Get the crew working.

Your company bought the AI tools, and most people still use them now and then. A practical plan to turn licences into daily habits, led by managers and built on real tasks.

PRODUCTION
The adoption gap

DIRECTOR
You

CREW
AI

SCENE
04

TAKE
01

Most AI rollouts start with licences and a launch email. A few people take off, and everyone else tries it twice and goes back to the old way. **The tools work. What is missing is a reason, a routine and a person to ask.**

Adoption is a people job. It moves when managers pick real tasks, show a good result in the team's own work and make AI part of the normal week. You can start with one team and one task this week.

01 Five reasons people stop using AI

PURPOSE

No clear task

WHAT HAPPENS
People are told to use AI without a job for it to do.

FIX
Name three tasks per role where AI saves time this month.

BRIEF

Weak first results

WHAT HAPPENS
Short prompts return generic drafts, and people decide AI is not useful.

FIX
Teach the brief: goal, reader, facts, limits and an example.

CONTEXT

No company knowledge

WHAT HAPPENS
The tool knows the world but not your products, clients or style.

FIX
Give it approved company material to work from.

RULES

Unclear rules

WHAT HAPPENS
People do not know what data is allowed, so they hold back or use tools on the side.

FIX
Publish one page of plain rules for every user.

MANAGERS

Managers not leading

WHAT HAPPENS
When managers do not use it, teams read AI as optional.

FIX
Managers show one real result in each team meeting.

THE DIRECTOR

The director

KNOWS
Which tasks matter, and what good looks like for each.

ASKS
"What did AI save you this week, and what did you do with the time?"

02 Launch versus adoption

A TYPICAL LAUNCH		WHAT BUILDS THE HABIT
Licences announced to everyone	→	**One team and three real tasks first**
A one-hour tool demo	→	**Short sessions on the team's own work**
Tips shared by email	→	**A shared library of briefs that work**
Logins counted	→	**Tasks done with AI counted each week**
Rules left to IT	→	**One page of plain rules for every user**

WHY IT MATTERS

In a survey of 2,400 executives and employees, 79% of organisations reported challenges with AI adoption. Gartner found 86% of managers struggle to drive AI adoption in their teams, and only 7% of organisations guide staff on how to use the time AI saves.

WRITER and Workplace Intelligence, April 2026; Gartner HR survey, March 2026

03 A 30-day adoption plan

One team, one month. Small enough to run alongside normal work.

The 30-day plan	5 STEPS
WEEK 0 · PICK	Choose one team and three tasks that repeat every week.
WEEK 1 · BRIEF	Write a model brief for each task and test it together.
WEEK 2 · SAVE	Store the briefs that work where the whole team can find them.
WEEK 3 · SHOW	Each person shares one result in the team meeting.
WEEK 4 · COUNT	Count tasks done with AI, time saved and where the time went.

Example: a marketing team of four, starting with social posts.

EXAMPLE · TAKE 1

PICK	Social posts, event emails and one-page sales sheets.
BRIEF	One brief per task, with audience, facts and tone.
SAVE	Briefs kept in a shared folder with a strong sample of each.
SHOW	Two people showed drafts that needed only light edits.
REVIEW	The manager approved every post before it went out.

04 Five habits of teams that keep using AI

Count the ones your team has. 0 to 1: start the 30-day plan. 2 to 3: add the missing habit next month. 4 to 5: share your approach with another team.

01

Same tasks, every week

Repetition turns a trial into a routine.

TRY IT
"These are our three AI tasks this week."

02

Shared briefs

Good briefs are reused, not rewritten.

TRY IT
Save your best brief for the team.

03

Managers go first

People copy what their manager does.

TRY IT
Show one AI result at the next meeting.

04

People approve

A person signs off anything that goes out.

TRY IT
Name who checks each type of output.

05

Time goes somewhere

Saved time is planned, not lost.

TRY IT
Agree what the saved hour is for.

05 Signs your rollout is working

Check these at the end of the first month.

AFTER 30 DAYS

- [ ] People use it every week.
- [ ] Briefs are shared.
- [ ] Managers show results.
- [ ] Rules are clear.

Keep going when

- **People bring new tasks.** Let them test one each week.
- **Edits get lighter.** The briefs are working.
- **Questions change.** From "how" to "what else".
- **Another team asks.** Show them the 30-day plan.

Stop and fix when

- **Data rules are unclear.** Pause and publish them first.
- **Results go unchecked.** Add a named reviewer.
- **Only one person uses it.** Pair them with others.
- **The rule of thumb.** AI drafts, people decide.



Start with one team. Make it a habit.

David Martin. I build AI knowledge systems and content operations, and I train colleagues on the systems I build. If this guide helps your team, I would love to hear about it.

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Guide 1: Take the director's chair
All eight guides in the series