5 ways to master AI adoption in the workplace.

AI is disrupting and changing the way people work and how businesses operate.

AI presents the next great challenge in digital transformation and change management. It introduces changes such as new applications, features, and methodologies, all strategically aimed at enhancing efficiency and productivity. Despite these advancements, there are inherent risks, and the vast and ever-changing AI landscape can be overwhelming for your team.



91% of leading businesses have ongoing investments in AI.

Source: Data and AI Leadership Executive Survey 2022, NewVantage Partners

It's time to adopt AI on your terms. Implement these 5 key strategies to ensure you realize all the value of AI without the risk.

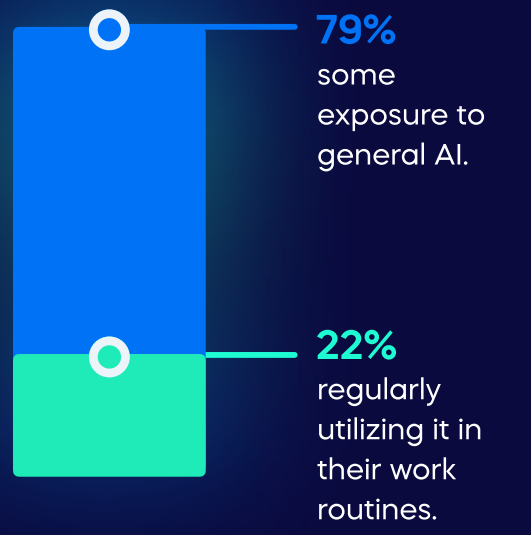
1. Bring AI out of the shadows

You can't control or fix what you can't see. The first step in mastering AI is investing time and resources into visibility to gain comprehensive insights into your AI software usage. This includes identifying all AI tools in use, who is using them, and how.

AI tools are already out there, and they're being used by your employees. Knowing about these tools and understanding their usage within your organization can help control and optimize their utilization.

79% of all respondents state they've had some exposure to general AI, either professionally or personally, with 22% regularly utilizing it in their work routines.

Source: The state of AI in 2023: Generative AI's breakout year, August 1, 2023, McKinsey & Company



But visibility is not just about mitigating unseen issues or controlling unsanctioned usage—though that's certainly a crucial aspect. More than that, it's about understanding your tech stack and identifying the AI resources within it to find gaps and where AI can make the most significant impact.



This process enables you to build a comprehensive, integrated adoption strategy, ensuring that AI is implemented effectively across your organization. By assessing adoption rates and usage patterns, you can ensure these tools are used to their fullest extent, drive innovative solutions, and enhance productivity and AI value.

Furthermore, the continuous monitoring, measuring, and optimizing of your AI strategies, facilitated by visibility and in-app tools, are essential for maximizing ROI on your AI investments.

2. Promote company-owned AI tools

Promoting company-owned AI tools not only establishes a secure environment but also prevents the use of unlicensed and unsecured alternatives.



Employees frequently access up to 9,000 different AI-related websites.

Source: WalkMe study on the software usage of 40 customers

Your team may be using unauthorized AI tools because they are unaware of the applications within your suite and their functionality. By recognizing the AI tools being used, you can guide your team towards internal applications and highlight their value. This approach maximizes the potential of the tools you already have.

By implementing a digital adoption platform (DAP), you can provide in-app guidance and personalized learning experiences within the flow of work. This promotes safe, compliant and ethical use of AI by guiding employees to the right tools and processes.

This strategic integration, combined with raising user awareness, ensures efficient utilization, unlocking the full benefits of AI.



3. Implement guardrails for safer experimentation

Your employees can easily access numerous external and free AI applications. But, one wrong move could expose your company to security and data privacy risks.



Instead of denying access to beneficial AI tools like ChatGPT, emphasis should be placed on establishing a secure environment for safe AI experimentation. This protective approach enables your organization to increase adoption, mitigate risks, maintain compliance, and optimize AI value.

By integrating proper governance procedures into workflows using a DAP, the chances of errors is reduced. Prevent the use of unauthorized tools, provide real-time guidance to address potential problems and promote safe and responsible experimentation with generative AI tools.

> **As employees across all organizations continue to experiment with these new technologies in pursuit of the massive efficiencies and value they provide, companies face three options: 1) not do anything – and risk security and privacy breaches; 2) block it – and forgo the promised efficiencies brought by GAI; and 3) enable safe adoption – and reap the benefits of GAI while mitigating associated risks. And we've opted for #3 with WalkMe.**
>
> Steffaney Zohrabyan
> Sales Enablement, Innovation & Insights,
> Cisco

4. Integrate mastery into workflows

AI promises to accelerate efficiency and increase productivity so your employees can free-up time, energy, and focus for greater impact.

But just having access to AI tools isn't enough; the real challenge lies in ensuring their full utilization. Building AI mastery into workflows requires a combination of digital adoption, governance measures, and continuous learning to ensure effective utilization and maximum ROI.

61% of employees say AI has changed the way they work.

Source: Employees Want More AI in the Workplace study conducted by SnapLogic



Digital adoption platforms play a critical role in this process by integrating AI into workflows, providing personalized guidance and on-demand resources.

Embedding learning directly into the work process ensures that employees are ready and proficient in using AI tools. They can adopt better practices faster and gain the skills and confidence they need to discover new opportunities for AI-driven business transformation.

5. Automate your AI experiences

Now, it's time to take AI mastery to the next level by automating your AI-powered workflows and processes. By leveraging automated workflows businesses can deliver a seamless work experience that enhances efficiency and productivity.

Automating is about embedding best practices into the way work gets done. For instance, WalkMe's sales enablement trained an AI model on competition, products, and buyers and used WalkMe to install guardrails and automate prompts based on the specific sales situation. This transformed a once time-consuming task for sales reps into an efficient, automated process.



What's incredible is implementing these automation strategies and prompts no longer requires a developer; any enablement person can assemble and deploy these tools to the organization. This democratization of AI and automation makes advanced tech accessible to a broader range of your team members.

Mastering AI requires a deep understanding of its potential, its role within your business, and a comprehensive strategy for employee education and implementation of best practices. Digital Adoption Platforms (DAPs) like WalkMe play a crucial role in this journey, providing a purpose-built platform to manage the evolving AI-driven tech landscape and enable your organization to reap the full benefits of AI.

With a robust digital adoption strategy in place, you'll be able to make the most of your AI investments and maximize each employee's potential — resulting in improved employee and customer experiences, increased efficiency, and greater success across the organization.

Drive adoption and maximize AI value with WalkMe Digital Adoption Platform. Step into the future of work with confidence.

About WalkMe

WalkMe's Digital Adoption Platform (DAP) sits on top of your tech stack, giving you visibility into software usage at every level. With WalkMe, create people-first, frictionless experiences across apps and workflows, improving software adoption, saving money, reducing risk, boosting productivity, and enhancing employee engagement. Manage constant change better. Adapt to new processes, software, and shifting business priorities with ease. Onboard people faster. And prove the value of your software investments while maximizing ROI. For more information, please visit our website at: www.walkme.com

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