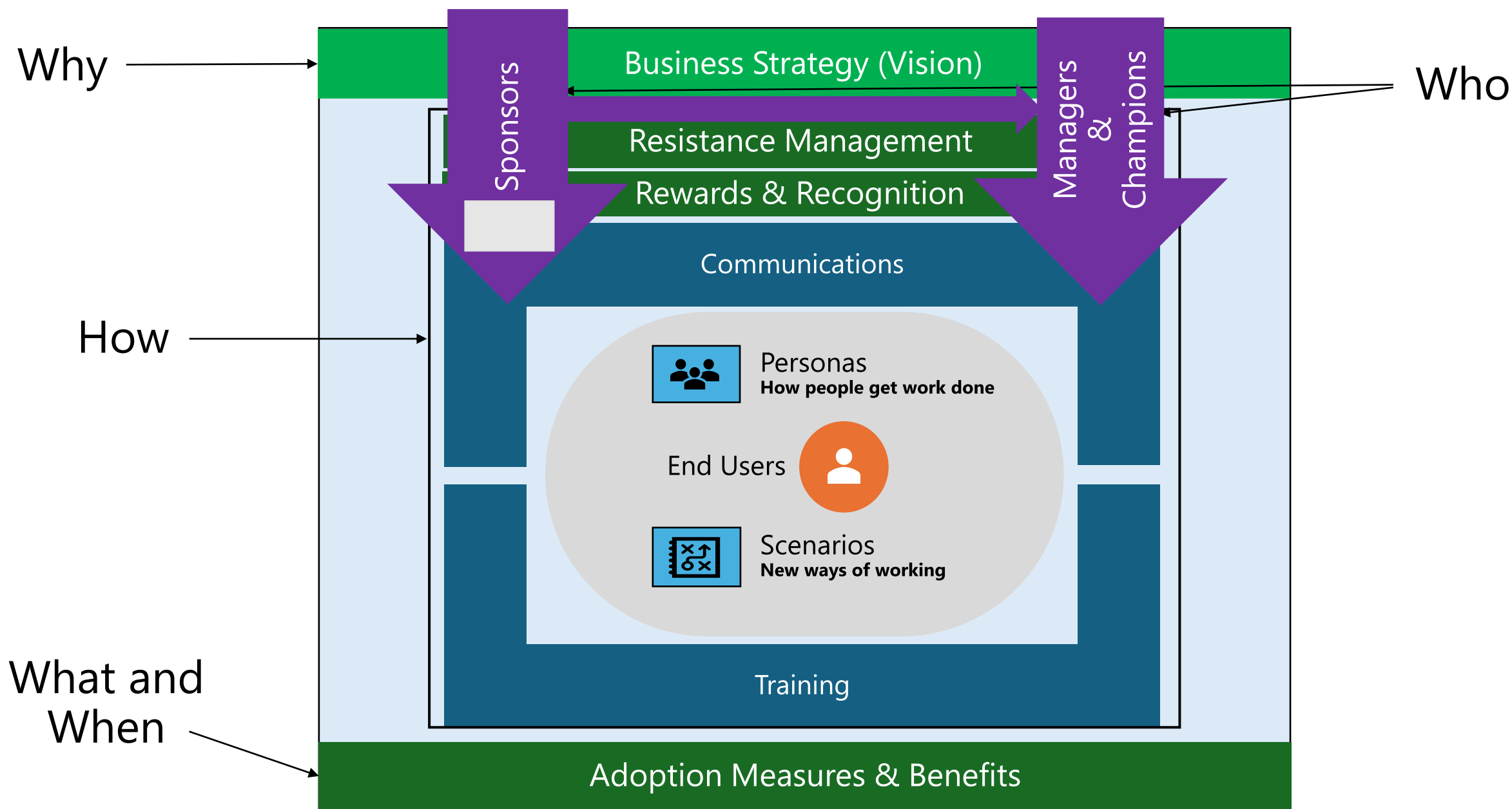
---



# Stacking Factors Leads To Success



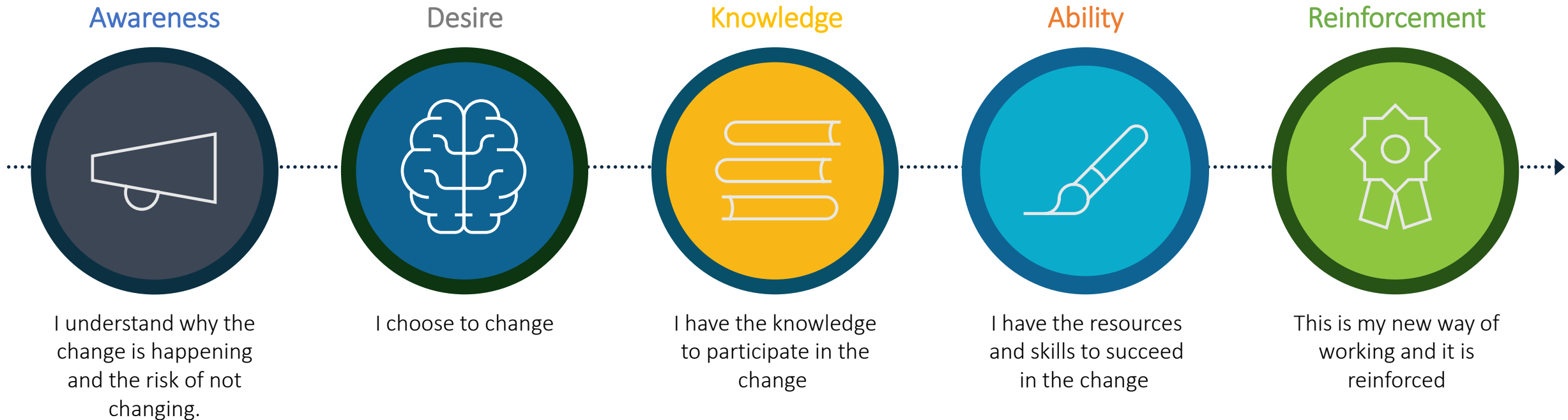
# Approach for End-User Adoption: What is Needed to Influence?



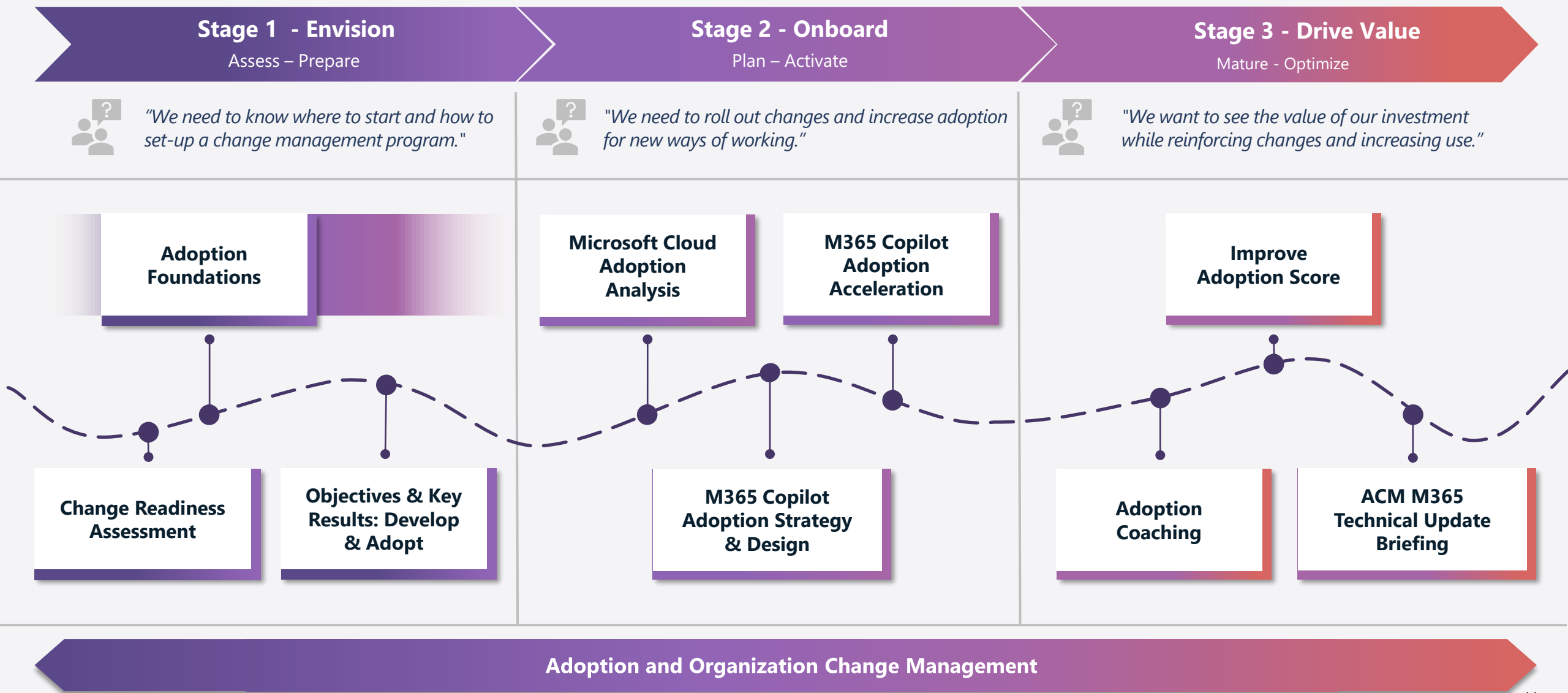
# Prosci ADKAR Model

---

## The Individual's Psychological Journey of Change



# Microsoft—Adoption Services & Offerings



# Recommendations for initial steps

- **Create vision/mission for Copilot and other AI deployments**

- Consider the following: “What is your vision”, What ROI do you expect? What is the value you aim to achieve, What use cases do you foresee?”

- **Identify early and eager adopters**

- Engage departments to ensure they have accountability and take ownership for driving AI adoption in their areas
- IT typically cannot deliver large scale adoption on its own so the org must play an active role and learn where AI can provide value

- **Be methodical in deployment**

- Avoid moving too quickly into large scale AI deployments where ROI is uncertain or hasn't been defined
- Instead focus on targeted deployments
- Understand that Copilot is a new offering, new capabilities are sure to be introduced, and best practices are evolving





# THANK YOU!

## CONTACT

Timothy Cashman

[Timothy.Cashman@microsoft.com](mailto:Timothy.Cashman@microsoft.com)

1-301-771-8749



Microsoft Federal Developer Summit  
Building AI Solutions

# Feedback

<https://aka.ms/summit/feedback>



Microsoft Federal Developer Summit  
Building AI Solutions