

# TEAM RESISTANCE

**SURPRISE! Your customer service team is hostile to this project.**

**THE NEWS:** Word leaked about the AI customer service pilot before official communication. The team believes their jobs are at risk. Morale is low, cooperation is minimal, and the union has gotten involved.

The team lead said: *“You’re building our replacement. Why would we help?”*

---

## YOUR TASK:

1. How do you rebuild trust immediately?
2. What changes to your pilot design address their concerns?
3. What’s your communication strategy now? (What do you say? To whom? When?)
4. How do you get them involved as partners, not victims?
5. What promises can you make (and keep)?