



Copilot for Microsoft 365 User Enablement Specialist

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Module 1: Explore user enablement strategies for adopting Copilot for Microsoft 365

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The importance of user enablement



Help employees use new AI technology effectively.



Maximize the transformational capabilities of AI by investing in the human side of change.



Ensure successful adoption of Copilot for Microsoft 365 and more meaningful contributions to organizational success and innovation.

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Describe the journey to becoming an AI-powered organization



Leadership. Develop leadership capabilities to leverage AI for business outcomes



Human change. Manage the human transformation through robust user enablement programs



Technical skills. Ensure successful adoption of Copilot for Microsoft 365 and more meaningful contributions to organizational success and innovation.

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The People-First strategy



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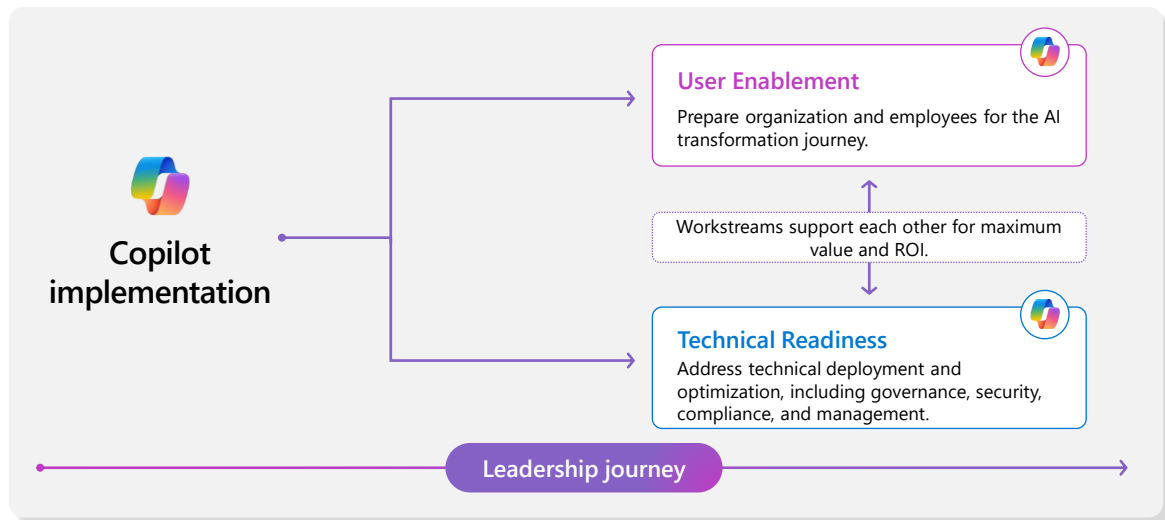
Mapping micro-actions

	Discover / Try Phase	Envision / Inspire Phase	Onboard & Empower Phase	Realize / Drive Value Phase
Question	"Why should I care about this new service?"	"How will I use this new capability?"	"When can I use this new capability?"	"How does this make my experience better?"
Feeling	Indifference, resistance, curiosity & confusion	Anxiety, curiosity & confusion	Anticipation, frustration, curiosity & intrigue	Confidence, anticipation
Go-do (micro-action)	Get familiar with capabilities & requirements (multi modal comms & engagement)	Hands-on learning with community	Attend rapid learning series & expand community connection	Role-based training with community of peers
Outcome	Prepare for change	Aha moment - understand scope of change	Gain Copilot knowledge from peers	Personal scenario use; physical experience of change

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Copilot for Microsoft 365 implementation



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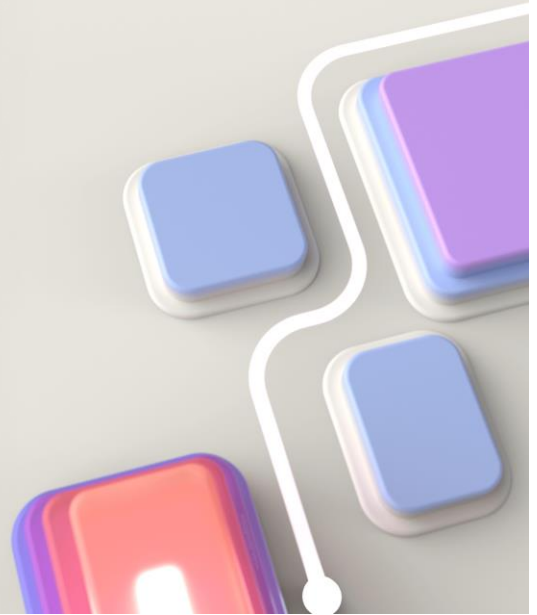
The Copilot for Microsoft 365 user enablement framework

Get ready	Onboard & engage	Deliver impact	Extend & optimize
<ul style="list-style-type: none"> Secure exec sponsorship, create AI Council, and define RAI principles Identify success owners, Champions, and early adopter cohorts Define user experience and feedback strategy Detail high value scenarios and personas Be intentional with assignment and concentrate seats Define success criteria, KPIs, and success measurement plan 	<ul style="list-style-type: none"> Design and deploy training and engagement community (Center of Excellence/Champion Platform) Launch employee communications and Champion program Onboard executives and user cohorts Deliver user Champions and support staff training 	<ul style="list-style-type: none"> Review success measures and user survey results Conduct feedback and reporting analysis Deliver extended training and adoption support Identify additional optimization scenarios Iterate user experience strategy Gather and amplify success stories 	<ul style="list-style-type: none"> Extend to new high value scenarios Deliver business process transformation with Copilot Studio, plugins and connectors Drive group and cross-organizational productivity and innovation Understand custom line of business opportunities

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Module 2: Envision a successful adoption of Copilot for Microsoft 365

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Assemble your team (1/3)

Your user enablement team is central to the success of your project and your employees with your technology investments. Desired characteristics include:

- Understanding of organizational change management practices
- Technical skills across Microsoft 365 collaboration tools
- Advanced program management skills
- Relevant business acumen and visibility to overall AI vision
- Strong written and verbal communications skills
- Ability to model desired leadership skills

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Assemble your team (1/2)

Key groups to engage for a successful adoption effort:



Executive sponsors and business stakeholders: Provide vision and overall leadership for the initiative.



Success owners: Ensure business goals are realized by helping people use and get value from the new technology.



User enablement leaders: Accountable for user satisfaction and adoption of new capabilities.



Business representation: Leaders and users who provide insight on target scenarios and day-to-day operations.

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Assemble your team (2/2)



IT professionals: Accountable for the technical implementation and management of the new service. Includes help desk and internal support leaders.



Early adopters: Provide valuable insights and inform the organization-wide launch.



Champions: Provide peer-to-peer end user training and support before, during, and after service deployment.

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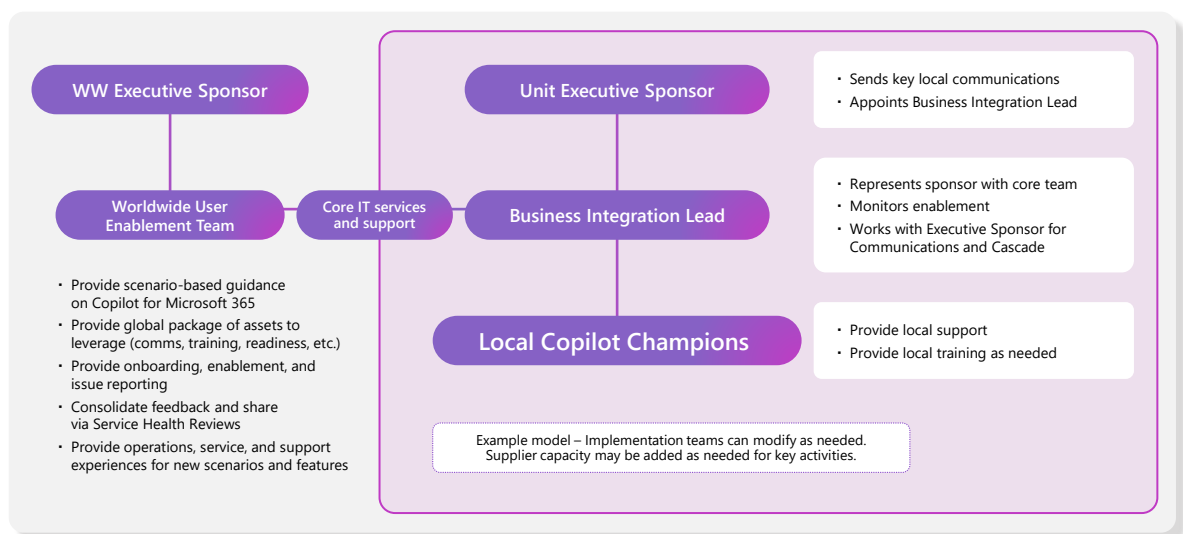
Identify your team members

Key roles	Responsibilities	Department	Team member identified for role
Executive Sponsor	Send Microsoft Launch announcement. Help identify and prioritize top HR needs. Connect monthly with HR and IT leaders across the organization. Actively participate in and use the Microsoft 365 capabilities to help drive and reinforce adoption	VP, HR	Jane Doe
Success Owner			
Program Manager			
Champions			
Training Lead			
Department Leads (Stakeholders)			
IT Specialists			
Communication Lead			
HR Manager			
Community Manager			

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User enablement team model



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Secure executive sponsorship

Ensure they understand the ABCs:

- A** Active, visible, and consistent participation
- B** Build a coalition with their executive peers
- C** Communicate directly with employees to support landing the change

Executive Sponsors **should**:

- Help the project team identify and prioritize their top business needs. Encourage shared planning between user enablement and technical implementation teams.
- Play a role in communicating the vision to leaders across the organization.
- Actively participate in and use the Copilot capabilities to help drive and reinforce enablement.
- Promote the enablement program. Studies show that 87% of successful transformation projects had visible engagement by Executive Sponsors.

Executive Sponsors **may**:

- Lead or participate in the organizational AI Council.
- Have purchasing authority for licenses or services from supporting suppliers.
- Be directly accountable for Microsoft 365 or broader digital workplace initiatives.

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Use the stakeholder management lifecycle



1 Validate strategic objectives

Ensure clear mission and goals from existing executive stakeholders, AI Council or business leaders for AI transformation.

2 Identify stakeholders

Identify all your potential stakeholders (including senior executives, peers, customers, prospective customers, etc.) who have influence over your work or an interest in its outcome.

3 Understand and assess stakeholder relationship

Using the Power/Interest stakeholder grid, map each stakeholder based on their interest and influence over your work. Then color code each one based on their attitudes: Green=Supportive; Yellow=Neutral; Red=Critical.

4 Define stakeholder management approach and actions

Using the stakeholder planning sheet, list all stakeholders and assess their key interests/issues; attitudes; desired support; messaging; relationship owners; and actions.

5 Develop communication plan

Using the Power/Influence grid, define a communication strategy/cadence for each type of user. Use this as a guide to "personalize" the communication plan for your key stakeholders to meet their individual needs.

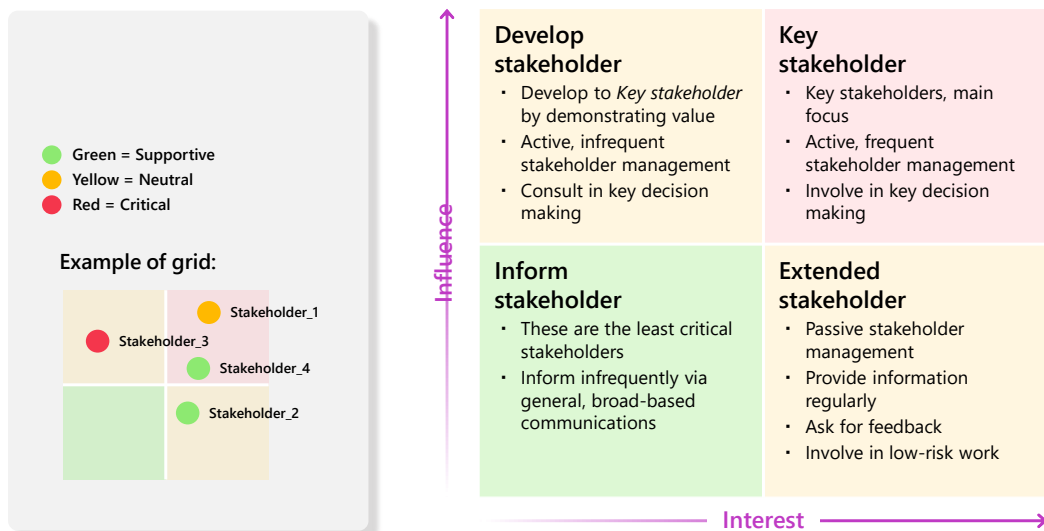
6 Monitor and adapt

On regular intervals, re-assess stakeholders' influence, interest, and attitudes and modify their communication strategy appropriately.

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Understand and assess stakeholder relationships



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Define a business strategy

Craft a user experience strategy for Copilot for Microsoft 365:



Identify target user personas (ex: HR, sales, finance, IT, marketing).



Quantify pain points and potential productivity gains.



Define engagement touch points.



Prioritize user feedback methods and issue resolution.



Define success measures and use cases.

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Host a workshop to define strategy and scenarios

Example questions to drive the conversation:



What are some of our organization's challenges or pain points related to communication and collaboration?



What are the areas in which our organization would like to improve?



What are the organization's strategic initiatives or current transformation projects that Microsoft 365 technologies, including AI and Copilot for Microsoft 365, can support?



What methods of communication and collaboration are typically better received than others?



What is our current process for drafting, distributing, and sharing information?

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Identify scenarios (1/2)



What is a scenario?

Scenarios describe the business challenges technology will address and the outcomes the technology will help users and organizations achieve.



Why are scenarios important?

- Teams understand how Microsoft 365 can help them achieve more.
- Microsoft 365 awareness messaging.
- People will know when and how to use the products.



Explore scenarios

- Explore the [Microsoft Productivity Library](#).
- Explore the [Microsoft Copilot for Microsoft 365 Scenario library](#).

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Identify scenarios (2/2)

As someone in... (Team/Role)	As someone in <i>Sales Management</i>
I want to... (Job to be done)	I want to <i>create a new sales proposal</i>
Using/ Prompt* (Specific application of the technology)	Using <i>Copilot in Word to draft a two-page sales proposal based on the data from [document] and [spreadsheet]</i>
I'll know this is successful when... (Success measure)	I'll know this is successful when <i>Copilot in Word creates a proposal</i>
Copilot provided me... (Functional/Emotional/Social value)	Copilot provided me... <i>with time savings and increased quality</i>

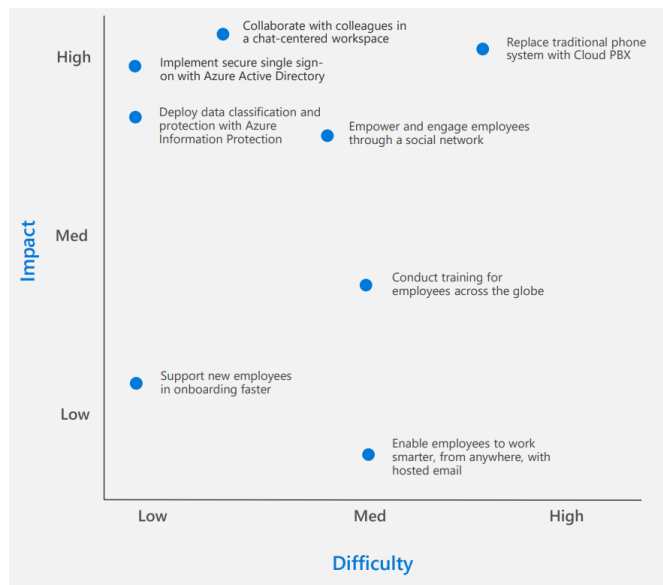
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Prioritize your scenarios

Use a graph to prioritize scenarios based on their difficulty and impact.





- Which scenarios can provide the most impact the fastest?
- Which scenarios will require more planning?



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Define your success criteria

-  Identify **key performance indicators (KPIs)** that should improve based on adopting various scenarios.
-  Establish **KPI benchmarks**.
-  Choose criteria to help you **show leadership the impact** Copilot for Microsoft 365 is having on the organization.
-  After rollout, use the end user surveys to **measure satisfaction and progress** against your benchmark.

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Track and report success

Goal			Measurement				
Business Value	Type of Value	Business Owner	KPI Measure	Data Source	KPI Formula	KPI Baseline	KPI Target
Improve timeliness and effectiveness of meetings, enabling faster decision making	Increase sales	Jane Doe	Number of meetings	Copilot in Teams data and an employee poll or survey	% of employees engaged; average effectiveness stated by employees	10%	85%
A safe and open collaboration approach for easy sharing of messages and news between employees	Increase sales	John Doe	Percentage of groups that are active	Viva Engage Data	Number of engaged members/total number of members; Number of new posts Number of new executive posts	0%	65%

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Document your approach to reporting success

Reporting template	Example
Who will you report success to?	Copilot for Microsoft 365 / AI Steering committee
How often?	Monthly meetings
In what format?	Share success scorecard during live meetings and post to communities of practice after monthly meeting for access by all key stakeholders.
Using which vehicles?	Viva Amplify; SharePoint, PowerPoint & Microsoft Teams / Viva Engage

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Assess your organization’s readiness

What is readiness?

How willing and prepared are users and organizations to adopt the new technology?

Assess organizational factors:

- What made previous adoptions successful or unsuccessful?
- What other key initiatives are demanding employee attention?
- What internal resources can be leveraged for the adoption effort?
- How can we highlight benefits and mitigate risks?

Additional readiness tasks:

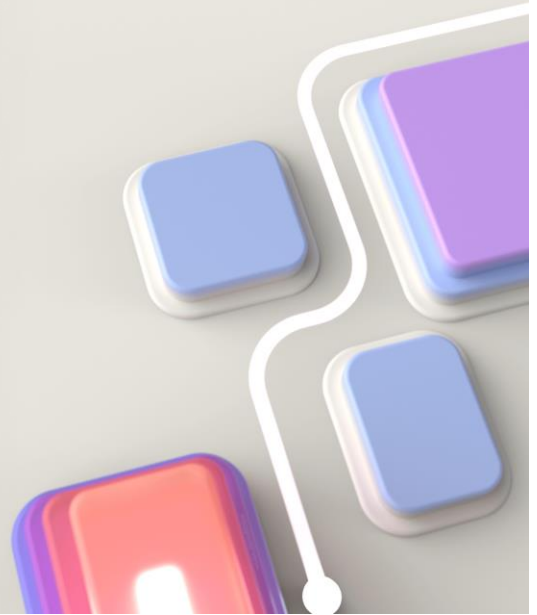
- Understand your “Why”.
- Identify key changes for each team.
- Identify areas of alignment.

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Module 3: Onboard and empower your employees to use Copilot for Microsoft 365 efficiently

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Build a Copilot for Microsoft 365 Center of Excellence

What is a Copilot Center of Excellence (CoE)?

- A virtual community where Copilot users can connect, share ideas, and support each other
- Generates excitement and drives healthy usage
- Enables more rapid feedback cycles
- People learn together at scale by sharing prompt ideas and “aha moments”

Best practices:

- Centralize team communications.
- Implement adoption and project management tools.
- Enable Microsoft communication and engagement.

Suggested CoE framework:

- SharePoint lists
- SharePoint pages
- SharePoint site navigation
- Teams channels
- Teams tabs for specific channels
- Welcome messages for specific Teams channels

Guide: [Build your own CoE](#)

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Build your Champions and Early Adopters programs: Identify champions and early adopters



Lean on your AI Council to help determine your power users.



Look at your Copilot Center of Excellence to see who's sharing tips or giving feedback.



Reach out to managers and ask them to identify a team representative.



Use the Copilot Dashboard to measure usage.

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Build a sustainable Champions program

How will Champions support you?

- Create the wave of enthusiasm that grows adoption.
- Build a circle of influence among their teams.
- Bring the new ways of working to life across teams.
- Identify business challenges and possible solutions.
- Provide feedback to the project team and sponsors.

Develop a Champions community:

1. Set the context.
2. Align the Champion community to organizational objectives and Copilot vision.
3. Identify Champions and get buy-in.
4. Skill Champions first and often.
5. Execute and share Champion feedback with leaders and through Service Health Reviews.

Branding your program:

- Use terminology for "Copilot Champions" that aligns with your company culture.
- Champions are professionally referred to as **User Enablement Specialists**
- Ensure representation from across the organization.
- Microsoft Partners can help you create your internal user enablement function.

aka.ms/M365Champions

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Copilot Champion program essentials






- ✓ **Find enthusiastic Champions** who can commit time and effort.
- ✓ **Build a Viva Engage or Microsoft Teams Group** for Champions to share updates and successes. (See our Build Your Experience and Microsoft Viva for Copilot Enablement guides).
- ✓ **Provide materials** ready to support their work on the group with teams and individuals (e.g., lunch and learn sessions).
- ✓ **Ensure a regular rhythm for discussions** with the Champions on what's working and what's not.
- ✓ **Design a program to engage and recognize** their effort, such as providing privileged access to relevant events or speaking engagements.
- ✓ **Communicate to individuals about the Champions role** and where they can be found – remember, they are not an IT support function but business representatives.
- ✓ **Incorporate Microsoft 365 training resources** into your own internal training site.
- ✓ **Create a contest** (e.g., scavenger hunts and giveaways) between departments to encourage people to interact with Microsoft 365.

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Build and launch your Early Adopters program

Why is this program important?

-  **Identify pitfalls.** Gather initial feedback and identify potential stumbling blocks to help shape your final launch plan.
-  **Collect feedback.** Get feedback from users on the identified goals and scenarios for your Copilot for Microsoft 365 implementation.
-  **Solve problems.** Troubleshoot potential issues with a smaller group of users prior to an organization-wide launch.
-  **Recruit Champions.** Develop a pool of potential enthusiasts to recruit from. These individuals will help colleagues adopt Copilot for Microsoft 365 once the full rollout takes place.
-  **Use feedback.** Use Early Adopter feedback to adjust your adoption approach (your communications, training, and feedback plans).

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Select Early Adopters program participants

- Users from the same lines of business/departments.
- Champions or leaders ready to support and promote the project during launch.
- Individuals who often find technology challenging.
- IT and helpdesk team members who will support users during launch and post-launch.
- Key influencers within the organization who are committed to the project's success.
- Members likely to participate in the Microsoft 365 Champions Program.

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Build your engagement strategy

Who needs to be informed?	What do they need to know?	How do they like to communicate?	Which content will be helpful?
<ul style="list-style-type: none">• Groups impacted by the M365/Copilot implementation<ul style="list-style-type: none">• Name your cohorts• Audiences who will drive the change forward<ul style="list-style-type: none">• Adoption managers• Champions• Early adopters• Stakeholders• Support organizations<ul style="list-style-type: none">• IT operations	<ul style="list-style-type: none">• Onboarding:<ul style="list-style-type: none">• Foundational knowledge• Rapid adoption learning series• Future:<ul style="list-style-type: none">• Copilot adoption and prompt sharing• Engaged community of practice• Identification of new AI-ready scenarios	<ul style="list-style-type: none">• Recommended modalities:<ul style="list-style-type: none">• Email• Social• In-person• Preferred modalities• Ideal timing	<ul style="list-style-type: none">• Track Microsoft 365 or Copilot for Microsoft 365 resources, hyperlinks, and content.

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Elements of an engagement plan



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Build your training strategy (1/2)

Benefits of a training plan:



Ensures employees understand and feel confident in using the new technology.



Leads to consistent, efficient, and productive use across the organization.



Accelerates users' acceptance and minimizes resistance.

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Build your training strategy (2/2)



What training is needed?

- Current productivity tools
 - Technology literacy
- Current change programs
 - Training preferences



Who needs to be trained?

- Groups impacted by the Microsoft 365/Copilot for Microsoft 365 implementation
- Audiences who will drive the change forward
 - Support organizations



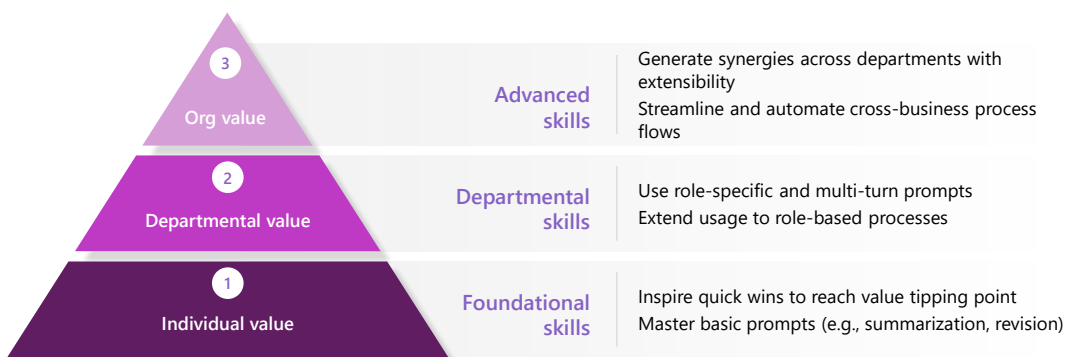
How do they prefer to learn?

- Modalities
- Timing

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Lay the foundation for continuous learning



1 Start with top 10 generic skills from [Copilot Lab](#) that deliver immediate success (e.g., summarize a meeting, email thread).

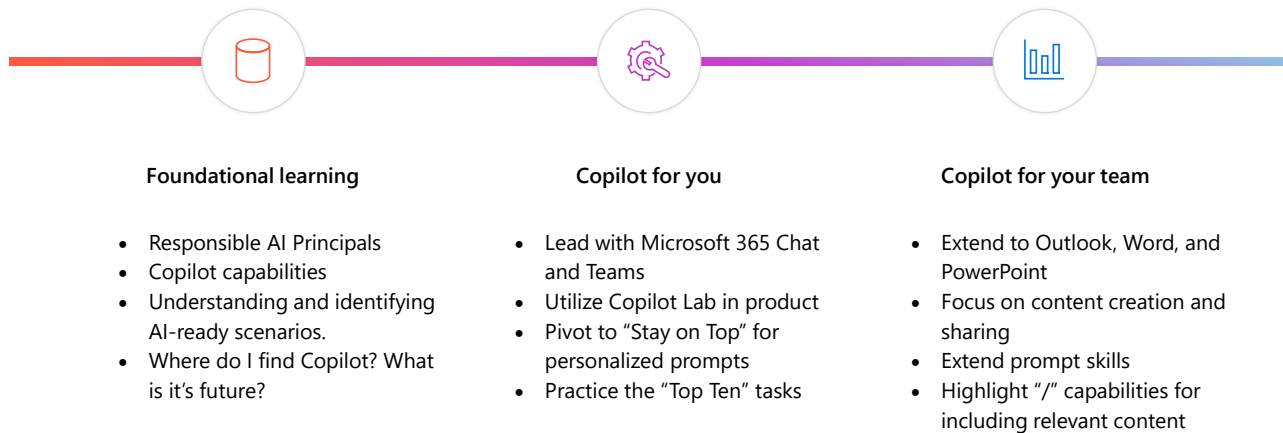
2 Use the [Copilot Scenario Library](#) to train users on new departmental use cases and process improvement to impact departmental KPIs.

3 Extend to line of business systems to streamline and automate for organizational level impacts on revenue and costs.

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Rapid enablement training



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Module 4: Drive value and maximize the impact of Copilot for Microsoft 365 within your organization

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Collect product feedback (1/2)

Utilize in-tool feedback mechanism

- Thumbs up/down ratings within Copilot.
- Include text comments in the field provided.
- Be specific about the problem.
- Suggest a solution, if possible.
- Describe user impact.
- Include supporting details:
 - The prompt
 - The generated response
 - Relevant content samples
 - Log files

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Collect product feedback (2/2)

Listening sessions and roundtables

- **Encourage collaboration:** Share experiences and insights.
- **Hands-on practice:** Guided experimentation with Copilot.
- **Utilize breakout sessions or even 1:1 discussions:** Smaller, more focused discussions.
- **Standardize your feedback intake:** Create a standard format for capturing the feedback.
- **Follow-up:** Share updates, answer lingering questions, and provide additional insights.

Feedback collection campaigns

- **Be specific:** Narrow in on what you want to know. Is there a certain feature that you want to hear about?
- **Follow up:** Keep the momentum going by following up with participants.

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Share feedback with technical team and stakeholders

- Identify common themes.
- Validate support scenarios and guidance.
- Identify success stories.
- Conduct success/challenge analysis.
- Categorize issues: technical, enablement, strategy or communications, other.

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Review success measures and user survey results



Validate key performance indicators (KPIs) that are improving based on Copilot skills.



Choose criteria to help you show the impact Copilot for Microsoft 365 is having on the organization.



Use the end user surveys, listening systems, product feedback, and Champion insights to gather sentiment, risks, and issues.

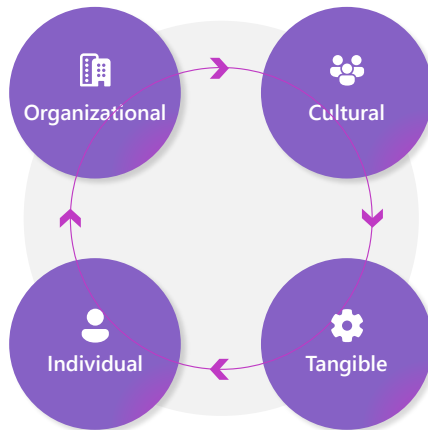


Leverage Microsoft reporting for further pattern analysis.

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Review progress using the enablement outcomes matrix



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Enablement outcome examples



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Track KPIs and end user adoption through surveys



Circulate a **baseline survey** shortly before users receive their accounts and devices, to gather data about their knowledge of Copilot for Microsoft 365.



Conduct **periodic surveys** throughout your launch to gather data about users' experiences with Copilot for Microsoft 365.



Create new awareness or training content to **address any outstanding needs that arise**.



After your organization-wide rollout, use a **final survey** to assess user satisfaction. You can release this survey 90 days after launch, and then in quarterly increments.

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Copilot for Microsoft 365 Adoption Baseline Survey

Gauge initial attitudes, readiness, and adoption receptiveness to inform future assessment and actions.

The survey questions are designed to:

- Gauge baseline awareness of product capabilities
- Understand appetite for adoption upfront
- Benchmark starting knowledge levels
- Establish baseline of user skills
- Gauge perceptions of Copilot usage will endure
- Surface success factors to address
- Anticipate roadblocks to overcome
- Capture qualitative perspectives

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#	Strategic Objective	Question	Responses	Purpose	Metric
1	Awareness	How has your awareness of Copilot and its capabilities grown in the last 30 days?	1 - Not at all 2 - Slightly 3 - Neutral 4 - Moderately 5 - Significantly	Gauge baseline awareness of product capabilities	Awareness Score
2	Desire	How interested are you in learning more about Copilot and using it in your work?	1. Not at all interested 2. Slightly interested 3. Moderately interested 4. Interested 5. Very interested	Understand appetite for adoption upfront	Desire Score

Sample survey questions

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Copilot for Microsoft 365 Adoption Periodic Survey

Continuously monitor and assess the evolving attitudes, readiness, and adoption receptiveness to inform evolution and adjustments in strategy.

The survey questions are designed to:

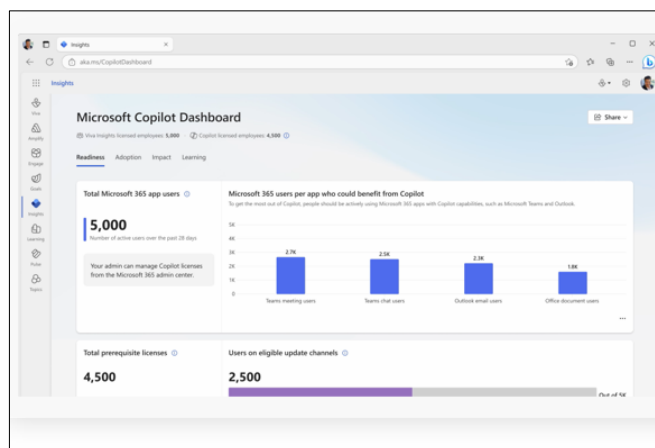
- Measure advocacy strength
- Assesses post-use happiness
- Understand change impact
- Evaluate effectiveness of support
- Gauge management advocacy
- Surface success factors to address
- Anticipate roadblocks to overcome
- Capture qualitative perspectives

#	Strategic Objective	Question	Responses	Purpose	Metric
1	Awareness	How has your awareness of Copilot and its capabilities grown in the last 30 days?	1 - Not at all 2 - Slightly 3 - Neutral 4 - Moderately 5 - Significantly	Gauge baseline awareness of product capabilities	Net Promoter Score
2	Desire	How interested are you in learning more about Copilot and using it in your work?	1. Not at all interested 2. Slightly interested 3. Moderately interested 4. Interested 5. Very interested	Understand appetite for adoption upfront	User Interest

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Measure and report Copilot for Microsoft 365 usage



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Access reports and tracking tools within the Microsoft 365 admin center

Adoption score

- **People experiences:** Quantifies how the organization works. (Content collaboration, mobility, communication, meetings, teamwork)
- **Technology experiences:** Quantifies how reliable and well-performing the technology is, and the efficient use of Microsoft 365. (Endpoint analytics, network connectivity)

Usage

- **Usage reports** help you understand how users are using Microsoft 365 apps and services across your organization.

Use **Microsoft 365 usage analytics** within **Power BI** to gain more insight into how your organization is adopting the various apps and services within Microsoft 365.

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Conduct service health reviews



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Module 5: Extend and optimize Copilot for Microsoft 365 in your organization

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Describe how to enhance Copilot for Microsoft 365



Explore

Identify new high value scenarios

- Gather data from service health reviews
- Prioritize via AI Council and leadership engagement
- Skill/acquire talent for extensibility opportunities



Expand

Understand Copilot Studio capabilities

- Build, automate, and administer copilots
- Select extensibility scenarios



Extend

Scale Copilot users and skills

- Extend throughout organization
- Identify high value user cohorts for advanced skill building
- Optimize usage patterns

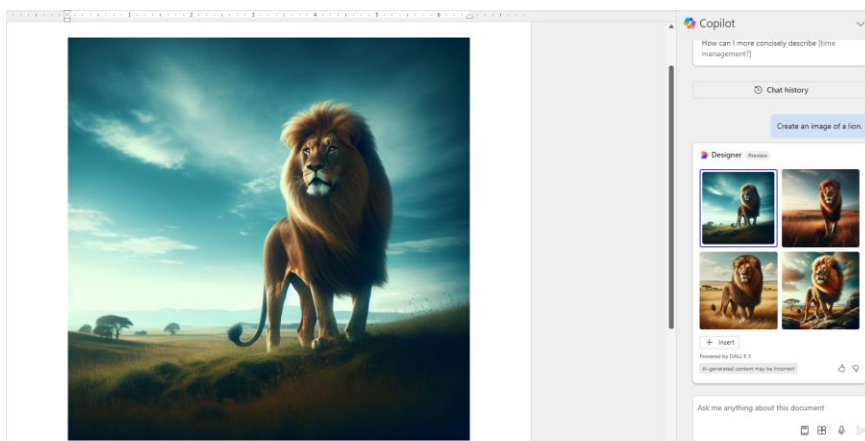
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Copilot for Microsoft 365 - Demo

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Add an image with Copilot in Word

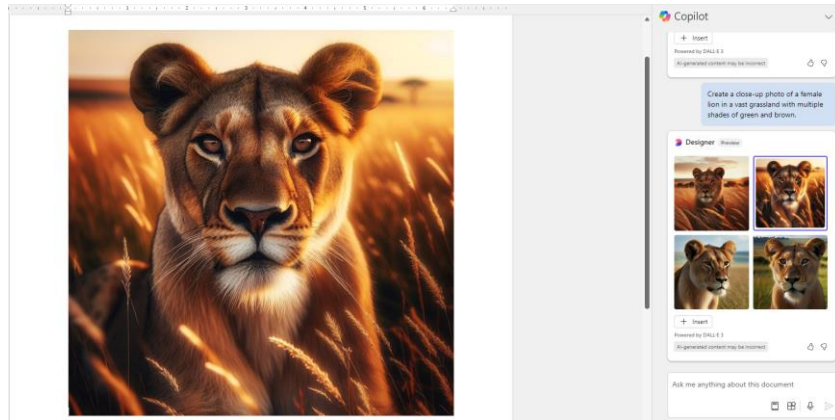


Create an image of a lion.

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Add an image with Copilot in Word

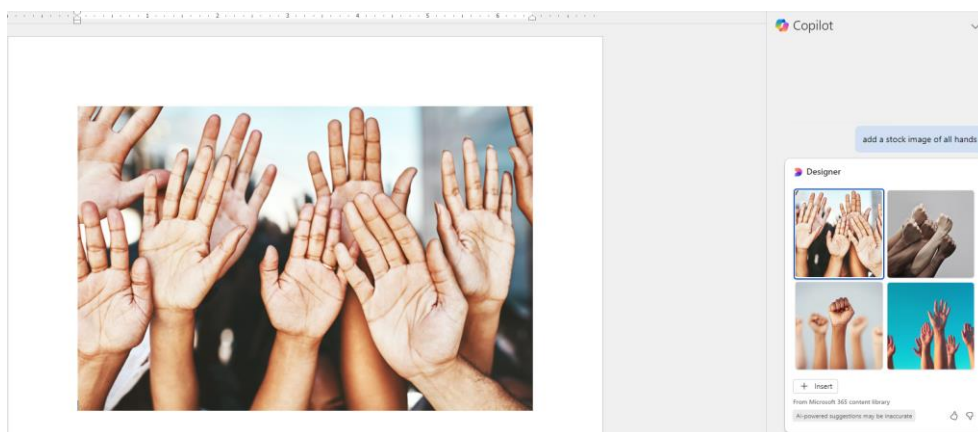


Create a close-up photo of a female lion in a vast grassland with multiple shades of green and brown.

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Add an image with Copilot in Word



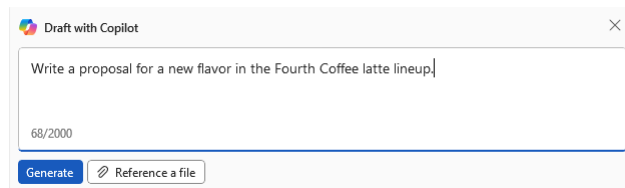
add a stock image of all hands

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Draft and add content with Copilot in Word

- 1.Start a [new blank Word document](#).
- 2.Select the Copilot icon or press ALT + i to open the **Draft with Copilot** box.
- 3.In the **Draft with Copilot** box, type or paste your prompt. For example, *"Write a proposal for a new flavor in the Fourth Coffee latte lineup."*
- 4.Select **Generate**, and Copilot will draft new content for you.



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Draft and add content with Copilot in Word

Proposal for New Flavor in Fourth Coffee Latte Lineup: Honey Lavender Latte

A Unique Blend of Comfort and Elegance

Introduction

As the coffee industry continues to evolve, Fourth Coffee remains committed to offering innovative and delightful flavors to our discerning customers. In line with this commitment, we propose the introduction of a new flavor to our latte lineup: the Honey Lavender Latte. This unique blend combines the soothing taste of lavender with the natural sweetness of honey, promising an exquisite experience that caters to both the adventurous and the traditional coffee enthusiast.

Market Analysis

Recent trends in the coffee industry indicate a growing demand for floral and herb-infused beverages. According to a report by the National Coffee Association, there has been a 15% increase in the popularity of floral flavors in coffee drinks over the past year. Additionally, honey has consistently been a favorite natural sweetener among health-conscious consumers. By combining these two elements, we can capture a market segment that seeks both novelty and natural ingredients.

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Try this

- *Write an article on the importance of creating work/life balance.*
- *Write a white paper about project management.*
- *Write a job offer letter for a sales position at Contoso. The start date is August 1st, and the salary is \$60,000 per year plus bonuses.*
- *Write a proposal for a new flavor in the Fourth Coffee latte lineup using /New flavor research.docx. (You'll need to have relevant content in a document called "New flavor research" for this to work.)*

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Try this

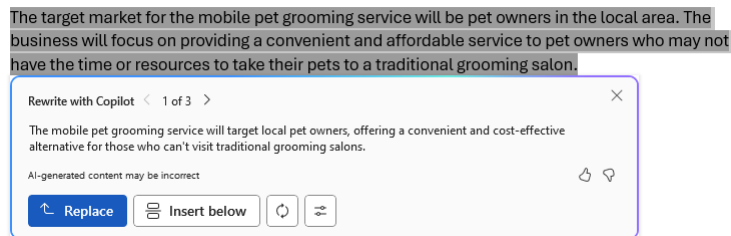
- *Write an article on the importance of creating work/life balance.*
- *Write a white paper about project management.*
- *Write a job offer letter for a sales position at Contoso. The start date is August 1st, and the salary is \$60,000 per year plus bonuses.*
- *Write a proposal for a new flavor in the Fourth Coffee latte lineup using /New flavor research.docx. (You'll need to have relevant content in a document called "New flavor research" for this to work.)*

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Rewrite text

- Select the text you want Copilot to rewrite.
- In the left margin next to your text, select the Logo icon for Copilot in WordCopilot icon.
- From the left margin Copilot menu, select Auto Rewrite.
- Copilot will show you rewritten options to choose from.

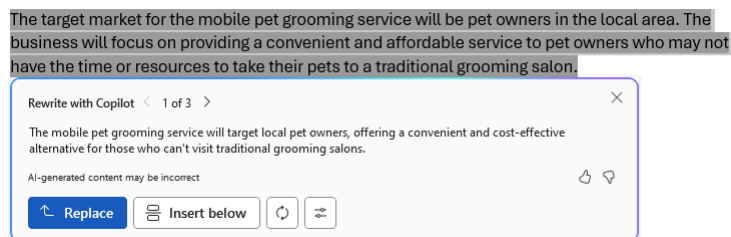


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65

Rewrite text

- Select the text you want Copilot to rewrite.
- In the left margin next to your text, select the Logo icon for Copilot in WordCopilot icon.
- From the left margin Copilot menu, select Auto Rewrite.
- Copilot will show you rewritten options to choose from.



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Convert text to a table

- Select the text you want Copilot to turn into a table.
- In the left margin next to your text, select the Logo icon for Copilot in WordCopilot icon.
- From the left margin Copilot menu, select Visualize as a Table.
- Copilot will show you what the table will look like.

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Convert text to a table

A target market can be defined by several characteristics, including:

- Demographics (age, gender, income, education, etc.)
- Psychographics (values, interests, lifestyle, etc.)
- Geographic location (urban, rural, country, zip code, etc.)
- Buying behavior (in-store, online, thrift, etc.)

Characteristic	Examples
Demographics	Age, gender, income, education
Psychographics	Values, interests, lifestyle
Geographic location	Urban, rural, country, zip code
Buying behavior	In-store, online, thrift

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Chat with Copilot about Summarize Word document

•Summarize this document

A target market can be defined by several characteristics, including:

- Demographics (age, gender, income, education, etc.)
- Psychographics (values, interests, lifestyle, etc.)
- Geographic location (urban, rural, country, zip code, etc.)
- Buying behavior (in-store, online, thrift, etc.)

Characteristic	Examples
Demographics	Age, gender, income, education
Psychographics	Values, interests, lifestyle
Geographic location	Urban, rural, country, zip code
Buying behavior	In-store, online, thrift

Summarize this document

Here's a summary of the document:
A target market can be characterized by demographics (age, gender, income, education), psychographics (values, interests, lifestyle), geographic location (urban, rural, country, zip code), and buying behavior (in-store, online, thrift).

Copy

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Get started with Copilot in Excel

Product	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Chocolate	\$744.60	\$162.56	\$345.55	\$245.55
Gummibarchen	\$5,079.60	\$1,249.20	\$1,550.20	\$1,420.20
Scottish Longbreads	\$1,267.50	\$1,062.50	\$1,230.50	\$1,010.50
Sir Rodney's Scones	\$1,418.00	\$756.00	\$955.00	\$835.00
Tarte au sucre	\$4,728.00	\$4,547.92	\$4,855.92	\$2,756.50
Chocolate Biscuits	\$943.89	\$349.60	\$989.65	\$788.20

Copilot

Create a bar graph showing the sales growth between Qtr1 and Qtr2

I analyzed data in A1:E7, and here's what I found:

0 1000 2000 3000 4000 5000 6000

+ Add to a new sheet

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70

Get started with Copilot in Excel

Product	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Chocolate	\$744.60	\$162.56	\$345.55	\$245.55
Gummibarchen	\$5,079.60	\$1,249.20	\$1,550.20	\$1,420.20
Scottish Longbreads	\$1,267.50	\$1,062.50	\$1,230.50	\$1,010.50
Sir Rodney's Scones	\$1,418.00	\$756.00	\$955.00	\$835.00
Tarte au sucre	\$4,728.00	\$4,547.92	\$4,855.92	\$2,756.50
Chocolate Biscuits	\$943.89	\$349.60	\$989.65	\$788.20

Bold the top 3 values in Qtr4.

Sure! Looking at **A1:E7**, here's 1 conditional formatting rule to review and apply:

- Top 3 Items:** Apply the following to cells in the column "Qtr 4"
 - Bold
 - Font color: black

AaBbCc

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Get started with Copilot in Excel

Product	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Percentage Difference Qtr 1 to Qtr 2
Chocolate	\$744.60	\$162.56	\$345.55	\$245.55	-78.17%
Gummibarchen	\$5,079.60	\$1,249.20	\$1,550.20	\$1,420.20	-75.41%
Scottish Longbreads	\$1,267.50	\$1,062.50	\$1,230.50	\$1,010.50	-16.17%
Sir Rodney's Scones	\$1,418.00	\$756.00	\$955.00	\$835.00	-46.69%
Tarte au sucre	\$4,728.00	\$4,547.92	\$4,855.92	\$2,756.50	-3.81%
Chocolate Biscuits	\$943.89	\$349.60	\$989.65	\$788.20	-62.96%

Add a new column showing the percentage difference between column B and column C.

Looking at **A1:E7**, here's 1 formula column to review and insert in **Column F**:

Percentage Difference Qtr 1 to Qtr 2

Shows the percentage difference in sales from the first quarter to the second quarter for each product by comparing the sales figures of "Qtr 1" and "Qtr 2". If the sales in "Qtr 1" are zero, it returns zero to avoid division errors.

```

=IF([@Qtr 1] <> 0, ([@Qtr 2] - [Qtr 1]) / [Qtr 1], 0)

```

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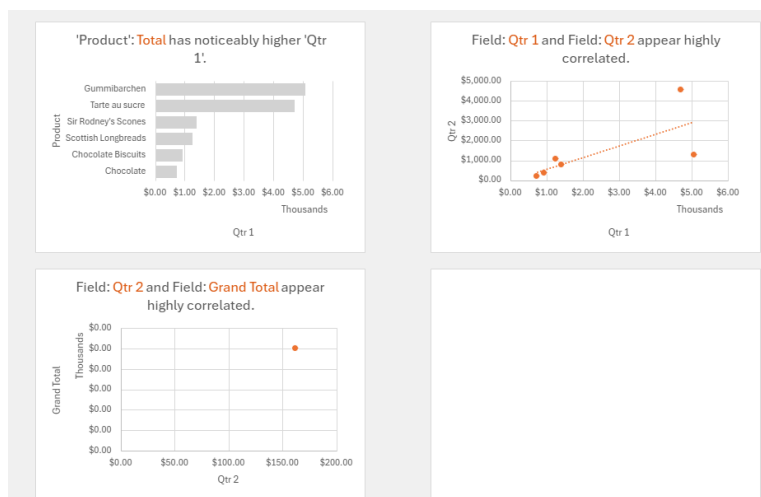
Identify insights with Copilot in Excel

Product	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Percentage Difference Qtr 1 to Qtr 2
Chocolate	\$744.60	\$162.56	\$345.55	\$245.55	-78.17%
Gummibarchen	\$5,079.60	\$1,249.20	\$1,550.20	\$1,420.20	-75.41%
Scottish Longbreads	\$1,267.50	\$1,062.50	\$1,230.50	\$1,010.50	-16.17%
Sir Rodney's Scones	\$1,418.00	\$756.00	\$955.00	\$835.00	-46.69%
Tarte au sucre	\$4,728.00	\$4,547.92	\$4,855.92	\$2,756.50	-3.81%
Chocolate Biscuits	\$943.89	\$349.60	\$989.65	\$788.20	-62.96%

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73

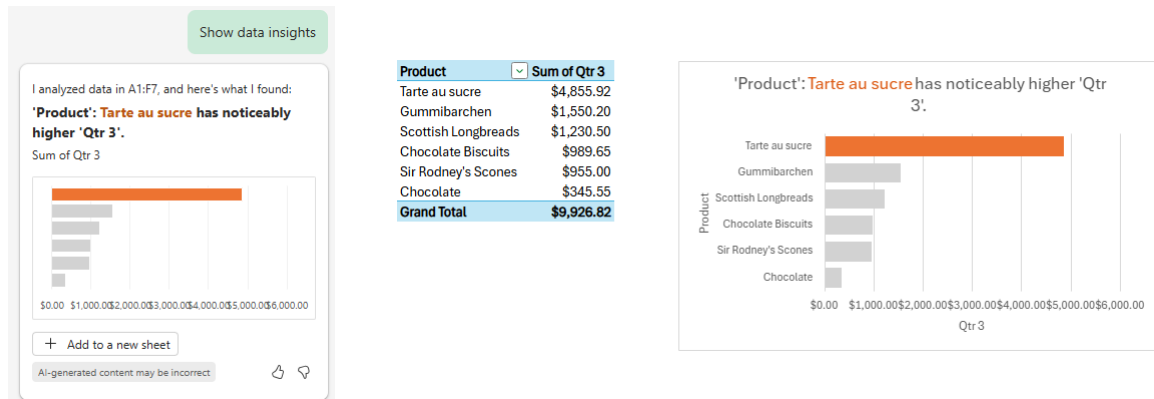
Identify insights with Copilot in Excel



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Identify insights with Copilot in Excel

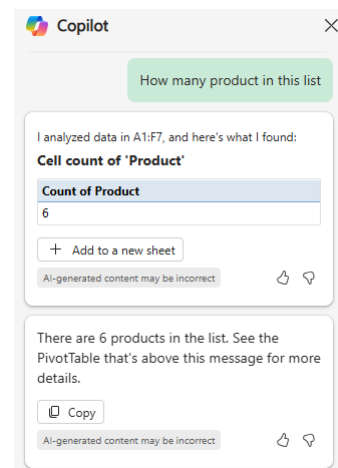


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Got a particular question in mind?

Product	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Chocolate	\$744.60	\$162.56	\$345.55	\$245.55
Gummibarchen	\$5,079.60	\$1,249.20	\$1,550.20	\$1,420.20
Scottish Longbreads	\$1,267.50	\$1,062.50	\$1,230.50	\$1,010.50
Sir Rodney's Scones	\$1,418.00	\$756.00	\$955.00	\$835.00
Tarte au sucre	\$4,728.00	\$4,547.92	\$4,855.92	\$2,756.50
Chocolate Biscuits	\$943.89	\$349.60	\$989.65	\$788.20



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Highlight your data with Copilot in Excel

Product	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Chocolate	\$744.60	\$162.56	\$345.55	\$245.55
Gummibarchen	\$5,079.60	\$1,249.20	\$1,550.20	\$1,420.20
Scottish Longbreads	\$1,267.50	\$1,062.50	\$1,230.50	\$1,010.50
Sir Rodney's Scones	\$1,418.00	\$756.00	\$955.00	\$835.00
Tarte au sucre	\$4,728.00	\$4,547.92	\$4,855.92	\$2,756.50
Chocolate Biscuits	\$943.89	\$349.60	\$989.65	\$788.20

×

Bold the top 3 values in the Qtr4 column.

Sure! Looking at **A1:F7**, here's 1 conditional formatting rule to review and apply:

- Top 3 Items:** Apply the following to cells in the column "Qtr 4"
 - Bold
 - Font color: black

AaBbCc

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Apply

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Highlight your data with Copilot in Excel

Product	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Chocolate	\$744.60	\$162.56	\$345.55	\$245.55
Gummibarchen	\$5,079.60	\$1,249.20	\$1,550.20	\$1,420.20
Scottish Longbreads	\$1,267.50	\$1,062.50	\$1,230.50	\$1,010.50
Sir Rodney's Scones	\$1,418.00	\$756.00	\$955.00	\$835.00
Tarte au sucre	\$4,728.00	\$4,547.92	\$4,855.92	\$2,756.50
Chocolate Biscuits	\$943.89	\$349.60	\$989.65	\$788.20

×

highlight the highest values in Units Sold.

OK! Looking at **A1:F7**, here are 4 conditional formatting rules to review and apply:

- Top 1 Items:** Apply the following to cells in the column "Qtr 1", "Qtr 2", "Qtr 3", "Qtr 4"
 - Fill color: green
 - Font color: black

AaBbCc
- Top 1 Items:** Apply the following to cells in the column "Qtr 1", "Qtr 2", "Qtr 3", "Qtr 4"
 - Fill color: green
 - Font color: black

AaBbCc
- Top 1 Items:** Apply the following to cells in the column "Qtr 1", "Qtr 2", "Qtr 3", "Qtr 4"
 - Fill color: green
 - Font color: black

AaBbCc
- Top 1 Items:** Apply the following to cells in the column "Qtr 1", "Qtr 2", "Qtr 3", "Qtr 4"
 - Fill color: green
 - Font color: black

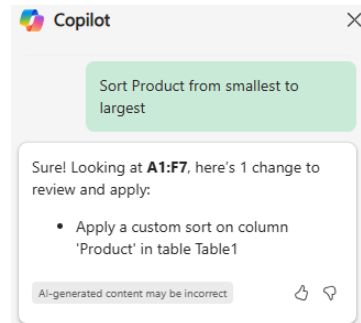
AaBbCc

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Sort your data with Copilot in Excel

Product	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Chocolate	\$744.60	\$162.56	\$345.55	\$245.55
Chocolate Biscuits	\$943.89	\$349.60	\$989.65	\$788.20
Gummibarchen	\$5,079.60	\$1,249.20	\$1,550.20	\$1,420.20
Scottish Longbreads	\$1,267.50	\$1,062.50	\$1,230.50	\$1,010.50
Sir Rodney's Scones	\$1,418.00	\$756.00	\$955.00	\$835.00
Tarte au sucre	\$4,728.00	\$4,547.92	\$4,855.92	\$2,756.50

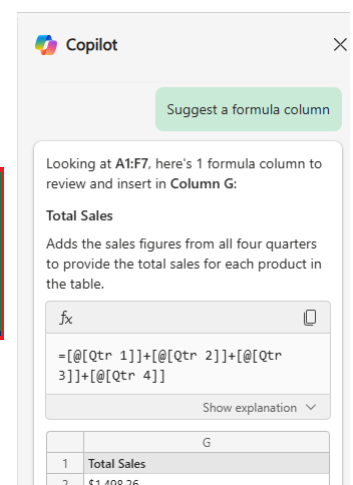


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Generate formula columns and rows with Copilot in Excel

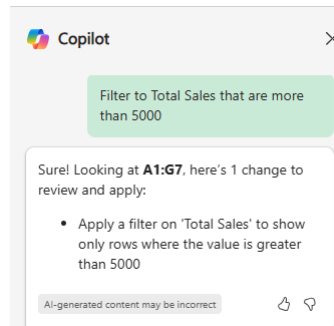
Product	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Percentage Difference Qtr 1 to Qtr 2	Total Sales
Chocolate	\$744.60	\$162.56	\$345.55	\$245.55	-78.17%	\$1,498.26
Chocolate Biscuits	\$943.89	\$349.60	\$989.65	\$788.20	-62.96%	\$3,071.34
Gummibarchen	\$5,079.60	\$1,249.20	\$1,550.20	\$1,420.20	-75.41%	\$9,299.20
Scottish Longbreads	\$1,267.50	\$1,062.50	\$1,230.50	\$1,010.50	-16.17%	\$4,571.00
Sir Rodney's Scones	\$1,418.00	\$756.00	\$955.00	\$835.00	-46.69%	\$3,964.00
Tarte au sucre	\$4,728.00	\$4,547.92	\$4,855.92	\$2,756.50	-3.81%	\$16,888.34



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Filter your data with Copilot in Excel



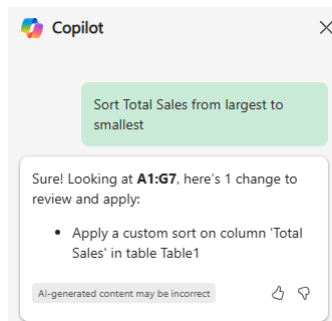
Product	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Percentage Difference Qtr 1 to Qtr 2	Total Sales
Gummibarchen	\$5,079.60	\$1,249.20	\$1,550.20	\$1,420.20	-75.41%	\$9,299.20
Tarte au sucre	\$4,728.00	\$4,547.92	\$4,855.92	\$2,756.50	-3.81%	\$16,888.34

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Sort your data with Copilot in Excel Again

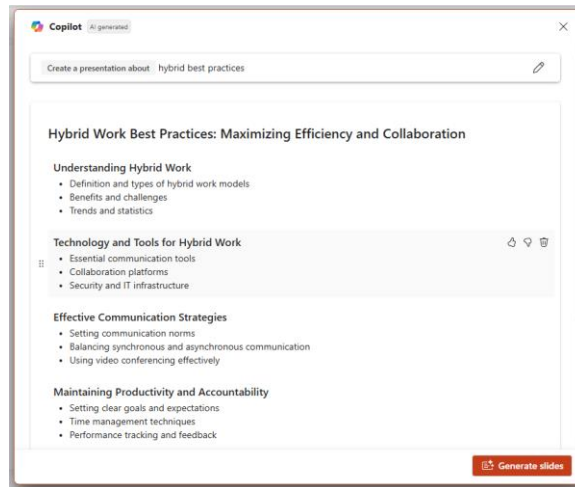
Product	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Percentage Difference Qtr 1 to Qtr 2	Total Sales
Tarte au sucre	\$4,728.00	\$4,547.92	\$4,855.92	\$2,756.50	-3.81%	\$16,888.34
Gummibarchen	\$5,079.60	\$1,249.20	\$1,550.20	\$1,420.20	-75.41%	\$9,299.20
Scottish Longbreads	\$1,267.50	\$1,062.50	\$1,230.50	\$1,010.50	-16.17%	\$4,571.00
Sir Rodney's Scones	\$1,418.00	\$756.00	\$955.00	\$835.00	-46.69%	\$3,964.00
Chocolate Biscuits	\$943.89	\$349.60	\$989.65	\$788.20	-62.96%	\$3,071.34
Chocolate	\$744.60	\$162.56	\$345.55	\$245.55	-78.17%	\$1,498.26



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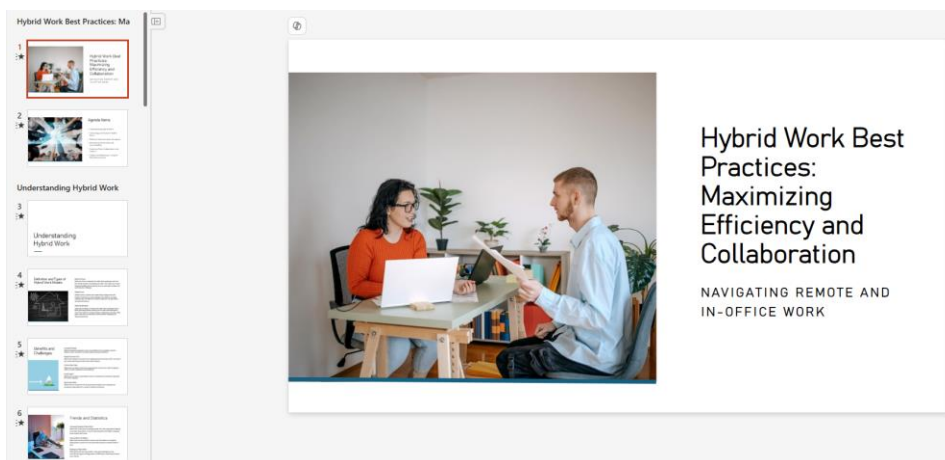
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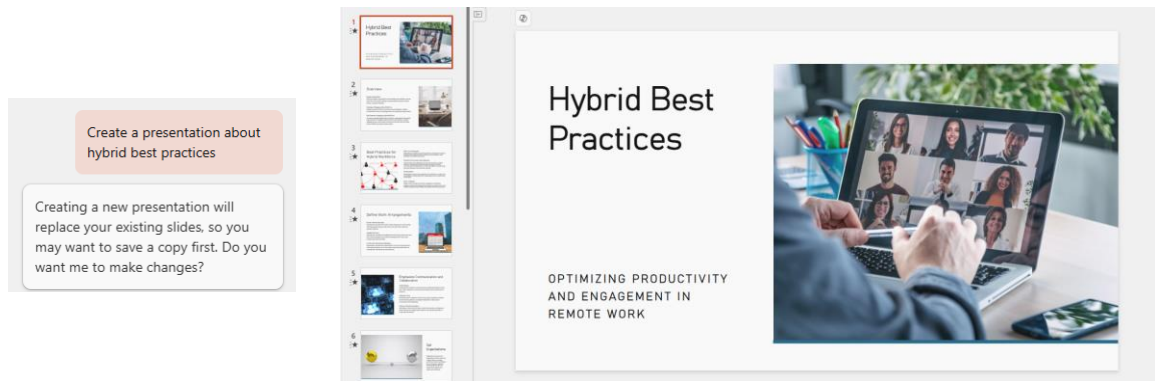
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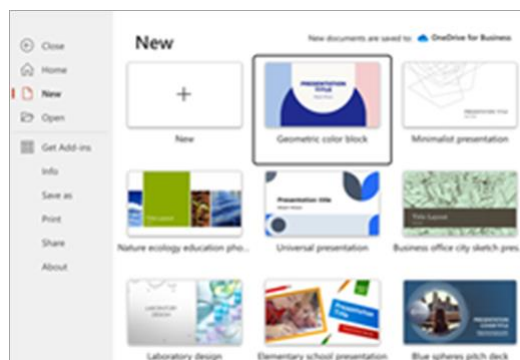


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Create a presentation with a template

Open an existing presentation with your theme or create a new presentation using a theme or template from **File > New** or **Office.com**.



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Create a presentation from a file with Copilot

The Olympic Games 2024

A Global Celebration of Sport and Unity

The Olympic Games 2024 are set to be a spectacular event, bringing together athletes from around the world to compete at the highest level of sport. Hosted in the vibrant city of Paris, France, these Games promise not only to showcase incredible athletic talent but also to celebrate international unity, cultural exchange, and the enduring spirit of the Olympics.

The Host City: Paris

Paris, the "City of Light," has a rich history of hosting international events and is no stranger to the Olympic Games. The city previously hosted the Olympics in 1900 and 1924, making the 2024 Games a centennial celebration of its last hosting. Paris offers a blend of historic charm and modern innovation, providing a picturesque backdrop for the world's most prestigious sporting event.

Venues and Infrastructure

The Paris 2024 Olympic venues are spread across the city, utilizing a mix of iconic landmarks and state-of-the-art facilities. The opening and closing ceremonies will take place at the Stade de France, an impressive stadium with a capacity of over 80,000 spectators. Other notable venues include:

- Eiffel Tower Stadium: Beach volleyball competitions will be held with the iconic Eiffel Tower as a stunning backdrop.
- Roland Garros: Home of the French Open, this venue will host tennis matches.
- Champs-Élysées: The famous avenue will be transformed into a spectacular setting for cycling and marathon events.
- Sena River: Artistic swimming and triathlon events will be staged along the picturesque banks of the Seine.

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Create a presentation from a file with Copilot

The screenshot displays the Microsoft Copilot interface. On the left, a sidebar shows a list of six slide thumbnails. The main area features a presentation slide titled "THE OLYMPIC GAMES 2024" with the subtitle "A GLOBAL CELEBRATION OF SPORT AND UNITY". The slide has a purple background with white text and decorative bubble graphics. On the right, the Copilot panel is visible, containing several options: "Create" (highlighted with a red box), "Understand" (What are the dates or deadlines in this presentation?), "Understand" (Show key slides in this deck), "Chat history", and another "Create" option (highlighted with a red box). Below these, a message states: "It looks like you haven't referenced any content. Please select a file or paste a link and try again." At the bottom of the Copilot panel, it says "Ask me anything about this presentation".

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Add a slide to your presentation with Copilot in PowerPoint



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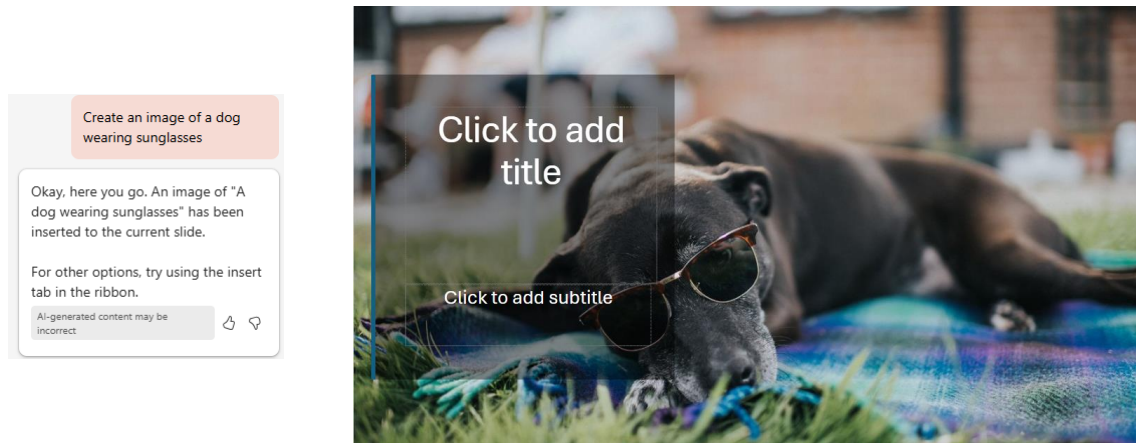
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Create images with Copilot in PowerPoint



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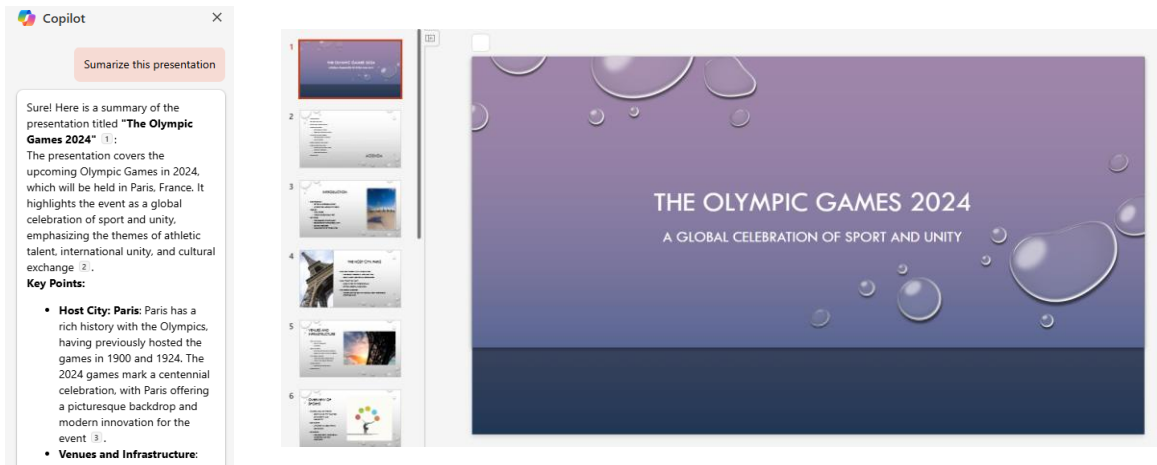
Create images with Copilot in PowerPoint - Descriptive prompt



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Summarize your presentation with Copilot in PowerPoint



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Get email coaching

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Thank You

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