



DOWNLOADABLE TEMPLATE

PEOPLE & ADOPTION

AI Adoption Plan Template

Plan how an AI capability will move from introduction into sustained organisational use through clear ownership, communication, training and adoption measures.

AI Adoption Plan Template

This template helps you plan for genuine, sustained adoption of an AI capability — not just its initial rollout. It is designed to be used alongside delivery planning, not as an afterthought once a system has already gone live.

1 Adoption Objective & Target Users

Be specific about who this adoption plan is for and what change in behaviour or outcome it is trying to achieve. ‘Get people using the tool’ is not a target — a genuine change in how work gets done is.

ADOPTION OBJECTIVE

TARGET USER GROUP(S)

2 Current State Readiness

An honest snapshot of where target users currently stand, before designing communication and training around them.

READINESS FACTOR	CURRENT STATE	NOTES
Awareness of the capability		
Existing skills / comfort with similar tools		
Attitude toward AI (enthusiastic / cautious / resistant)		
Practical barriers (access, time, competing priorities)		

3 Stakeholder & Champion Network

Identify people who can model good use of the capability and support their peers — adoption spreads faster through trusted colleagues than through top-down messaging alone.

NAME	ROLE	FUNCTION IN ADOPTION EFFORT

4 Communication Plan

AUDIENCE	KEY MESSAGE	CHANNEL	TIMING	OWNER

5 Training & Enablement Plan

AUDIENCE	TRAINING NEED	FORMAT	TIMING	OWNER

6 Adoption Measures & Targets

GUIDANCE

Measure outcomes, not just activity. Login counts and usage volume tell you a tool was opened, not that it changed how work gets done or improved anything that matters. Prefer measures tied to task quality, time saved, or user-reported confidence.

METRIC	BASELINE	TARGET	MEASUREMENT METHOD	FREQUENCY
Task completion time / quality				
User-reported confidence / usefulness				
Depth of use (not just login frequency)				
Business outcome linked to the use case				

7 Feedback & Continuous Improvement Loop

Set out how feedback from users will be captured and acted on, so the adoption plan evolves rather than running unchanged regardless of what is actually happening on the ground.

FEEDBACK MECHANISM AND REVIEW CADENCE

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8 Risks to Adoption

RISK	MITIGATION

9 Review Cadence & Ownership

PLAN OWNER

REVIEW FREQUENCY



Need help putting this into practice?

INTAI works with organisations to design, implement and assure practical AI governance — from first strategy through to ongoing risk management and regulatory readiness. If you would like support applying this template to your organisation, our team is glad to help.

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