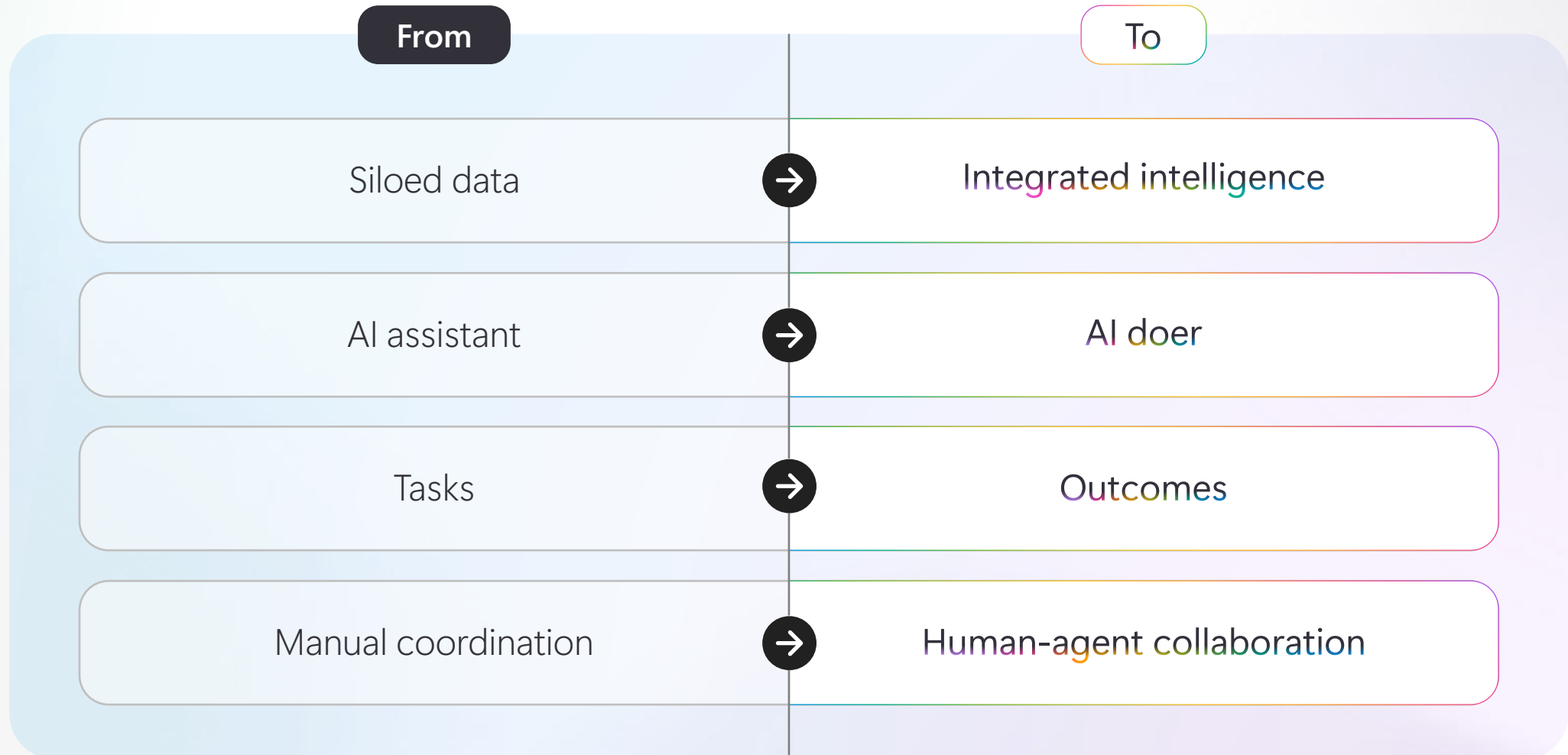


Setting priorities for your AI transformation

A practical framework to help leaders prioritize AI opportunities and drive successful Copilot adoption.

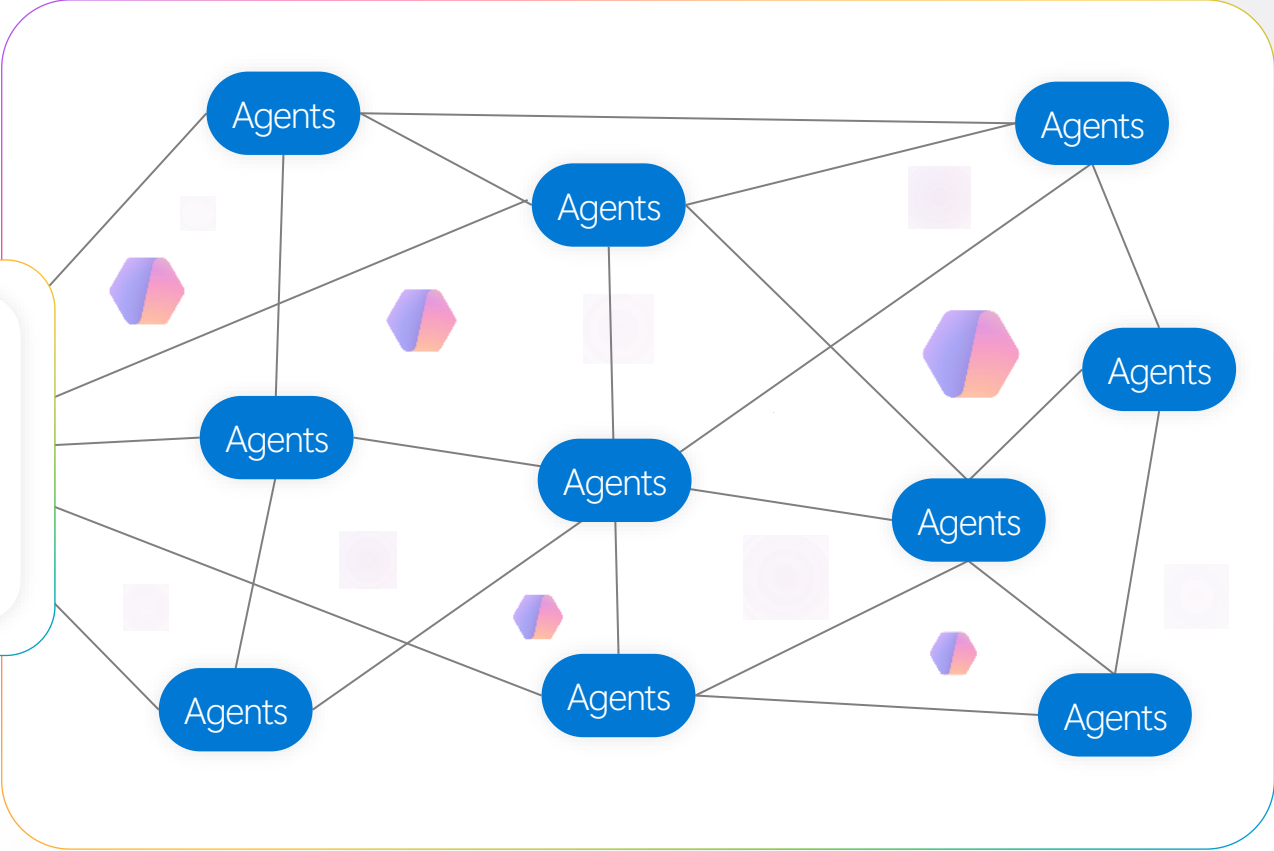
AI is changing how work gets done



Microsoft 365 Copilot brings AI into the flow of work

Extending into agents

AI in the flow of work

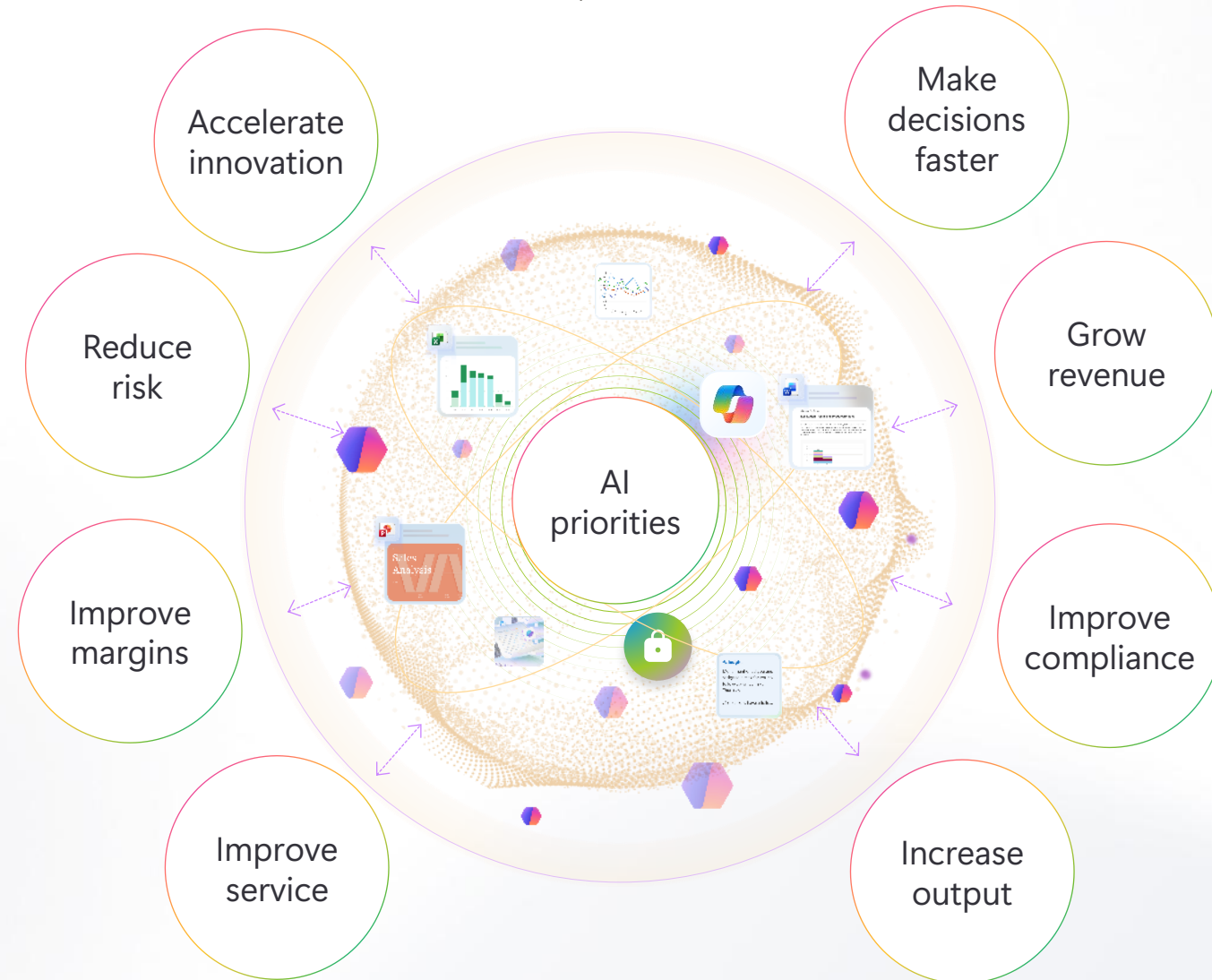


Grounded in Work IQ



Start with business outcomes

Leaders often start by asking "what can AI do?" but the more effective question is "what business result do we need to achieve?"



AI adoption steps for leaders

To develop a vision and inspire change, follow the steps below to drive your transformation.

1

Develop an AI vision

AI transformation requires a vision and cross-functional partnerships across the organization.

2

Prioritize opportunities with the most impact

Once AI strategy is aligned with business goals, leaders need to determine which AI projects to prioritize for maximum impact.

3

Communicate the vision

Participate in the communications plan to ensure employees understand the importance of AI adoption.

4

Lead by example

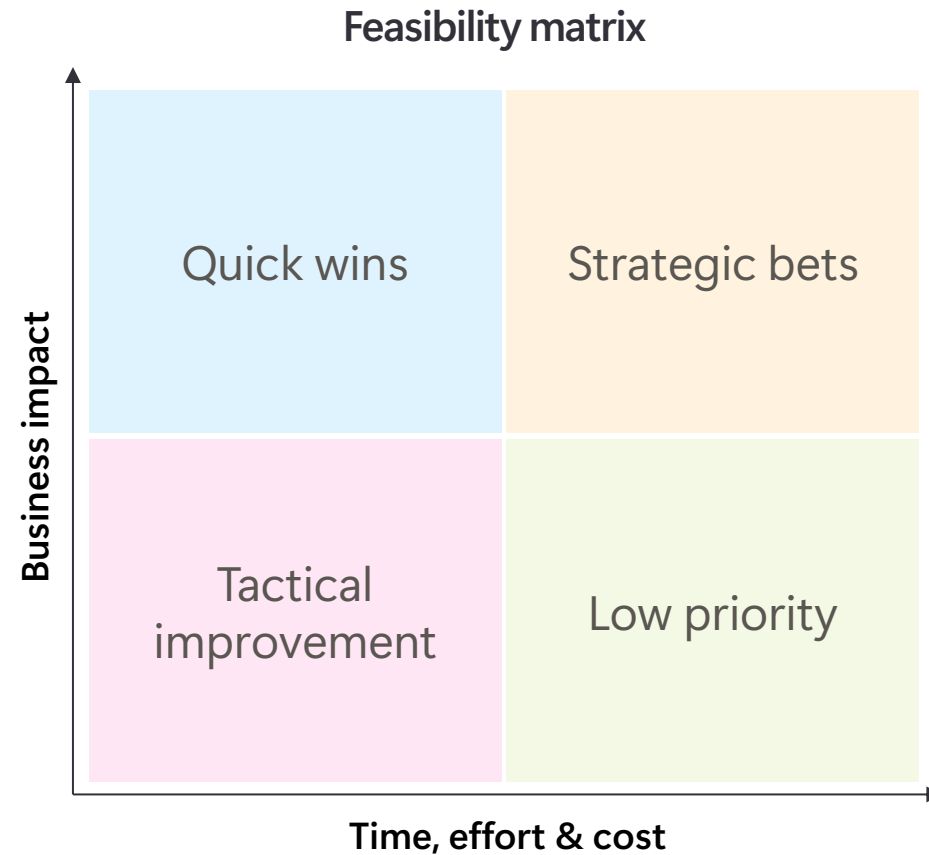
Actively use Copilot and promote the enablement program.

Identify and prioritize AI opportunities

Start with a mix of Quick wins and Strategic bets.





Potential decision criteria

- Business impact
- Effort to implement
- Speed to value
- Risk / readiness



Select 3–5 high-value bets for Copilot and agents

Focus on a small number of high-impact processes to be improved with Copilot that directly support your business priorities.

Function	Copilot process	Why it matters	What good looks like
 Sales	Lead qualification / proposal prep	Revenue leverage, seller time savings	Faster cycle time, more seller capacity
 Customer Service	Case triage / knowledge retrieval	Volume, speed, consistency	Faster resolution, improved service
 HR	Employee self-service / onboarding	Broad employee reach	Reduced admin load, faster ramp
 IT	Help desk / knowledge access	High request volume	Faster ticket handling, lower support cost

Define how success will be measured

If a leader cannot define how value will be measured for an opportunity, it is not ready to be a priority.

Business impact



Measure bottom-line impact such as revenue per seller, cost per case, cycle time reduction, throughput increases, or IT operations cost savings.

Adoption



Monitor usage patterns through active usage rates, repeat usage frequency, share of eligible users engaging, and feature utilization depth.

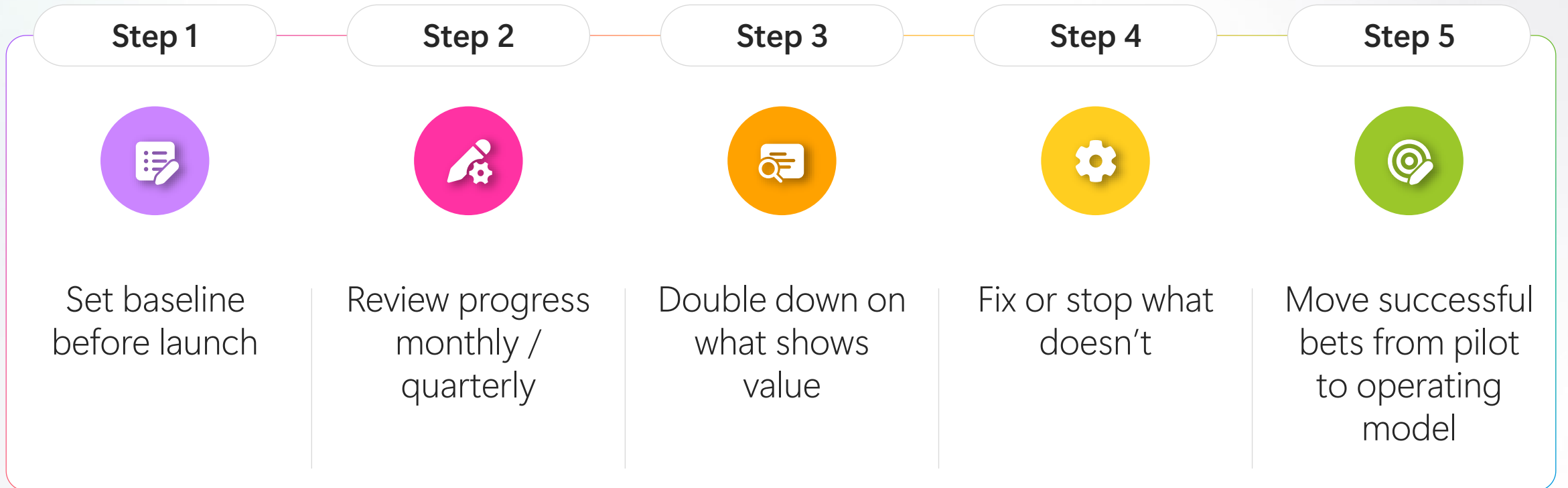
Quality and risk



Ensure responsible AI deployment by tracking error rates, escalation frequency, compliance adherence scores, and user satisfaction levels.

Manage and scale what works

Leadership accountability is not just “did people use it?” but “which Copilot bets are creating value, and what do we scale next?”



Driving value with Copilot starts here



Start with outcomes,
not tools



Focus on high-value
bets



Measure what matters



Scale what works

What's next:

- Get ready — Prepare your organization to adopt AI responsibly
- Launch Copilot — Introduce Copilot with visible executive sponsorship
- Track impact — Stay accountable and improve your program