## Breaking Barriers: Navigating Al Adoption

Bobby Miklausic
Creative Director & Head of Al Integration
Quite Frankly Productions



ושוטוונו אונצ

### **Adopting Al:**

- 5-Step Method
- Leveraging Key Value Pressure Points to drive adoption
- Framing Al for Both Tech-Savvy and Tech-Hesitant Workforces









**Chief AI Officer Summit** 

#### **5 Step Process**

Step 1: Identify a clear value proposition

Step 2: Set a clear time frame

Step 3: Divide into teams led by advocates

Step 4: Create a safe space for failure

Step 5: Leverage pressure points

## Step 1: Identify a clear value proposition Promises to revolutionize work.

Step 2: Set a clear time frame

Step 3: Divide into teams led by advocates

Step 4: Create a safe space for failure

**Step 5: Leverage pressure points** 

# 3 Framing Strategies

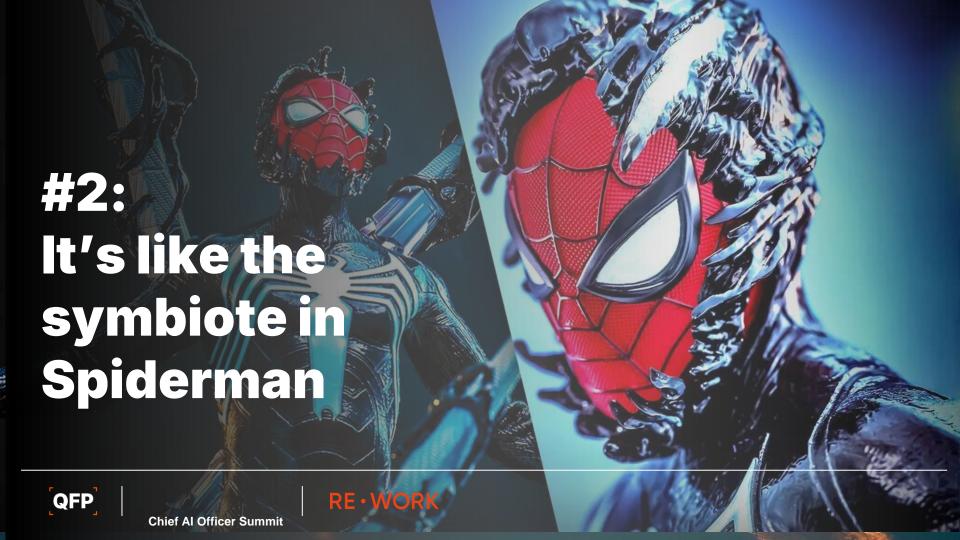




QFP

RE-WORK

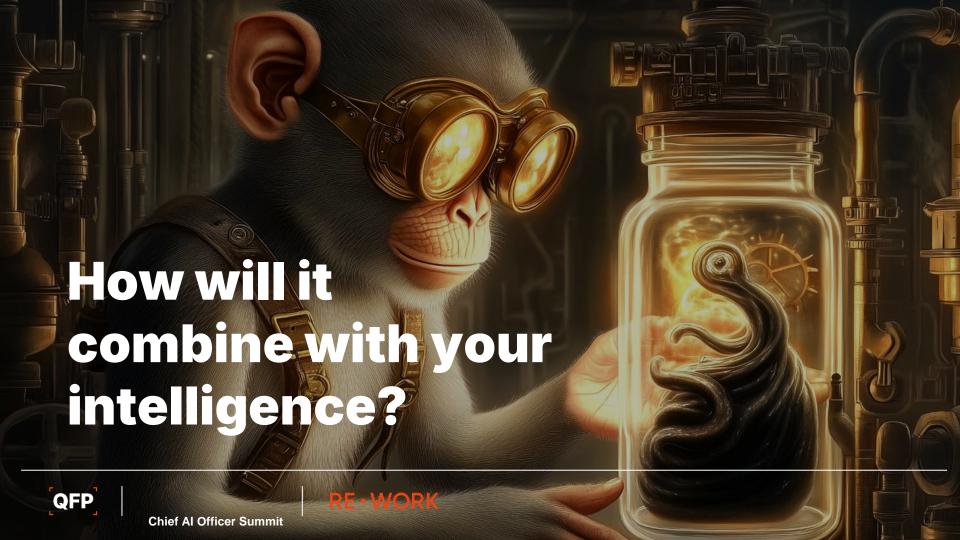














## Step 1: Identify a clear value proposition Promises to revolutionize work.

Step 2: Set a clear time frame 1 year. Feedback quarterly.

Step 3: Divide into teams led by advocates

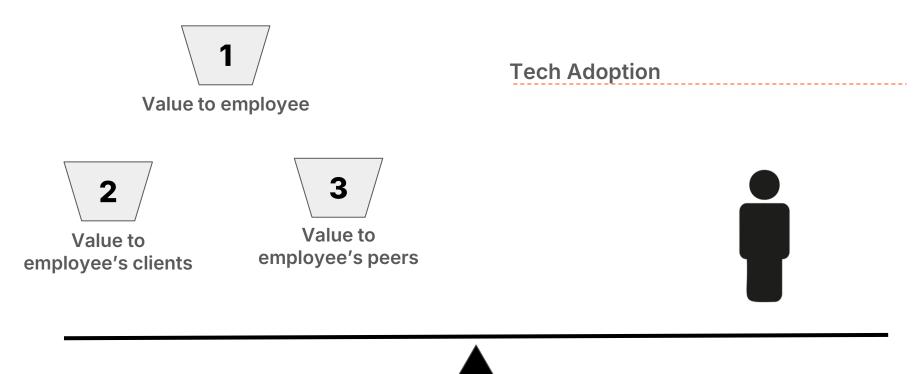
Teams of 3 or 4. Enthusiastic leaders.

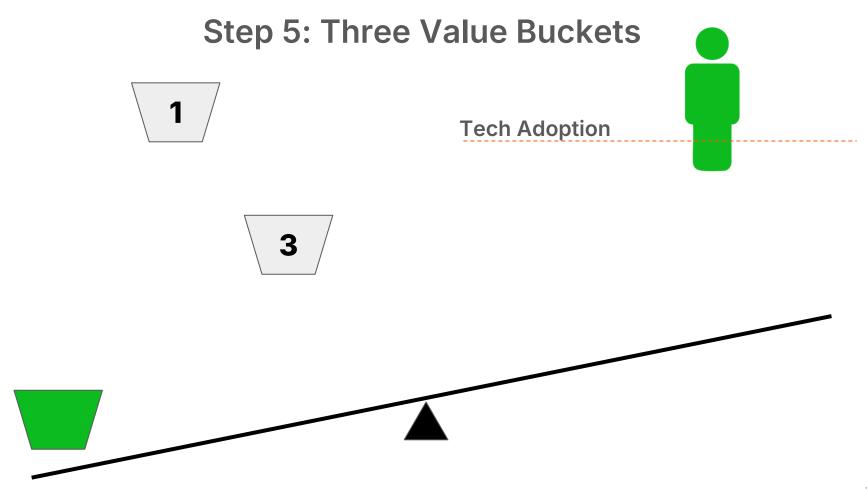
Step 4: Create a safe space for failure

No one knows how to use this yet.

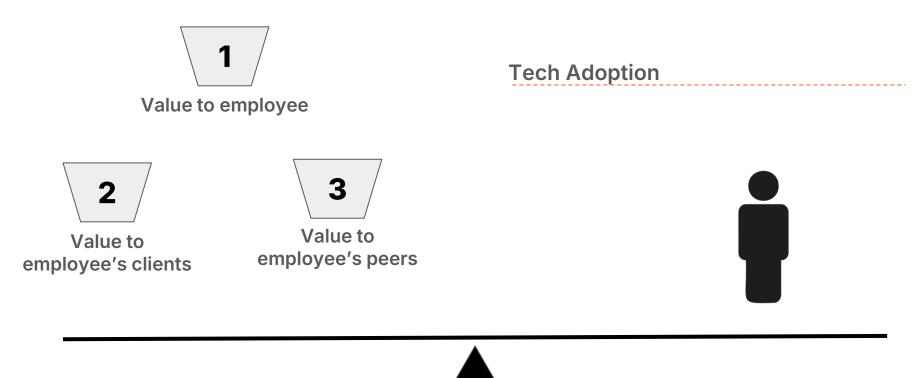
Step 5: Leverage pressure points
Three Value Buckets

#### **Step 5: Three Value Buckets**





#### **Step 5: Three Value Buckets**



# **Step 5: Three Value Buckets Tech Adoption**



# Bucket 1: Value to employee

- Demonstrate value through:
- Demos/Tutorials
- Group discussions/Group tasks
- Use it outside of work



# Bucket 2: Value to employee's clients

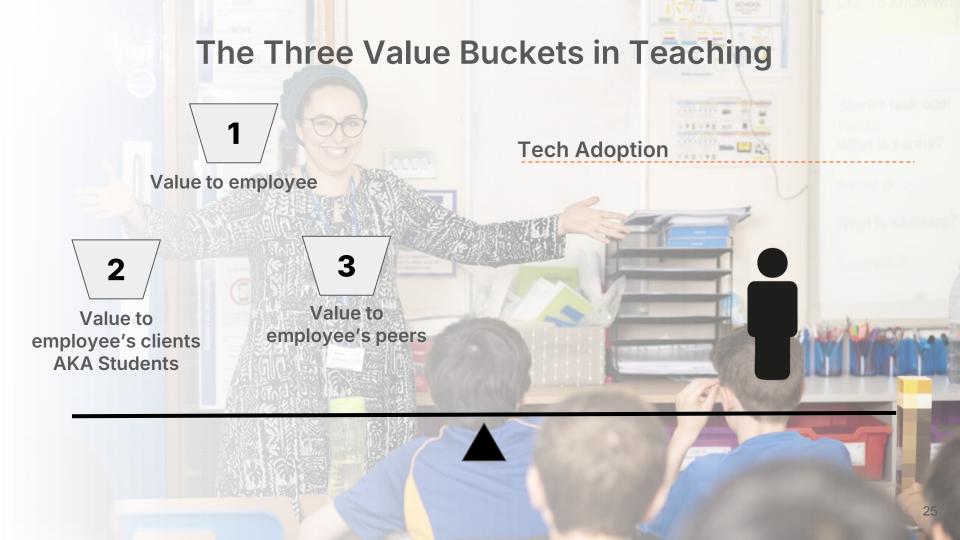
Demonstrate value through:

Surveying clients and sharing the results with staffbase

### Bucket 3: Value to employee's peers

Demonstrate value through:

Surveying staffbase regularly and sharing the results



By the end of that year we had 80% plus adoption across the school.

Two years later I had joined Quite Frankly.



Diligence & transparency yare key





#### Summary:

**Step 1: Value Proposition** 

**Step 2: Time Constraint** 

**Step 3: Groups Led by Champions** 

**Step 4: Safe Space to Fail** 

Step 5: Leverage Value Buckets to Drive Adoption