Applying ADKAR to AI Adoption Challenges Curated Insights from Webinar Attendees
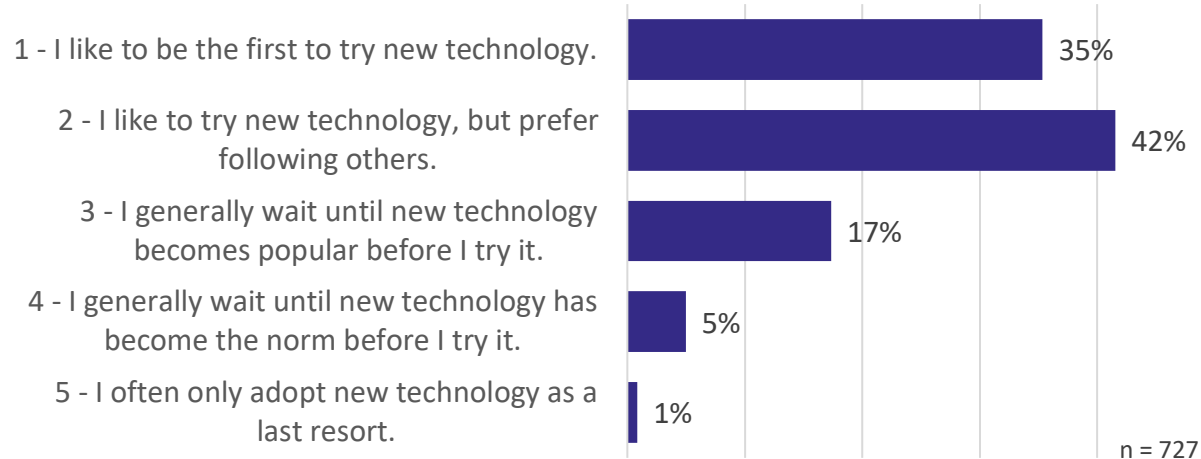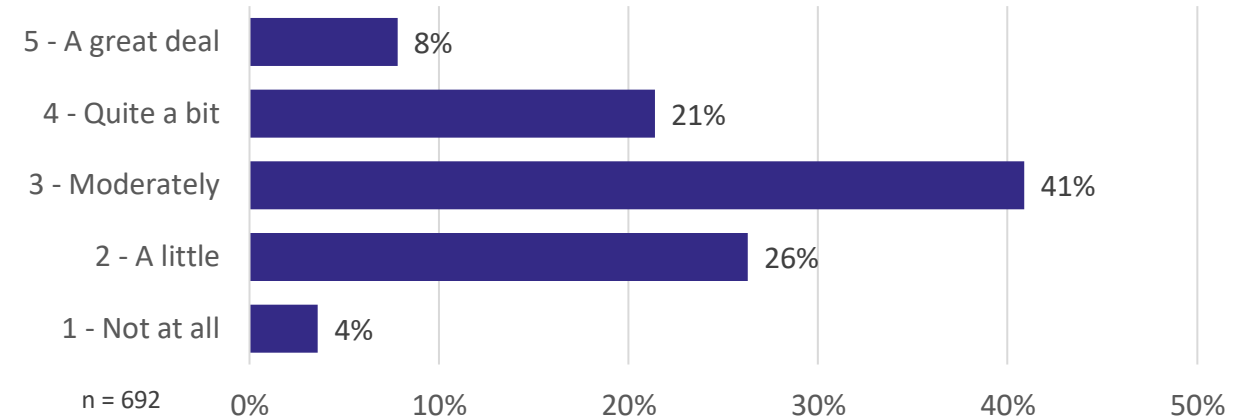
AGENDA

- AI, Change, and Change Management

- ADKAR Overview

- AI and ADKAR Hackathon
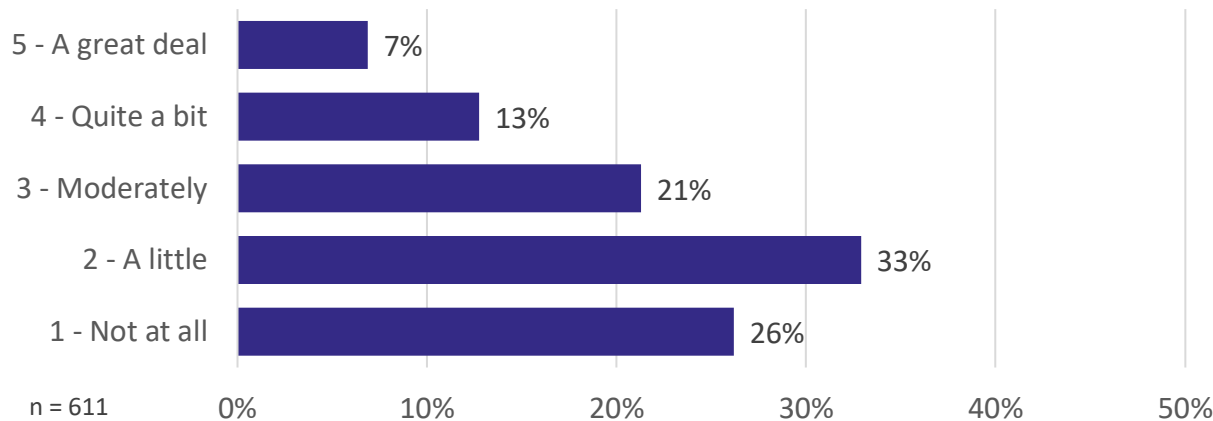
Applying ADKAR to AI Adoption Challenges: Real-Time Data

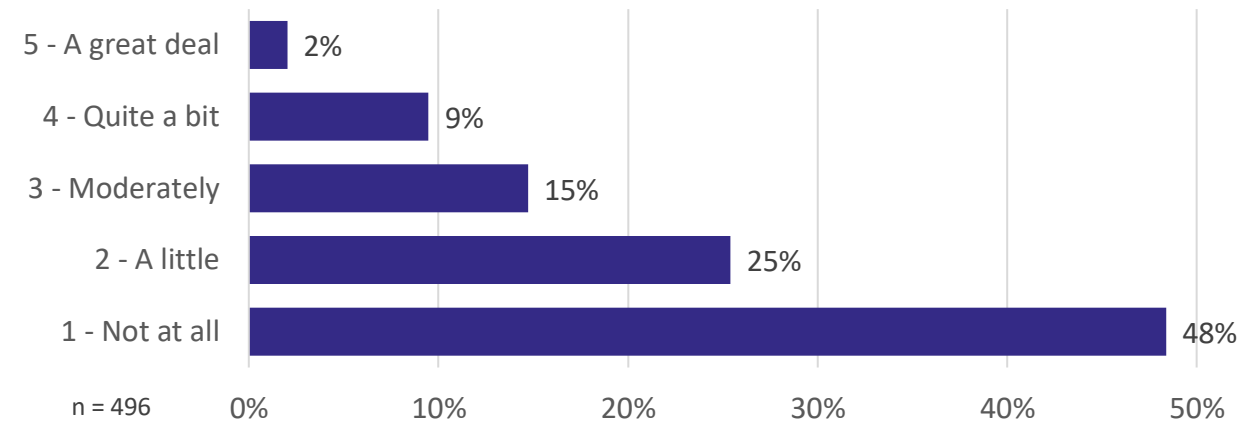## Which statement best describes your approach to using new technology?

Response	Percentage
1 - I like to be the first to try new technology.	35%
2 - I like to try new technology, but prefer following others.	42%
3 - I generally wait until new technology becomes popular before I try it.	17%
4 - I generally wait until new technology has become the norm before I try it.	5%
5 - I often only adopt new technology as a last resort.	1%

n = 727

Overall, how familiar are you with the concept of artificial intelligence?

Response	Percentage
5 - A great deal	8%
4 - Quite a bit	21%
3 - Moderately	41%
2 - A little	26%
1 - Not at all	4%

n = 692

To what extent have you used AI as a *hobby or personal interest*?

Response	Percentage
5 - A great deal	7%
4 - Quite a bit	13%
3 - Moderately	21%
2 - A little	33%
1 - Not at all	26%

n = 611

To what extent have you used AI in your *change management work*?

Response	Percentage
5 - A great deal	2%
4 - Quite a bit	9%
3 - Moderately	15%
2 - A little	25%
1 - Not at all	48%

n = 496

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Applying ADKAR to AI Adoption Challenges: Real-Time Data

Average Disruption by Industry

Industry	Score
FinTech (6)	9.33
Technology (36)	9.31
Banking (26)	8.85
Software (13)	8.69
IT (42)	8.69
Oil & Gas (7)	8.29
Telecommunications (6)	8.17
Professional Services (8)	8.13
Retail (15)	8.00
Insurance (34)	7.79
Consulting (96)	7.75
Healthcare (74)	7.59
Financial Services (16)	7.56
Education (21)	7.43
Higher Education (23)	7.35
Energy (9)	7.11
Real Estate (10)	7.10
Public Services (14)	7.07
HR (10)	7.00
Pharma (16)	6.88
Logistics (7)	6.71
Automotive (6)	6.67
Government (47)	6.53
Manufacturing (19)	6.37
Non profit (6)	6.33
Utilities (10)	6.10
Mining (5)	3.80

Respondents provided their industry and a disruption score on a scale of 1 (no impact) to 10 (most impact)
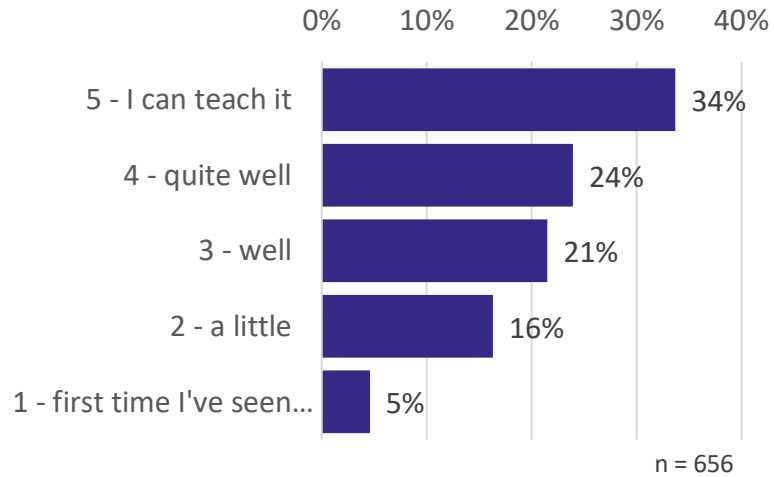
In Average Disruption by Industry, the number of respondents per industry is included in parentheses (n)
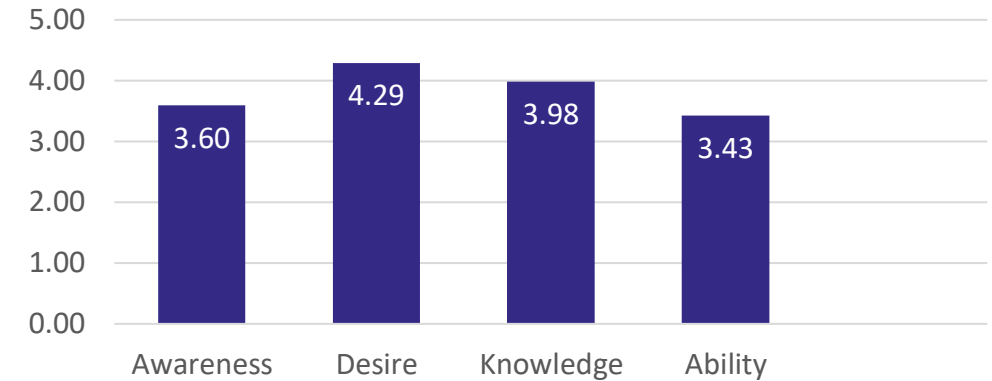
Disruption Score Distribution

Score	Percent
10	27%
9	8%
8	25%
7	16%
6	8%
5	10%
4	3%
3	3%
2	1%
1	0%

n = 679

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3
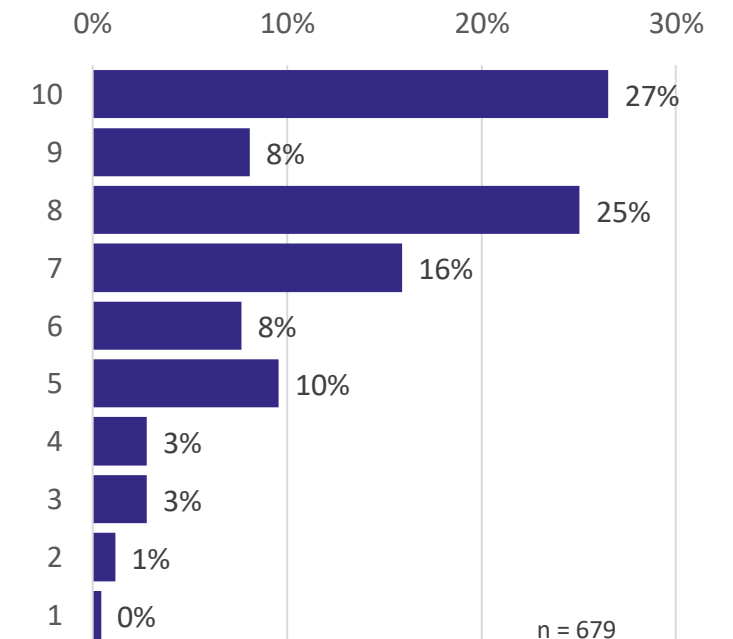
Applying ADKAR to AI Adoption Challenges: Real-Time Data

How well do you know ADKAR

5 - I can teach it	34%
4 - quite well	24%
3 - well	21%
2 - a little	16%
1 - first time I've seen...	5%

n = 656

Average Barrier Significance Rating
(1 = no barrier; 5 = very significant barrier)

Awareness	Desire	Knowledge	Ability
3.60	4.29	3.98	3.43

Which ADKAR element do you anticipate being the largest barrier point for AI adoption?

Awareness	10%
Desire	56%
Knowledge	19%
Ability	12%
Reinforcement	3%

n = 634
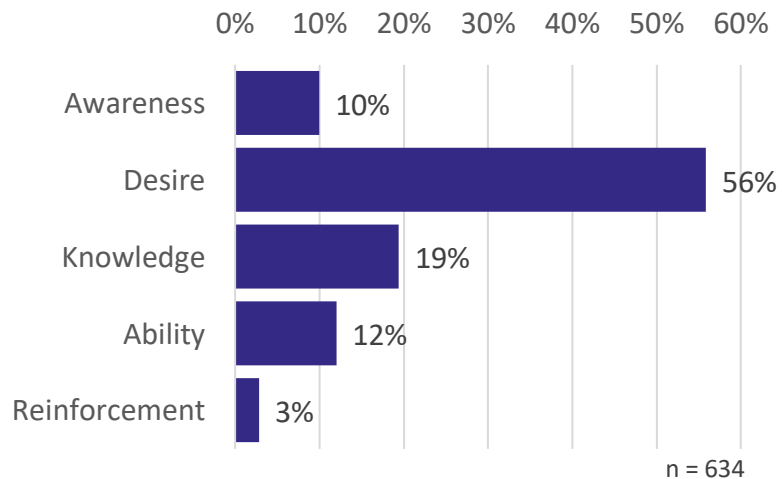
	Awareness	Desire	Knowledge	Ability	R
5 - very significant barrier	14%	46%	31%	11%	
4 - significant barrier	42%	39%	39%	31%	
3 - moderate barrier	34%	12%	28%	49%	
2 - minor barrier	8%	3%	2%	10%	
1 - no barrier	1%	0%	0%	0%	

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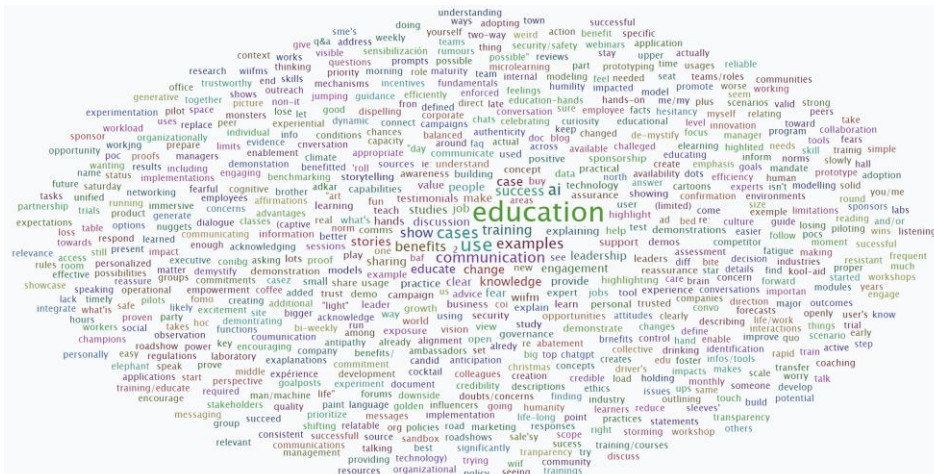# Applying ADKAR to AI Adoption Challenges: Real-Time Data
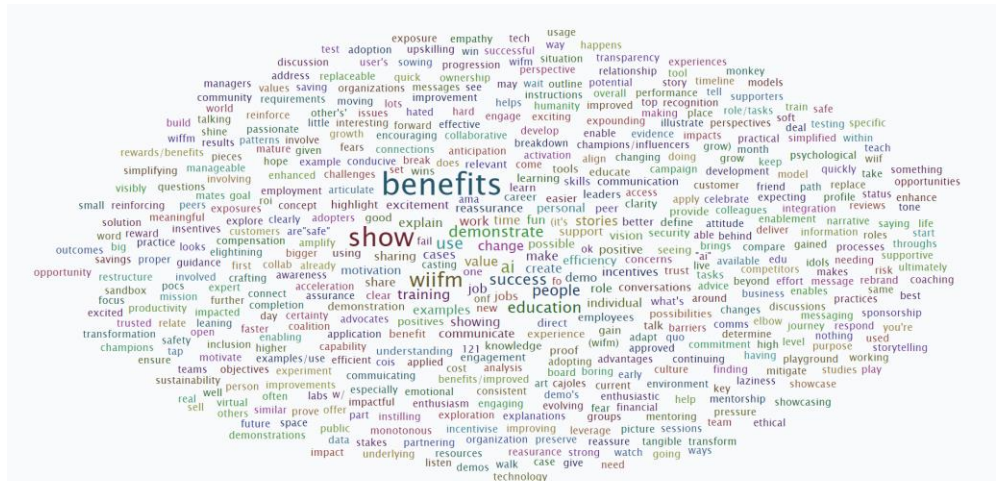
Awareness Restraining Forces

Desire Restraining Forces

Awareness Driving Forces

Desire Driving Forces

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Knowledge Restraining Forces

Ability Restraining Forces

Knowledge Driving Forces

Ability Driving Forces

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The first meaningful applications of generative AI in change management I see are to ___

Applying ADKAR to AI Adoption Challenges: Real-Time Data

Where are you calling in from today? (earth) 514

Where to Learn More

- Webinar Replay: Applying ADKAR to AI Adoption Challenges
https://www.prosci.com/resources/webinars/all

- ADKAR Homepage
https://www.prosci.com/methodology/adkar

- Blog: Why the ADKAR Blueprint is a Game Changer for Change
https://www.prosci.com/blog/why-the-adkar-blueprint-is-a-game-changer-for-change

- Blog: Aligning ADKAR to sequential, iterative, and hybrid change
https://www.prosci.com/blog/aligning-the-adkar-model-with-sequential-iterative-and-hybrid-change

- Webinar: Introduction to the ADKAR Model
https://www.prosci.com/resources/webinars/introduction-to-adkar-30-minutes

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