



AI Adoption & Change Management.

Human-centered AI transformation
that sticks.

Service Brief | People & Transformation

Technology isn't the problem. Adoption is.

Harvard Business Review reports that **70% of all digital transformations** fail — not because of technology, but due to resistance, lack of leadership and insufficient change management. For AI transformation this percentage is even higher due to fear of job loss and unfamiliarity with AI.

70%

Transformations Fail

Of digital transformations fail due to people, not technology (HBR)

3.5x

Higher Adoption

With structured change management vs. technology-only rollout

85%

Want to Use AI

Of employees are positive about AI when properly guided (Accenture)

2.3x

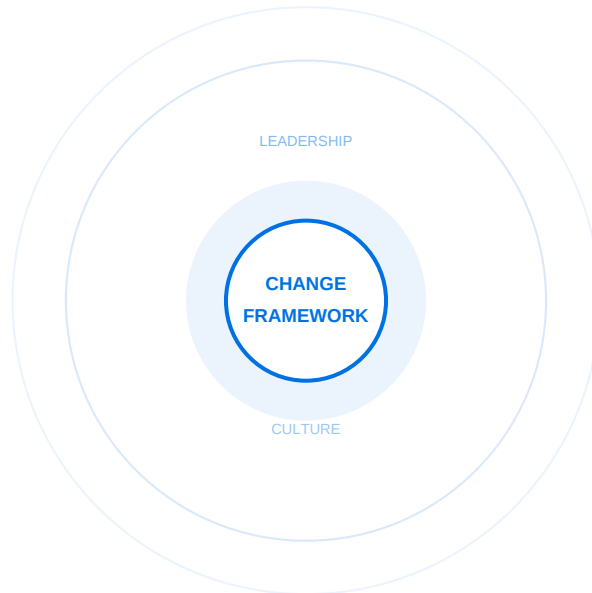
Faster ROI

Organizations with change management in AI implementation

"AI transformation succeeds not through the technology you implement, but through the people who embrace it."

The AI Change Framework

Five pillars for human-centered AI transformation that sticks.



- **Leadership Alignment**

C-suite and management alignment as foundation for successful AI adoption.

- **Communication Strategy**

Transparent communication removing fear and building enthusiasm.

- **Skill Development**

AI literacy and hands-on training for all organizational levels.

- **Champion Network**

Internal network of AI ambassadors accelerating adoption.

- **Adoption Metrics**

Measurable adoption KPIs making progress and impact visible.

Cross-cutting: Leadership and Culture form the foundation on which all other pillars rest.

From resistance to enthusiasm

How W69 brings your organization along in the AI transition.

1 Stakeholder Mapping

W69 maps all stakeholders: who are the champions, the skeptics, and the silent majority? Targeted interventions for each group.

2 AI Literacy Program

From boardroom to shop floor: custom AI training programs removing fear and building competence. Hands-on workshops, not PowerPoint presentations.

3 Pilot & Scale Strategy

Start small, prove value, scale up. W69 designs a pilot strategy delivering quick wins and organically building support for broader rollout.

From pilot to organization-wide adoption

How to ensure AI adoption doesn't stop after the first pilot.

1 Champion Network

Train and activate internal AI champions in every department. Peers helping colleagues are more effective than top-down mandates.

2 Feedback Loops

Continuous feedback loops identifying and resolving adoption barriers. What works? What doesn't? Where is extra support needed?

3 Culture Transformation

From 'AI replaces my job' to 'AI empowers my work'. W69 guides the cultural shift needed for sustainable AI adoption.

From one-time training to continuous AI enablement

Traditional change management stops after launch. **Continuous AI Enablement** guides continuously. W69 implements systems measuring adoption, providing help and supporting employees — the moment they need it.

1 Adoption Monitoring

Real-time dashboards measuring AI adoption per team, department and use case.

2 Just-in-Time Support

AI assistants helping employees the moment they get stuck with new AI tools.

3 Human-in-the-Loop

Change strategy decisions made by your leadership team. Monitoring and support run autonomously.

4 Adaptive Learning

Training programs adapting to the level and needs of each employee.

Your Change Readiness Score

How change-ready is your organization? The AI Scan™ gives the answer.

Exploration

10 – 20

No change management plan. AI rolled out top-down. Resistance is high. No AI training available.

Integration

20 – 35

Change management started. First trainings. Champions identified. Communication strategy developing.

Strategic AI

35 – 50

Mature change management. Broad support. Continuous training and support. AI is part of the culture.

Start your AI Scan™

Discover the change readiness of your organization.

w69.ai/en.html#scan

W69 PROOF™



✓ Enterprise-Grade

✓ GDPR Compliant

✓ NDA-Protected

Every program W69 delivers carries the W69 Proof™ seal — your guarantee for human-centered transformation and measurable results.

What you receive:

Strategic Assessment · Architecture Roadmap · Implementation Plan

■ We respond within 24 hours

“We don’t just transform systems, but also the people who work with them.”

NEXT STEPS

Ready to get started?



Scan for AI Scan™

1

Scan the QR code

Or go to w69.ai/en.html#scan

2

Complete the AI Scan™

5 minutes, no registration required

3

Receive your AI Readiness Report

Including personalized recommendations

4

Strategic conversation

We discuss your results and opportunities

5

Implementation roadmap

Concrete steps toward enterprise AI



W69 AI Consultancy

Enterprise AI Architecture & Strategy

AI Adoption & Change Management

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