

Making AI Adoption Stick

Preview webinar for the PDMA Summit workshop

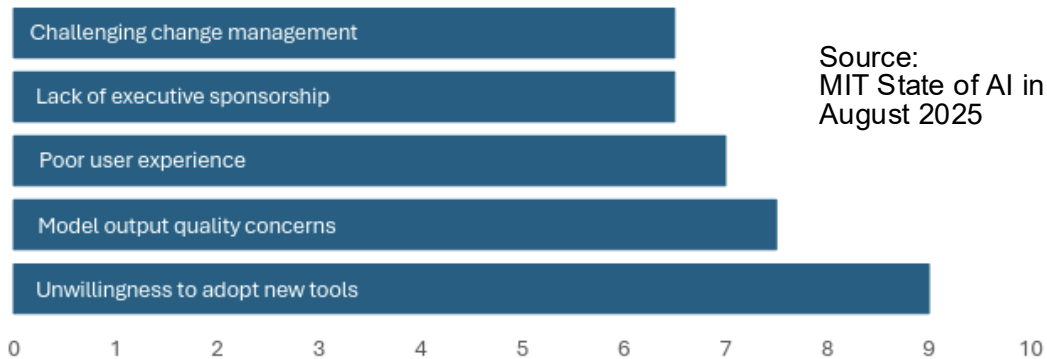


AI is more than a technology shift; it's a human shift

- ✓ MIT reports that with \$30–40 billion in enterprise investment into GenAI, 95% of organizations are not getting the return they expected.
- ✓ While 80% of organizations have explored or piloted GenAI, only 40% have deployed, primarily enhancing individual productivity, not P&L performance.
- ✓ Why GenAI pilots fail? Most profound challenge, and greatest opportunity, lies in employees' hearts and minds.

Exhibit: Why GenAI pilots fail: top barriers to scaling AI in the enterprise

Users were asked to rate each issue on a scale of 1-10



Source:
MIT State of AI in Business
August 2025



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For employees, AI can represent both exhilarating opportunities and profound threats

Fear



Job displacement. While research suggests only ~ 5% of jobs are likely to be heavily replaced or transformed in the next decade, uncertainty magnifies anxiety across the workforce



Loss of control. AI often feels like a “black box,” and when decisions lack transparency, employees may feel stripped of agency and fairness.



Stress and wellbeing. Studies show that employees worried about AI report higher workplace stress and lower job satisfaction. Psychological safety is as important as technical safety

Excitement



Eliminating drudge work. AI can take over repetitive tasks, freeing people for more meaningful, creative, and customer-facing work.



Career growth and reskilling. When paired with upskilling programs, AI becomes an opportunity for professional development and future-proofing careers.



Better workplace experiences. Used responsibly, AI can reduce burnout and personalize work, improving retention and engagement.

These deeply emotional reactions can either powerfully drive or decisively hinder AI adoption.



Automation to augmentation

Automation

seeks efficiency through elimination- replacing tasks (and sometimes roles) with machines.

vs.

Augmentation

expands what people are capable of doing – unlocking new potential, not just reducing cost.

Organizations that aim only for automation risk narrowing the role of humans to oversight or exception handling.



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Building a future-ready workforce, and your skillset!

Tomorrow's talent will need new skills, tools and mindsets to build around adaptability, continuous learning and human-AI collaboration.

Best practices for enabling the workforce, and your **AI Adoption**, include:



Job clustering and tailored strategies

Group roles based on how much and how quickly AI will affect them, then apply change management and learning approaches for each cluster.



AI academies and bootcamps

Create internal hubs for hands-on learning tied to real business use cases.



Champion networks

Empower early adopters to demo tools, share wins and drive cultural change.



Phased rollouts/pilots

Use targeted deployments to validate performance, refine change approaches and gather feedback before scaling.



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PDMA Summit: AI Adoption Workshop Opportunity

CGI's AI Adoption Acceleration Framework uniquely combines:



- Organizational Change Management (OCM) with engaging
- ***game mechanics,***
- ***behavioral economics, and***
- ***habit psychology***

to *accelerate user adoption* and drive lasting behavioral change. This integrated approach ***transforms complex AI implementations into intuitive, motivating experiences***, ensuring successful and sustained adoption across your organization.



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How Does The Framework Work?

We tackle these adoption barriers by combining **gamification**, **behavioral science**, and **habit** psychology to make AI intuitive, engaging, and sustainable. It delivers role-specific enablement, personalized challenges, and social incentives that turn new behaviors into lasting habits.

Gamification

59% of app users reported increased positive effects on health and wellbeing as a result of using a **gamified exercise experience**.

**Global Fitness Equipment
Exerciser Engagement**

<https://pmc.ncbi.nlm.nih.gov/articles/PMC6096297/>

Behavioral economics

Removal of out-of-pocket costs led to a significant improvement in medication adherence, demonstrating that **lowering or eliminating medication costs can meaningfully increase adherence rates**.

**National Health Insurance
Medication Adherence**

<https://pubmed.ncbi.nlm.nih.gov/22080794/>

Habit psychology

Leverage principles of habit psychology—such as **immediate feedback, goal setting, and consistent reinforcement**—which help users repeat beneficial behaviors until they become automatic and ingrained as habits. **67% of studies using wearables or sensors reporting positive behavioral outcomes**

**Healthcare Technology
Patient Engagement**

<https://academic.oup.com/tbm/article/11/5/1037/5934751>

Proven
examples:



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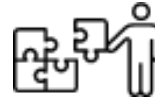
Business Outcomes – Enterprise ChatGPT Case Study

“Client Zero” consisted of 331 users of Enterprise ChatGPT in US CGI, participating for 9 weeks.



ChatGPT Usage Metrics

- **Engagement:** By the end of the program, 73% of initially inactive participants were actively using ChatGPT weekly, reflecting a significant engagement improvement.
- **Prompt Creation:** Over 200 reusable prompts submitted, which can be leveraged by other ChatGPT users



Behavioral Outcomes

- **Participant Response:** Initial onboarding survey response rate of 20% increased to 99% by using behavioral science techniques.
- **Habit Formation:** Daily ChatGPT use increased from 59% to 73%, forming a new daily habit for 14% of participants.



User Ability and Skill

- **Confidence Level:** Confidence using ChatGPT rose dramatically, with 99% feeling confident after the pilot compared to 47% lacking confidence before.
- **Ability:** Participants who strongly agreed they had the ability to use ChatGPT rose from 18% to 61%, a 43% increase.



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The workshop turns difficulties into opportunities

WORK MOMENT	FRICTION	MOVE	SIGNAL
Where should AI appear? ▪ Weekly product review ▪ Backlog refinement ▪ Customer interview prep	What sentence stops the action? ▪ "I don't know where to start." ▪ "We don't have enough data." ▪ "We don't have time."	How can AI help in five minutes or less? ▪ Prioritize features ▪ Approve roadmap ▪ Fund initiative	What result generates excitement? ▪ Cycle time ▪ Quality ▪ Rework ▪ Adoption

A tighter question creates a better workshop for you.



The program scales those moments into momentum

01

Map the environment

Framing, defaults, friction, and the point of use

02

Create useful momentum

Challenges, contribution, recognition, and peer learning

03

Build the repeatable loop

Cue, action, reward, and measurement inside daily work

Bring one product or innovation workflow with friction.



What work moment would you redesign first?

Bring that moment to the workshop.



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