

PROSCI CATALYST REPORT

10 Workplace Conditions that Help Individuals Excel in AI Adoption

Leadership Insights for AI Implementation Success





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Executive Summary

Recent Prosci research analyzing AI implementation across 1,107 participants— including 193 executives, 389 team leaders, and 525 frontline workers— reveals critical patterns distinguishing successful enterprise AI adoption from struggling initiatives. While 94% of organizations report AI as easy to use and 98% find it valuable, achieving successful implementation requires careful attention to both human and technical factors. The results from this study provide compelling evidence that success depends not just on selecting the right AI technology, but on how organizations ultimately manage the human dynamics of transformation— one person, one team, and one department at a time.

10 Organizational Conditions that Differentiate Successful AI Implementations

Prosci research reveals 10 organizational conditions—organized into four key pillars— that differentiate successful AI implementations:

- 1. Leadership & Bold AI Vision:** Organizations with strong leadership support and a bold AI strategy significantly outperform those without.
- 2. Change Management Excellence:** Successful AI implementations show higher commitment to how they manage the AI transformation, with openness, continuous evolution, and experimentation.
- 3. Transparency & Trust:** Leading organizations foster transparency in AI decisions, and actively build trust in AI across all organizational levels.
- 4. Organizational Capabilities:** Successfully implementing organizations show widespread AI knowledge versus concentrated expertise.

These four pillars work together to create a robust foundation for AI implementation success. Strong leadership and change management drive the transformation, while the trust framework and organizational capabilities ensure effective adoption and utilization. Organizations that excel across all pillars consistently achieve better outcomes from their AI investments.

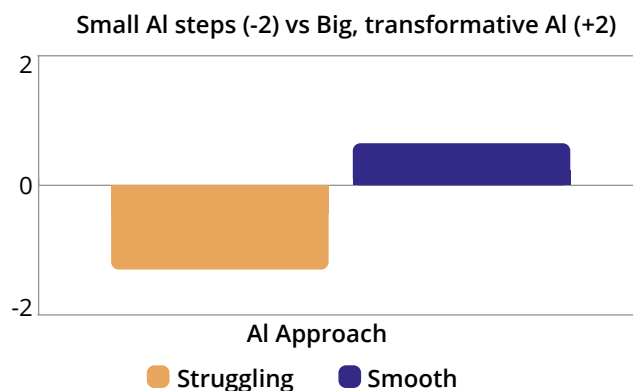
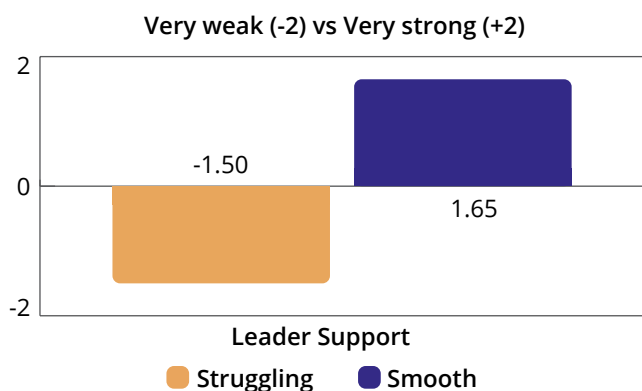
"The organizations taking small steps during this transformational tidal wave were struggling as compared to their peers who were taking on larger change efforts. Leadership support, combined with bigger aspirations, propelled progress."



Tim Creasey
Chief Innovation Officer
Prosci

Leadership & Bold AI Vision

Our research shows that AI success hinges on bold leadership and executive support, driving transformational AI implementation.



1 Building Leadership Foundations

Executives identified leadership commitment as a critical differentiator between successful and struggling AI initiatives. Organizations with successful implementations demonstrate:

- Strong leadership support for AI initiatives (+1.65 on a -2 to +2 scale)
- Clear top-down AI strategy combined with bottom-up experimentation
- Regular executive engagement in AI initiatives

2 Strategic Direction Setting

Our analysis reveals that organizations achieving the best results take a deliberate approach to strategic planning and execution, demonstrating these key characteristics:

- Emphasis on larger, transformative AI changes (+0.65) vs smaller initiatives (-1.30)
- Balance between short-term wins and long-term transformation
- Regular strategy reviews and updates based on emerging capabilities

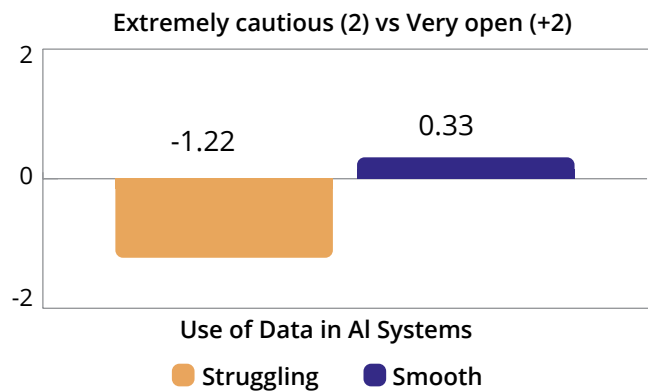
Change Management Excellence

While technology matters, how organizations manage the transformation process matters more. Companies that balance ambition with structured change management achieve better results.

3 Transformative Change Management

The most successful organizations show clear patterns in how they manage the transformation process, with several critical elements standing out:

- Balanced controls for data use in AI (+0.33 vs -1.22)
- Clear guidelines for appropriate AI use cases
- Strong emphasis on workforce development
- Regular monitoring and adjustment of implementation approaches



4 Continuous Evolution

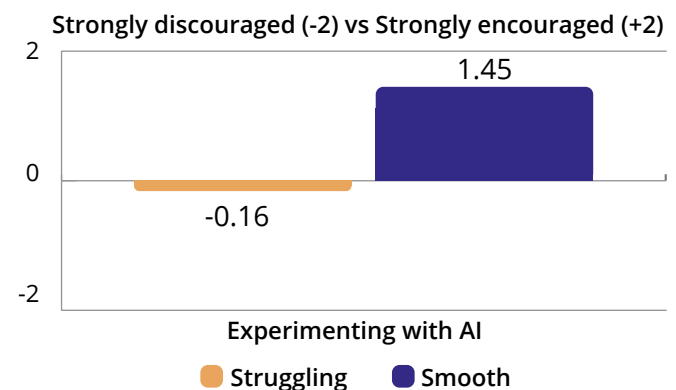
Findings in successful implementations reveal common approaches to maintaining momentum and adaptability over time, characterized by efforts to:

- Maintain adaptive AI governance
- Regularly review and adjust strategies
- Show flexibility in implementation approaches
- Balance stability with innovation

5 AI Experimentation Support

Encouraging employees to experiment with AI tools plays a crucial role in successful AI implementation:

- AI experimentation is encouraged (+1.45 vs -0.16)
- Active promotion of AI experimentation
- Structured yet flexible system for employees at all levels to test and provide feedback on AI tools



Trust in AI overall is positive, but decreases from executives to team leaders to frontline employees. Lack of trust can lead to resistance, so it is important for leaders to understand and address the gap. Being transparent with communications, encouraging experimentation, and engaging with their frontline employees are some of the ways to close the gap and drive AI adoption.”



Mike Bullock
Executive Instructor
Prosci

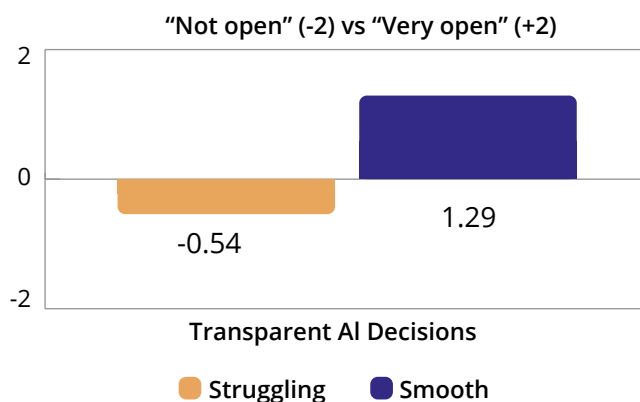
Transparency & Trust

Trust in AI systems must exist at every organizational level. Clear ethical guidelines for AI use and transparent processes for AI decisions lead directly to better adoption and results.

6 Transparent AI Decision-Making

Analysis of high-performing organizations shows that transparency serves as a cornerstone of successful AI adoption, showing up through:

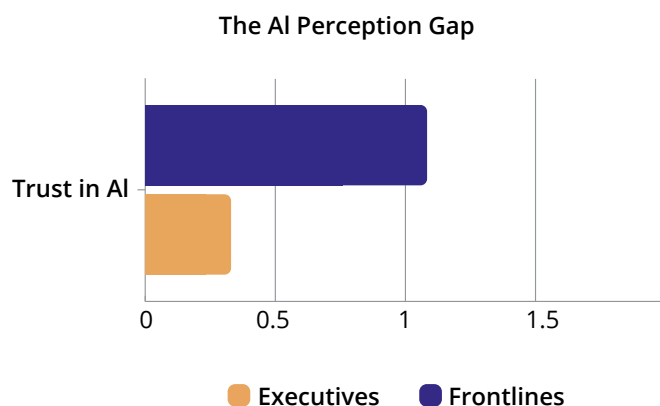
- High transparency in AI decisions (+1.29 vs -0.54)
- Clear communication about AI initiatives
- Established feedback channels
- Regular updates on AI system performance



7 Mind the AI Perception Gap

Different organizational levels perceive and interact with AI differently, requiring different approaches:

- Executive trust in AI: +1.09
- Frontline worker trust in AI: +0.33
- Need targeted training by role
- Importance of regular cross-level communication



“Rather than being a threat, these study findings suggest that organizations do better with AI when they share AI expertise across the organization. While some leaders fear what might happen if they put AI into the hands of their employees, I fear what will happen if they don’t.”



Scott Anderson
PhD, Senior Principal of Research
Prosci

Organizational Capabilities

Successful AI implementation depends on building the right organizational capabilities. Organizations that spread AI knowledge widely and align it with specific roles see the best outcomes.

8 Human Factors in AI Adoption

Analysis of successful implementations shows that addressing human factors requires a comprehensive approach, focusing on several interconnected elements:

- User proficiency development
- Organizational resistance management
- Trust building
- Support system creation

9 Democratized AI Expertise

Organizations that achieve the best results take a systematic approach to spreading AI knowledge throughout their workforce, emphasizing these key aspects:

- Widespread AI knowledge (+1.00 vs -0.96)
- Effective mentorship programs
- Accessible learning resources
- Clear paths for skill development

10 Role-Specific Value Creation

Successful organizations demonstrate clear understanding of how AI creates different value for different roles, with our research highlighting several important patterns:

- Executive focus on efficiency (44%)
- Frontline balance of efficiency (29%) and creativity (27%)
- Need for role-specific AI value propositions
- Importance of measuring impact by function

Reason for Using AI	Executives	Team Leaders	Frontline
Efficiency	44%	38%	29%
Creativity	15%	15%	27%
Quality	20%	17%	15%
Organize	8%	14%	10%
Process Info	6%	8%	11%
User Experience	7%	8%	8%



Moving Forward

Organizational Conditions for Individual AI Success

Research clearly shows that successful AI implementation requires a holistic approach addressing both technical and human elements. Organizations should focus on:

1. Leadership Foundations

- Ensure strong executive support
- Develop a clear, bold AI strategy
- Balance short-term wins with long-term AI transformation

2. Change Excellence

- Balance control with innovation
- Maintain adaptive frameworks
- Encourage AI experimentation

3. Trust Building

- Ensure transparency in AI decisions
- Address AI trust perception gaps

4. Capability Development

- Spread AI knowledge
- Create role-specific AI value
- Build support systems for AI use

Final Thoughts

As an AI leader, you have the exciting opportunity to shape the future of your organization and unlock the vast potential of this game-changing technology. The key to success lies in recognizing and proactively addressing the human side of AI.

By leveraging the insights from this research—building strong leadership foundations, managing the transformation process, building trust, and developing capability—you can position your organization to not only navigate the challenges of AI, but to truly thrive in the age of artificial intelligence...one person at a time.

[Prosci is here to support you every step of the way.](#)

Partnering for Change Done Right The Prosci Advantage

This research underscores both the transformative potential of AI and the critical importance of navigating the human side of AI implementation to realize that potential. While many organizations provide change management as an add-on to their implementation, at Prosci, getting change done right is our purpose and passion. That's why Prosci is uniquely positioned to help you on this journey. As a global leader in change management, we offer:

- Best practices and proven methodologies from years of research and experience
- Deep expertise in the people side of change and technology adoption
- Customized solutions to address your unique adoption goals and challenges
- A track record of driving successful transformation in organizations around the world

By partnering with Prosci, you gain access to the expert guidance and proven strategies needed to proactively address the human side of AI and position your organization for transformative success.

Are you ready to elevate your AI initiative, achieve game-changing AI adoption, and drive business outcomes that achieve your vision? Contact Prosci today to explore how our proven methodologies and expertise can empower your organization to realize the full value of AI.

To learn more, visit www.prosci.com/ai-adoption-solutions or email solutions@prosci.com to schedule a free consultation.

Together, we can help you deliver AI transformation done right.

Have questions?
[Contact us](#) to learn more.

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