



Solution Brief

Insight Continual Adoption for Microsoft 365 Copilot

Innovate or fall behind, the importance of successful technology adoption in a rapidly changing world.

In an intensely competitive world nearly every business has to take advantage of the latest and greatest innovations in technology to maintain and create competitive advantage. Innovation enables organisations to make step-changes in delivering exceptional customer experiences, improving time-to-market or reducing costs to serve.

Change is always difficult to achieve quickly and efficiently within organisations, the human factor must not be underestimated if you want to achieve the real returns on your investments using innovative technologies.

“Initiatives with excellent change management are seven times more likely to meet objectives than those with poor change management.”

Prosci’s Best Practices in Change Management 12th edition, 2023

It has to be a continuous process to embed, track the effects of change and deliver stronger ROI within your business.

How Insight can help

Insight’s adoption and change management experts have depth of experience and proven success in helping organisations build, implement and manage continuous change programmes .

We help your employees thrive throughout change by focusing on the core areas that make the difference:

Microsoft 365 Copilot



Your outcomes

- Accelerate your time-to-value of Microsoft 365 Copilot investment
- Clear strategy to prepare for change
- Detailed plans to implement change
- Ongoing tracking and action plans to reinforce the change

Awareness	Desire	Knowledge	Ability	Reinforcement
Effective communications with behind the scenes explanations	Show the art of the possible with relevant use case examples	Comprehensive training sessions through a variety of mediums	Structured coaching and drop-in sessions, AI whispering and template creation support	Celebrate successes, continual KPI monitoring and use of competitions

Insight's Microsoft 365 Copilot Continual Adoption Service

Our service is based on a proven three phase to realise the fullest potential of your investment throughout your business.

Prepare for Change	Manage Change	Reinforce Change
<p>Define your Change Management Strategy</p> <ul style="list-style-type: none"> Discover existing change management practise within organisation. Agree user personas and business use cases. Agree high priority actions. <p>Prepare your Change Management Team</p> <ul style="list-style-type: none"> Create a digital champions network Recommend user profiles Communicate a shared vision <p>Develop your Sponsorship Model</p> <ul style="list-style-type: none"> Map allies and detractors within the organisation. Create action plan to endorse project. 	<p>Develop Change Management Plans</p> <ul style="list-style-type: none"> Define communication and training plans. Create sponsorship roadmap with resistance plan. <p>Develop Change Management Products</p> <ul style="list-style-type: none"> Create communication blogs, videos and emails. Create training materials and digital community. Run focus groups for issues and opportunities Establish organisation guidelines for AI use. <p>Implement Change Management Plans</p> <ul style="list-style-type: none"> Cascade communications Offer training sessions and learning opportunities. 	<p>Monitor Copilot Adoption Scores</p> <ul style="list-style-type: none"> Create KPI Dashboards Calculate ROI (time and cost savings achieved) Conduct surveys to measure user satisfaction <p>Analyse and Develop Action Plans</p> <ul style="list-style-type: none"> Implement corrective actions Monitor individual and team productivity <p>Celebrate Success</p> <ul style="list-style-type: none"> Reward and Recognition Continue to track tips, tricks and best practices.

Outcomes

You will accelerate and realise the returns on your investment through a comprehensive, structured and continuous adoption and change management programme.

Why Insight for Microsoft?

Our 30+ year partnership and investment in a team of over 8,000 sales and delivery experts for Modern Workplace solutions demonstrates our commitment to Microsoft technologies and maximising their value for your business.

Partner	20	180 countries	Top 1%	2,000+	2,000+
 <p>Microsoft Solutions Partner Microsoft Cloud</p>	Microsoft Solution Advanced specialisations	Global footprint	of all Microsoft Partners globally	Support agreements	Dedicated Microsoft professionals

About Insight

At Insight, we define, architect, implement and manage Insight Intelligent Technology™ Solutions that help your organisation run smarter. We will work with you to maximise your technology investments, empower your workforce to work smarter, optimise your business and create meaningful experiences.

For more information please contact your Insight Account Manager.

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