trnsfrmAltn

AI-driven change. Human-centered success.

The trnsfrmAltn Framework

Foreword

AI is here. But transformation at scale hasn't arrived—yet.

Organizations across industries are investing in artificial intelligence (AI) with urgency and optimism. But for many, that excitement quickly turns into uncertainty. The tools are there, but the transformation isn't.

So naturally, many leaders ask, *How do we get our teams to actually use this?*

Many IT departments wonder, *Why aren't people adopting what we've rolled out?*

And most employees quietly think, *I don't know where to start or what's in it for me.*

This isn't a failure of technology. It's a gap in strategy. And more specifically, it's a gap in human-centered change.

That's why we created the trnsfrmAItn framework.

It's a practical, human-first approach to activating your entire organization *with* and *for* AI, from leadership teams to your front lines.

We built this framework on the belief that AI doesn't transform companies; people do. And when you empower your people with the right mindset, tools, and support, AI becomes a catalyst.

Let's begin.

Table of contents

03 The AI adoption gap is real

06 Why AI transformation fails

08 The trnsfrmAItn framework

11 Leading from the top down

14 Inspiring from within

17 Building from the bottom up

20 The four trnsfrmAItn phases

21 Let's start your trnsfrmAItn journey

The AI adoption gap is real

Organizations are investing in AI but struggle to transform

In boardrooms and team meetings around the world, one thing is clear: Artificial Intelligence (AI) is no longer a distant innovation. It's here and it's being invested in at an increasing pace. In fact, 88% of organizations reported using AI in 2025, up from 55% in 2023 and a staggering 340% increase from just eight years ago.[1]

The promised value is everywhere: faster outputs, smarter workflows, better decisions.

In a recent study, 80% of participants agreed that generative AI (GenAI) enhances their problem-solving skills and helps them achieve faster outputs.[2]

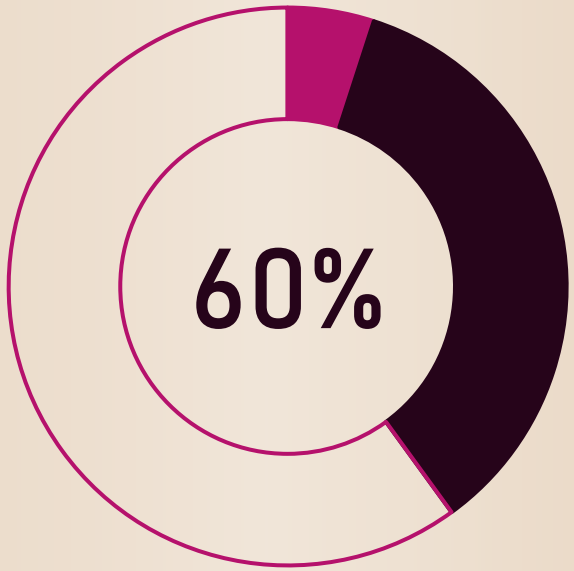
And yet, something doesn't seem to be clicking with reality.

Research by Boston Consulting Group showed that only 5% of organizations consistently generate substantial value with their AI investment.[3] 35% are just now starting to generate value and a whooping 60% of organizations are finding that AI isn't taking root the way they hoped, and struggle to achieve and scale the value of their AI investment.

Tools are underutilized. Teams are unsure where to start. Leaders are asking for impact, but struggling to see it. The transformation they envisioned feels just out of reach, and questions are starting to set in.

This is the AI adoption gap and one of the main reasons of perceived 'AI bubble.'

The AI adoption gap



1 McKinsey (2025) *The state of AI in 2025*
2 Boston Consulting Group (2024) *GenAI Doesn't Just Increase Productivity. It Expands* Capabilities
3 Boston Consulting Group (2025), *The Widening AI Value Gap*

The symptoms of the gap

If you're reading this, chances are you've seen the signs:

- Your employees have access to GenAI tools, but they're unclear on how to use it or what's even allowed
- You may have an idea what AI transformation is, but struggle to communicate it cleary
- Enablement and IT are rolling out AI solutions, but struggling to drive engagement and usage

These aren't isolated issues. They're systemic. And they're not a reflection of poor intent or lack of capability. And they're not proof that AI is all hype and no substance either. These gaps are the natural result of trying to implement a powerful new technology as a tool, when in reality, it's a brand-new way of working.

The real challenge isn't the tech

In most cases, GenAI tools are not the problem. The real challenge is change.

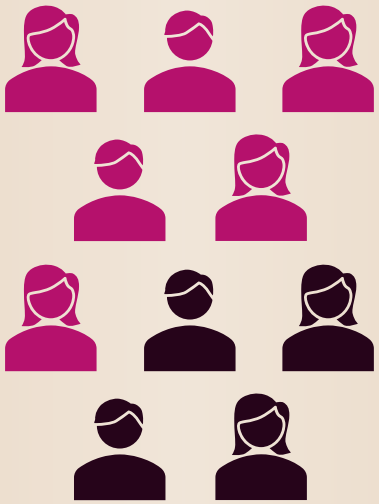
AI isn't a tool people work *with*. It actually reshapes *how* people work, think, and collaborate. It challenges long-held habits of how people have worked their entire career and oftentimes introduces a mismatch of expectations, beliefs and capabilities.

AI requires new skills, new mindsets, and new ways of working—and yes, new ways of leading. And most organizations aren't prepared for that kind of shift.

In Microsoft's 2024 annual Work Trend Index report, 6 in 10 leaders said that they worry that their organization's leadership lacks a plan and vision to implement AI.[4]

They may have a procurement plan, but not a change management plan that speaks to the various constituents within an organization.

Lack of AI implementation vision and plan



*6 in 10 leaders worry their organization's leadership **lacks a plan and vision** to implement AI.*[4]

4 Microsoft (2024), *2024 Work Trend Index Annual Report*

One term, many interpretations

Another reason AI adoption feels so difficult? Everyone defines it differently.

- **For end users**, "adopting AI" might mean learning how to prompt effectively
- **For enablement teams**, it means identifying measurable impact across workflows
- **For leadership**, it often means seeing ROI and being able to justify the investment to their board or shareholders

Each of these perspectives is valid. But when they're not aligned, teams talk about "adoption" without realizing they're chasing different outcomes.

That's why a shared framework that connects these perspectives and helps unify their definitions in a way that reflects their role, their goals, and their influence is key.

Teams talk about "adoption" without realizing they're chasing different outcomes.

You need a human-first strategy

To close this AI adoption gap, you need more than mere access to GenAI tools. You need a strategy that brings your people along with it and focuses on the humans who make transformation possible.

Because when you activate your people and put the humans at the center of your strategy, AI becomes more than a tool. It becomes an accelerator for transformation.

Why AI transformation fails

AI transformation requires a foundational shift in how work gets done. And that's where things start to break down, because most organizations didn't prepare their people for the change. Let's look at what might really be happening inside many companies:

Five common pitfalls of AI adoption

1 AI is treated like a plug-and-play tool

Adopting AI requires AI-first mindsets, new approaches to how work gets, and conscious habit shifts.

Without clear personal benefits, employees lack the motivation to try to change.

2 Change is delegated, not led or inspired

Leaders often fail to model change or share a clear vision.

Without visible support and ongoing communication, employees see AI as optional or even irrelevant.

3 Enablement is expected to "own" adoption

Enablement teams enable and don't help to evangelize.

Without support and strategic resources, they can't drive cultural change or inspire meaningful AI adoption across the organization.

4 Training is generic or nonexistent

Employees are told to use AI but aren't shown how it fits their roles or helps meet their goals.

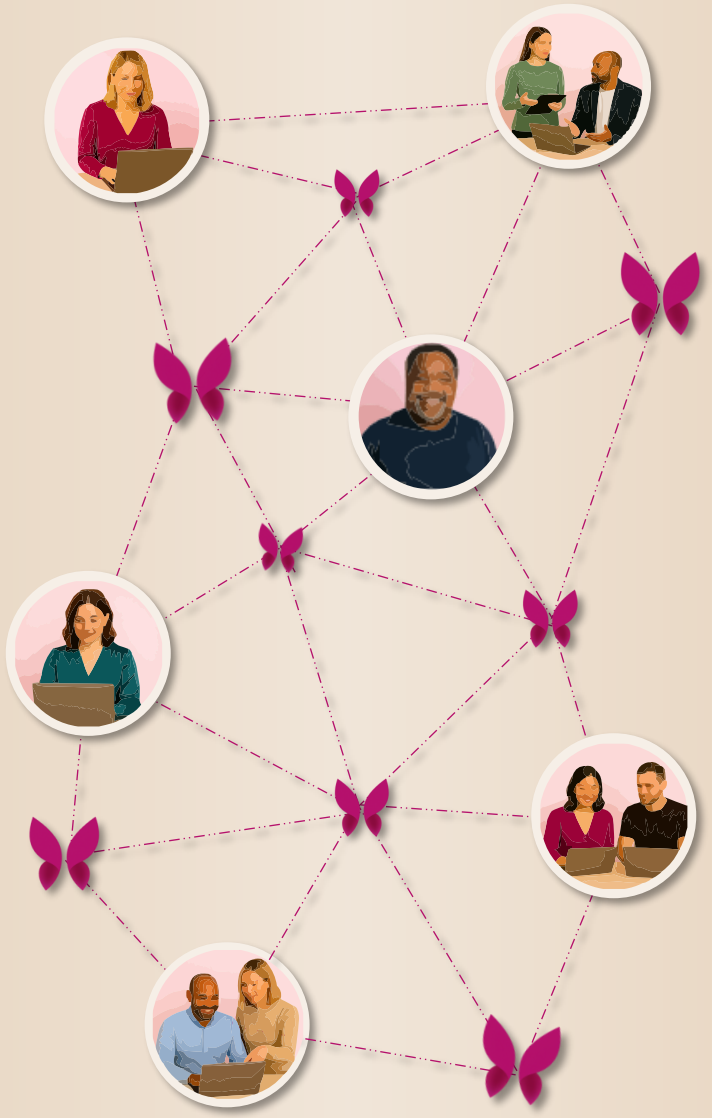
Without clear relevance or answers to *what's in it for me*, adoption turns into frustration and hesitation.

5 Success isn't defined or celebrated

Without clear examples of effective AI use, most teams can't gauge progress. Wins go unnoticed, leaving others uninspired.

And that's when momentum fades and adoption stalls.

These aren't isolated missteps. They're symptoms of a deeper issue: the absence of a cohesive, human-centered strategy to drive change with AI.



Technology doesn't transform companies. People do.

Transformation only occurs when people change how they work. And people only change when they feel empowered, supported, and inspired.

That's why AI adoption is, at its core, a change management challenge that's just as much about getting the tech right as it is about getting the humans ready.

AI adoption is, at its core, a change management challenge

You need to activate the whole organization

To truly transform, you need a strategy that:

- **Aligns leadership** around a clear vision
- **Models AI usage** at all levels
- **Equips enablement teams** to train and inspire employees
- **Empowers end users** to learn, build habits, and share their successes
- **Creates a culture** where AI is embraced, celebrated and championed

That's exactly what the trnsfrmAItn framework is designed to do.

In the next chapters, we'll explore the framework in detail: how it works and how it can help your organization bridge the gap between AI investment and everyday impact to drive real transformation.

The trnsfrmAItn framework

The blueprint to unlock AI's potential

The trnsfrmAItn framework is built on a simple but powerful idea: To drive real AI transformation, you must activate your entire organization: from the top down, from the bottom up, and from within.

To achieve that:

- Leadership must **lead** **from the top down** and communicate and model the AI vision
- Enablement teams must **inspire** **from within** to enable users to leverage AI and communicate AI's impact to leadership
- End users must want to adopt AI, learn how to use it and **build** momentum with their peers **from the bottom up**

Only when all three layers are engaged, can AI become a shared language, a cultural shift and a competitive advantage.

To drive real AI transformation, you must active your entire organization

It's an activation flywheel

These three layers don't operate in isolation; they reinforce each other.

- When **leadership** models the change,
  - ✓ **enablement teams** are empowered to support it
  - ✓ **end users** understand its importance
- When **enablement teams** enable and inspire the organization,
  - ✓ **employees** adopt AI
  - ✓ **leadership** realizes its value
- When **employees** start using AI,
  - ✓ **their peers** notice their stories and get inspired to use AI themselves
  - ✓ **enablement teams** can track measurable usage
  - ✓ **leaders** see momentum fueling their vision

It's a flywheel of momentum. And once it starts turning, AI transformation accelerates.

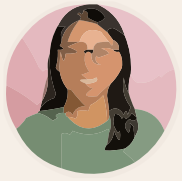
The best part? Whether you're a 50-person startup or a global enterprise, the trnsfrmAItn framework adapts to your size, structure, and stage of AI maturity.

Let's look at each activation path and how it works.

Together, all three layers drive AI transformation

The three activation pathways

Each group experiences AI adoption differently: leaders seek ROI, enablement teams seek impact, and end users seek utility. The trnsfrmAItn framework meets each where they are, and helps them move forward together. Here's how it works:

	The role	Key actions
Lead from the top down (Leadership)	AI transformation starts with visible, intentional leadership. When executives and senior leaders use AI themselves—and talk about it openly—they send a powerful message: *this matters*.	Share how you're using AI Communicate the "why" behind the AI vision Highlight employee success stories to inspire others Normalize and encourage experimentation and learning
Inspire from within (Enablement)	Enablement teams are the bridge between vision and execution. Their role isn't just to deploy AI tools; it's to empower, train and inspire people to use AI meaningfully.	Roll out tools with intention and value communication Provide meaningful trainings, templates and resources Partner with champions to surface and inspire use cases Communicate impact and usage data to leadership
 **Build** from the bottom up (End users)	End users make the transformation real. Many of their actions will be influenced by the top-down leadership and the inspiration coming from within the organization through enablement teams and champions. But once these actions are activated, end users (the humans) will be the force behind the success.	Understand the value and feel inspired to change Feel encouraged to experiment and learn from peers Feel recognized and rewarded for their AI successes Build a community to inspire others around them

Leading from the top down

Why AI leadership matters

Human nature is to try to avert change, and that is particularly true in work settings. There are several reasons, including:

- **Fear of the unknown** where employees are uncertain of what the change really means for them
- **Loss aversion** where employees feel potential losses more acutely than equivalent gains
- **Disruption of habits** that force employees out of their comfortable routines

So naturally, in times of change, people look to leadership for cues. But if leaders are silent about AI or even visibly disconnected from it, employees are likely to interpret that as a signal: *This isn't a priority.*

Some might even interpret leaders' lack of engagement as a sign that AI usage isn't encouraged at all.

But when leaders share how they're using AI in their own work, celebrate employee successes, and speak confidently about the organization's AI vision, they send a very different message: *This is important. This is safe. And we're doing it together.*

What leadership activation looks like

The first activation pathway in the trnsfrmAItn framework is leading the transformation from the top down and applies to leaders at all levels:

Use AI yourself and talk about it

When leaders use AI in their workflows, they gain insights and model behavior. Small, transparent moments like this spark trust and inspire your employees to explore and adopt AI.

Communicate the "why"

When leaders connect AI to their organization's strategy and their people, they help employees understand why they are being asked to change their behavior. It helps you builds trust and momentum.

Highlight success stories

When leaders shine a light on others, they celebrate those employees who are using AI creatively and invite others to do the same. It allows you to turn isolated success into collective wins.

Normalize learning

When leaders are open and share that they're still figuring out AI themselves, they create a psychological safety net. It's a way for you to encourage learning and experimentation, which drives innovation.

Starting the ripple effect

When leaders lead with AI, they influence behavior and shape their organization's culture.

Their actions give enablement teams the backing they need to roll out generative AI tools with confidence.

They give end users the understanding, motivation and permission they need to try it out.

And they create a shared sense of purpose that turns AI from a tool into a transformation for everyone.

How trnsfrmAItn supports leadership activation

TrnsfrmAItn is here to help activate leaders and empower them to lead AI transformation. The framework includes resources like:

- **Leadership workshop** to activate your leaders to model the change
- **AI vision development** to align your organization on why AI is important
- **Executive Prompt Kit** with 100 prompts and use cases to support your leaders in using AI
- **Communication guide** to help your leaders make their own AI usage visible across the organization to inspire your employees

We will work together to tailor this layers to fit your organization's needs so your leaders can show up with clarity, consistency, and authenticity to lead the AI transformation from the top down.

Inspire from within

Inspiring from within

Why the role of enablement teams must evolve for AI

Traditionally, enablement teams have been tasked with deploying technology and keeping systems running. But with AI, that role needs to shift.

It's more about inspiring individuals and teams than just providing access. Why? Because unlike other technology, GenAI tools are not plug-and-play in the traditional sense. You don't just give people access and then they start using it instead of an old tool.

Rather, AI enhances existing workflows to increase productivity. But that means adopting these tools requires a whole new way of thinking about work. And the hardest part is breaking existing habits and routines to make space for using AI.

Enablement teams have to do more than making the tool available. They have to drive that change by:

- Helping teams **understand the value** of AI and showing them what's possible
- **Making AI feel approachable** and useful
- Creating the conditions for experimentation and **providing resources for learning**

In short, enablement teams become a bridge between systems, people and potential.

What enablement activation looks like

The second activation pathway in the trnsfrmAItn framework focuses on inspiring the organization from within through enablement and AI champions:

Roll out with intention

Too often, AI tools are rolled out with little more than a list of prompts to try. But that doesn't address users' simple question of *what's in it for me?* When you roll out AI with inspiration and clarity, it will feel more exciting and relevant for users, and inspire them to try it out.

Partner with champions

Enablement's role is not an expert in every department, but you can find people who are eager to explore AI and serve as early adopters for their team. These champions can help make AI feel more relatable and create peer momentum and excitement.

Make learning delightful

Learning how to use AI shouldn't feel like a chore. Having fun while learning is a key driver for lasting habits, so the more playful and engaging the learning experience you offer, the more likely people are to try it and keep using it.[6]

Communicate impact

When you start working with champions and see usage tick up, that's your cue to share those successes with your leadership team. Leaders can then use those stories to share wins with the organization, accelerating the flywheel of visibility, inspiration and usage.

6 Growth Engineering (2024) *Fun In Learning: Why It Works, Benefits & Practical Applications*

Launching the middle-out effect

When your enablement team's role evolves to more than just being responsible for the rollout, they will be empowered to inspire.

They equip end users with the tools and confidence to learn and explore how to use AI in their day-to-day activities. They empower champions to lead the AI transformation for and with their teams. And they translate the AI vision into actions and make AI wins visible to their leadership teams.

Enablement will become the connective tissue of AI transformation and lay the foundation for a culture where using AI every day is embraced.

How trnsfrmAItn supports enablement activation

To help enablement teams inspire from within and activate the champions at your organization, the trnsfrmAItn framework includes several resources like:

- **AI Discovery** to help identify high-impact areas for both quick wins and long-term opportunities
- **Champion playbook** to help your champions drive peer-led enablement
- **Champion banners** to make your AI champions more visible across your organization
- **Team activity** to drive user excitement for AI while having fun with their teammates

We will work together to analyze the form responses and identify your first AI champions to help you inspire your organization from within.

Building from the bottom up

Why end users drive transformation

AI transformation doesn't happen in strategy decks. It happens in the spreadsheets, emails, meetings, and workflows your employees use every day.

But chances are a large majority will not know where to start, feel indifferent or even reluctant about using AI.[7] Worse even, they may have tried using AI on their own, got frustrated with the result, and now think this isn't worth their time and effort.

Regardless of where your users are in their AI journey, you need to first help them understand why they should care about AI, make them see what's in it for them, and only then can you focus on how to use it.

If you can help your users experience their first small success to start, like

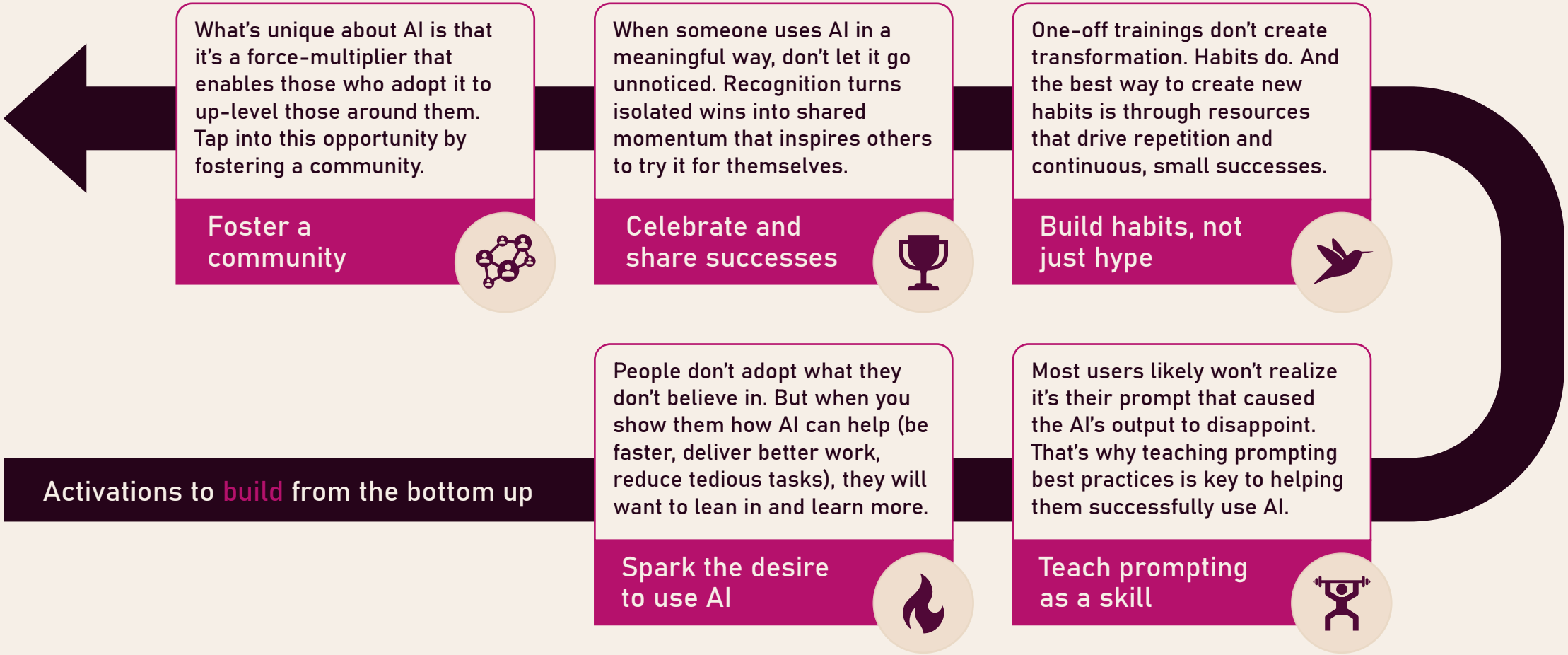
- saving time by summarizing a lengthy report,
- drafting better proposals for their customers,
- or brainstorming ideas for an upcoming campaign,

it will be these small, everyday moments that help your transformation take root from the bottom up.

7 Fast Company (2025) *Using AI at work requires confidence. Here's how to build it*

What end user activation looks like

The third activation pathway in the trnsfrmAItn framework empowers those at the frontline of your AI transformation: your end users.



Empowering the bottom-up effect

End users are the people doing the work with AI, and they're the ones who will ultimately build AI into their workflows.

When you empower them, they don't just adopt and use AI, they will advocate for it and inspire others around them.

They find new use cases, share their success with their peers and create a culture of curiosity and continuous learning.

That's when transformation grows from the bottom up.

How trnsfrmAItn supports end user activation

To help end users build habits and confidence so they can drive the transformation from the bottom up, the trnsfrmAItn framework includes:

- **Prompting 101 workshop** to develop an AI-first mindset, learn prompting best practices and build AI habits
- **Prompt libraries** by role and function, developed with and for your teams
- **Recognition templates** and badges to promote AI wins and success stories
- **Dream Up** prompting projects to get comfortable using AI while having fun

We'll work together to determine the best resources to start with, customize them to meet your employees' needs and lay the foundation for your users to transform with AI by their side.

The four trnsfrmAItn phases

Together, we'll develop a roadmap that's right for you

The trnsfrmAItn framework activates transformation across leadership, enablement teams, and end users, from the top down, from within and from the bottom up. But how do you bring it all together?

AI transformation happens best in waves through intentional, human-centered progress. We will work together to develop a flexible engagement model based on these four phases to create a journey that meets your needs.

Whether you're just getting started or ready to scale, trnsfrmAItn will help you focus your efforts, align your teams, and build momentum that lasts, in a way that works for your organization.

Phase	Focus	Goal	Example activities
1. Ignite	Leadership alignment	Set the vision and model the change	Leadership workshops, AI vision statement, executive prompt starter kit, executive comms strategy guide
2. Enable	Enablement + champions	Equip your organization	Use case discovery guide, champion playbook, digital champion banners, team activations project
3. Embed	End user activation	Build habits and community	Prompting 101 workshop, prompting libraries, recognition programs, community-building guide
4. Expand	Culture + scale	Sustain momentum and evolve	Communities of practice, advanced use cases, AI storytelling workshop

Let's start your trnsfrmAItn journey

Get started today

The journey to AI transformation isn't about technology alone, it's about people.

The trnsfrmAItn framework helps you drive real impact by activating every layer of your organization:

- Align leaders to model the change
- Equip enablement to inspire and support
- Empower users to build AI habits that last

It's a strategy rooted in the belief that AI-driven change only works when it's powered by human-centered success.

Take the AI readiness assessment today to evaluate your organization's readiness for AI transformation across five key dimensions: leadership alignment, enablement infrastructure, employee engagement, cultural momentum, and strategic clarity.

If you're ready to start your trnsfrmAItn journey, get in touch today.

Contact trnsfrmAItn

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Learn more at trnsfrmAItn.com

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