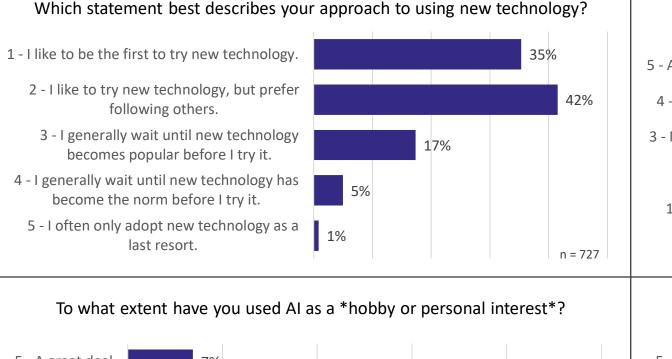
# Applying ADKAR to AI Adoption Challenges Curated Insights from Webinar Attendees

## $\mathsf{A} \mathsf{G} \mathsf{E} \mathsf{N} \mathsf{D} \mathsf{A}$

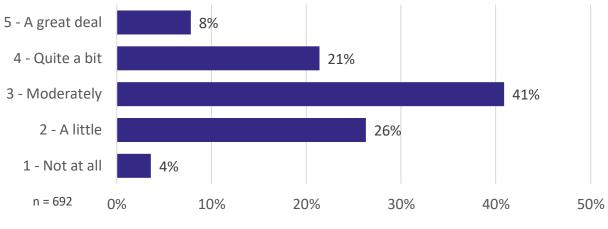
- AI, Change, and Change Management
- ADKAR Overview
- AI and ADKAR Hackathon



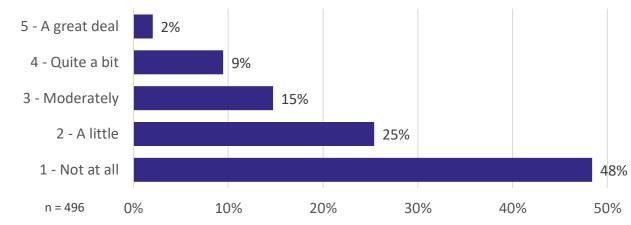
50%



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

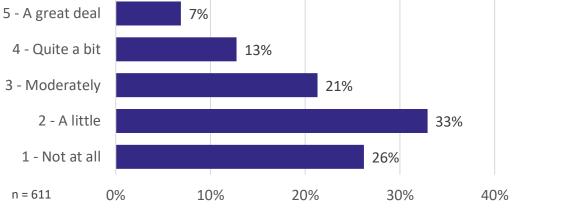


To what extent have you used AI in your \*change management work\*?



Prose

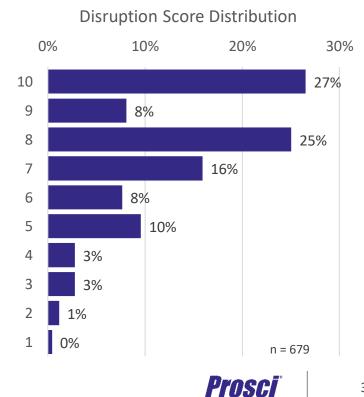
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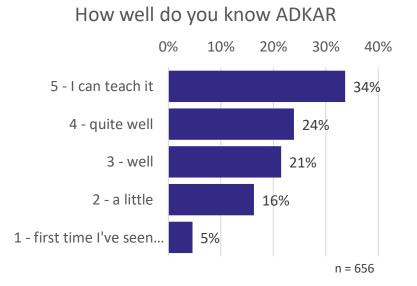


Average Disruption by Industry

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
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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)



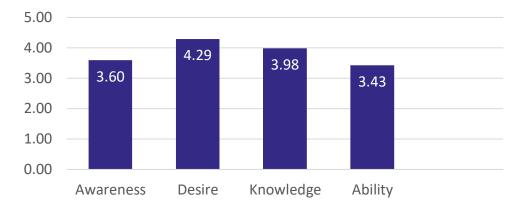


#### Which ADKAR element do you anticipate being the largest barrier point for AI adoption?

20% 30% 40% 50% 0% 10% 60% Awareness 10% Desire 56% Knowledge 19% Ability 12% Reinforcement 3% n = 634

### Average Barrier Significance Rating

(1 = no barrier; 5 = very significant barrier)



	<u>Awareness</u>	<u>Desire</u>	<u>Knowledge</u>	<u>Ability</u>	<u>R</u>
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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#### Awareness Restraining Forces

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#### Desire Restraining Forces

supported server where the server ser

#### **Desire Driving Forces**

<text>

#### Awareness Driving Forces



#### Knowledge Restraining Forces

technological solid tech smart role prioritization prioritization prioritization services without technological solid tech smart role prioritization prioritization prioritization prioritization services united security untried security and the prioritize understand under security security untried securities understand user signalities as a complexities understand user signalities and securities and securities understand user signalities and securities understand user signalities and securities and securities understand user signalities and securities and securities understand user signalities and securities and transparency topic unknown spirit role prioritization time/resources without trained explanations coaching (time effective much enough clear governance) perceived options communication in comportunities vuica organizational confidential barrier effective much enough clear examples change leadership buy current foundational resources) we differently company provide organizational examples change leadership buy current foundational resources) awareness/desire content embrace still rabbit unwillingness awareness/desire content embrace still rabbit unwillingness specialist still in tructions foreign forget expense goals limited weight technicality uncertainty technolog words mental psychological usage words motorship management/leadership output repaided wirds staff proficiency result type useful

#### Knowledge Driving Forces

With the simple with the simple with the simple between the simple bet webinars signpositing proper opportunities try processing steps training/education short/targeted teachers

#### Ability Restraining Forces



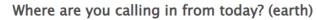
#### **Ability Driving Forces**

understanding simple required take pop-up potential simple perspectives talk materials library results intensive people's supplemental namafication continuious exposure mentor recognition anafication continuious exposure mentor recognition traning using site processes material gamafication continuious exposure mentor recognition unallowable personal differently communicate celebrating ethical individual production regular working psycological knowledge daily assuring afyet ambassador benefits employing psycological knowledge daily assuring afyet ambassador benefits employing regular working unlimited opportunities coorporate build ample test development lunch aides consistent consistent participate supportive handholding attractive work testing set give exploration gain trial educatio Consistency journeys tral sharing establish attitude access case empower cost mistakes freedback labs consequence prompts show explanation enable attitude access case empower cost mistakes freedback labs consequence prompts study options effective started workshops clear coaching training experts safely behavior focus replacement specific need creation examples fast encourage support champions sandbox outcomes colleague tage smothand titten networks list drop prompt roles leadership safety best learn job specific need creation examples fast encourage support champions sandbox outcomes colleague fags smart responses emotional activities internal error share champe provide allow cheat place both experience contextual sample operational first opportunity communication change provide allow cheat place both expectations relearning guides 'one-stop-shop' see assessment encouragement confidence office dedicated formoleverage structure value super everyone folks sheets developing community fail groups office allowable formative schedule prefet construction of the same set of ue super everyone perfect help collaboration mentoring mentoring community fail groups office dedicated corporate the policies timely practical help collaboration mentoring mentoring mentoring experiences small approach currosity formative schedule professional inform contests agile wins practices various experiment continuous excellence others sops openness failure communities engagement adortion avoidance orofessional inform contests agine wins engagement adoption avoidance adverse adverse adoption avoidance avoid adverse adver social live framework digital desire encouraging inmersive motivate testimonials skill information environments task experimentation outsource tutorial knowledge-sharing successfully types



The first meaningful applications of generative AI in change management I see are to \_\_\_\_ writing/communications statements strategic tactics telling summarisation sharing resume questionnaires script outlines motivators objectives slides targeted planning/brainstorming various search policy lesson focus inputs industry generative logos inventive mapping setting increasing goal discovering role emails carafting efficiencies future ideation journey produce video sumarize recommend engagements info connective communications consistency driven ideation journey produce video technology perfect high-value communications asked size analytics/data blinking connections factory optimisation visuals elevate celebrating also workshops structure agents bard burden determining improved rapid summary reframing exercise culture behind results problems interpreting might preparation architecture compilation images offering teams sourcing migration difference coach tone realisation helping display anticipate steps digital service process used risks activity line design notes a-ha brainstorm doing meaningful the racking interactions office empathy clear collecting based larged readings analytics generation development development help chat activities current scenarios comminider base predictives plan benefits action to plan benefits benefits action of the end analytics communications analytics generation analytics communications analytics communications analytics generation development help chat activities current scenarios comminider scenario inspiration success collect base predictives plan benefits action analytics generation analytics current scenarios communications analytics reasearch base practices powerpoints creation plan generation generative generation analytics current scenarios comming detail honest reasearch management creative supporting responses collect inspiration support feesion contractives for the scenario inspiration support feesion contractive feesi inspiration summaries saturation enhancing conflict powerpoint pdfs deliverables asking emotional customer draft content cm cm content cm conte fascinating coding sponse context make reduce meeting assessment writing research knowledge manage context first-draft organizations the mundare comm plans able identifying ways tasks feedback sentiment survey specific time one "what co-pilot first-draft organizations" synthesizing whether tech mundane comm plans able readability exploring blueprint prepare need analyse dev analyzing adoption work gpt project assessments anticipating enterprise mitigating themes leverage docs amounts take points summarizing automate employee questions anticulating recommendation develop insight true self interaction helps control faq bots adkar speech coordinating risk business save materials capability customizing leaders pulse towards stats/ measure intake cursor breaking bing potential gathering users organizational concents analyses story measure intake cursor breaking bing potential control factors and the second story of the secon spend providing next response interviews formats communicating analyze sentiments additional amount concepts enhace robot they're respons logics increase deeper copilot composing consumable customer/industry improve love products talent using presentations interpret impacted job figure delivery discussions extracting lessons marketing tailored gaps individuals maneuver process/policy individuals maneuver process/policy visions state practice intranet implementation interview issue messages stages synthesis stakeholder/impact natural mindsets organization torgan torg npact natural mindsets organization reassure savings structuring stories translation version transition voice









# Where to Learn More

- Webinar Replay: Applying ADKAR to AI Adoption Challenges <u>https://www.prosci.com/resources/webinars/all</u>
- ADKAR Homepage https://www.prosci.com/methodology/adkar
- Blog: Why the ADKAR Blueprint is a Game Changer for Change <u>https://www.prosci.com/blog/why-the-adkar-blueprint-is-a-game-changer-for-change</u>
- 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 <u>https://www.prosci.com/resources/webinars/introduction-to-adkar-30-minutes</u>



solutions@prosci.com | +1 970 203 9332 |prosci.com

