

EMEA Partner as Customer Zero for Copilot Adoption Office Hours-20241107_115912-Meeting Recording

0:18

Thank you everyone for joining early.

0:19

We'll just wait a couple of minutes for more people to join.

0:26

Join us soon.

0:34

Thanks for this, much appreciated.

1:36

Welcome, everybody.

1:38

Wonderful to see so many of you joining us today for this call.

1:43

My name is Wendy O'Connell and I work in the M365 Growth and Incubation team.

1:49

So I'm part of the engineering group and I've been asked by many of you and our PSMS to set up this session today to look at what partners need to consider to implement and adopt copilot in their own environment.

2:08

And I'm absolutely delighted to welcome Anna Leyland to our call today to run through these topics for you.

2:16

Anna is a Microsoft consultant and part of our global practice based in the UK.

2:23

She's worked with many strategic customers and partners to help them migrate to the cloud and to migrate the ACM adoption change and service management practices to maximize their investment in copilot and M365 S.

2:43

Welcome, everybody, and welcome Anna.

2:46

And I'll hand over to Anna now.

2:49

Thank you.

2:50

Thank you, Wendy.

2:52

Have we started recording?

2:54

Yeah, wonderful.

2:56

Yeah, thank you so much.

2:58

Thank you for the warm welcome and it's great to see everyone here today.

3:01

And I've seen a few familiar faces popping up.

3:03

So thank you all for being here.

3:06

A quick introduction to me.

3:09

So as Wendy says, I'm Anna Leland.

3:12

I'm a senior adoption, change and service management consultant working within Microsoft Industry Solutions Delivery.

3:18

Over 30 years experience in service management and adoption and change as a trainer and a manager and a consultant.

3:26

I live in Manchester in the UK.

3:28

I'm a founder member of the Microsoft UK Northwest Social Impact team, so we do lots of work with our community.

3:34

Really proud and privileged to be part of that.

3:37

I also spent six months this year and on secondment to the partner incubation team, which was a wonderful experience to learn more about partners and what you're all doing in the world of copilot and beyond.

3:48

So thank you for joining today.

3:50

Thanks also to Ben and Mihai who are going to be monitoring the chats.

3:53

If you have any questions, please just put them in the chat and we'll address them either today if we can or later on.

4:02

The slides will be shared after the call, so don't worry about that.

4:08

Just making sure my slides move.

4:10

Here we go.

4:10

So the agenda, background and purpose of today's session.

4:15

A very brief overview of the change management framework that Microsoft uses internally and with our customers and partners.

4:22

Some typical M365 copilot scenarios and personas and the approaches that you could use to introduce copilot within your organisations and then support your customers with their adoption activities.

4:37

And we'll have time for questions and answers at the end.

4:39

But as I say, then we have some background noise.

4:44

If everyone could be on mute, that would be really appreciated.

4:47

Thank you.

4:48

But please post your questions as we go through.

4:51

I'm really interested to hear what you say.

4:53

And before we start, we'll have a poll, a couple of polls just to find out what your current experience with designing copilot solutions and working with your customers are.

5:03

So Wendy's just posted those online.

5:05

If you could have a look at that, that would be fantastic.

5:08

And we'll have a look at the end to see what activity you're you're working with in your customer organisations.

5:16

Thank you, Wendy, that's brilliant.

5:18

OK.

5:18

So moving on, we're going to have a look at the background and purpose.

5:22

So the purpose of this session is to understand how we articulate copilot M365 with our Mia.

5:34

Thank you.

5:36

And I'm sure many of you have seen the slides, the slide before.

5:38

I know when I was working the partner incubation team, it's something that really framed the conversations we were having on the left.

5:44

You'll see that 60% of leaders say that they need innovative solutions to improving their businesses.

5:50

Many have struggled with finding the time and the energy, the meeting fatigue, the overload, the the routine activities that get in the way of doing the strategic work that we want to focus on.

6:00

70% of people said they'd like to delegate as much work as possible to AI as they can.

6:07

And I think we can all empathise and, and recognise those feelings.

6:11

For those organisations who've implemented Copilot, 68% has said it's improved the quality of their work.

6:17

And what we always say is copilot is your starter for 10.

6:21

It's the tool that allows you to have a really good first draft and it's got a great name, hasn't it?

6:25

copilot is your assistant.

6:26

It's the the tool that helps you construct your thinking, come up with a first draft and and deliver something even better.

6:34

70% of users say it's made them more productive and 77% say they don't want to give copilot up.

6:39

And I think that's increasing every day.

6:42

This is taken from the work trend index from last year and there's been another survey done this year which has cemented those those findings.

6:49

So what we're finding is that copilot when used properly and in support of good business processes and ways of working is a really beneficial tool.

6:59

It doesn't yet do our washing and ironing, but we hopefully can get that in future.

7:03

And the purpose of this session is we want our partners.

7:06

We'd love you to be customer 0, to implement copilot for three and 365 within your own organization so that you can understand how it works, what kind of resistance you might face, the business processes that would be suitable, the users you want to start with.

7:22

If you can adopt and use Copilot in your own organisations, that puts you in a great position to support your customers.

7:29

As many of you know, I'm sure lots on the call are Jumpstart partners.

7:33

There are qualifying criteria that you need to meet to be a copilot sales partner around monthly active usage, about having trained colleagues in, in all of the markets in which you serve.

7:47

And what we want to do today is allow you to have some insights into how you might introduce Copilot for M365 in your own organisations.

7:56

First, there's a whole host of Microsoft colleagues who are there to help you with this.

8:00

We've got the partner success managers and the fast track colleagues, the team members in the partner incubation teams, the partner solution architects.

8:09

All of those people are dedicated to helping you have a good insight to selling and and implementing and delivering Copilot for M365.

8:18

I really would like this to be a practical overview of how you might plan your own internal adoption.

8:24

And as I say, ask any questions as we go through and either Ben or Mihai will try and answer them.

8:28

And if not, we'll do that at the end of of the session.

8:32

So we're practising what we preach within Microsoft.

8:35

We introduced an early access programme and what we learned through that is it's best to deploy copilot licences in groups and cover entire teams.

8:46

I think in the early days of copilot, people were targeting specific VIPs or people who had an active interest or those who just had a business process that would be supported by the copilot automations.

8:59

But what we learned is it's better to group those licenses together in a team that does a very similar role.

9:06

So you may have accounting or sales or finance or HR. Find a group that works together and by doing that you can identify common good practices, processes that work the best, use cases that support you, roles that would benefit from using the copilot capabilities.

9:27

Share those best practices, build a prompt library and build a way of working in a feedback mechanism so that people can ask questions, they can share great things that they've learnt and appoint someone who will be the representative of the copilot implementation within your organization.

9:44

You need a good sponsor, somebody who will really promote and underpin why the copilot adoption is going to work well for you.

9:53

With every pilot, and we always say this, set some goals, set a baseline, measure the data, collect the feedback, have an end date for that pilot so that you can really review the success areas and those which you'd like to improve in future need to make it measurable and then plan your roll out to the rest of the organization.

10:12

And I'm sure many of you are doing this already.

10:15

What we learned since I'd Microsoft is we've targeted 2 functions that had a very discrete purpose.

10:22

So sales and support, people who do lots of analytical work, people who need to analyse data quickly, you need to understand trends, who can target communications requirements.

10:34

And what we found is through the seller population, they on average saved 90 minutes time per week, which is wonderful.

10:41

83% were more productive and 67% had time available to work with their customers, which obviously is what we'd like you to be able to do as well.

10:49

So if you could, if you want to start on your adoption plan, maybe sales and support would be a good area to work with from a support point of view.

10:58

And I always talk about using the service desk as being a great user group who will get the benefit from some of the automation and an analytical capabilities that copilot has.

11:11

Our support agents had a 12% reduction in case handling time.

11:15

Obviously, that allows you to have less downtime.

11:18

It improves customer experience and user performance, and there's a 10% boost in case resolution.

11:24

And so they're able to really dedicate themselves to more proactive work.

11:28

So again, the 1st tip there is choose a team of people who are active M 365 users who've got a good awareness and knowledge already, but will be able to identify business processes and internal operational processes that will be benefited by by copilot.

11:47

OK, So the planning approach for adopting Copilot within your organization is articulated here.

11:54

At the end, I'll share with you some links to resources and more learning materials.

11:59

But the first place you could look at is the wizard that's available in the admin centre, which gives you a checklist in a series of technical considerations for planning your deployment into the organization.

12:11

You start by having your essentials.

12:13

You need that sponsor, the person who will support and represent and promote Copilot, give you the funding, give you the governance approach.

12:22

You need to identify some scenarios that will be supported by copilot and obviously have your security posture ready, looking at all of your your data, the integrity, the confidentiality, the availability of that data.

12:37

copilot will not introduce new risk, but it may highlight and surface risks that you already have.

12:43

So it's really good practice to make sure that your data is in a fit state before you embark.

12:49

What we would always recommend is that you combine user enablement activities with technical readiness assessments so that you're working hand in hand with the user readiness activities and the Technical Support requirements.

13:05

And those work streams need to work together.

13:07

So you need to be working in tandem with your user adoption colleagues and with your technical teams as well.

13:15

And underpinning that is the leadership approach.

13:17

So setting your strategy, your targets, your measures so that you can demonstrate your return on investment and the other benefits that you'll which achieve all of that together should help you deliver the copilot outcomes that you you're aiming for.

13:34

And those essentials are articulated more here.

13:36

So you need a sponsor who will represent the change and an AI council, which I'll share with you on the next slide.

13:44

We need to demonstrate the high value scenarios, the ones that will work really well for your organization, the ones that will help you address any areas of inefficiencies or any areas that are working well, but you could do even better And then demonstrate that you've secured your data.

13:59

You need to meet all of your internal compliance requirements and any external regulatory or industry standards that must be met.

14:06

You need to consider where your data is going to be used and accessed and who will be responsible for resolving any incidents or issues with your data.

14:17

So an AI council is something that we do absolutely advocate.

14:21

So you've got a group of people who are empowered to govern and assure the way in which copilot is being delivered in your organization.

14:29

It needs to be a cross functional group.

14:30

So within your organization you need to identify who the members of your AI council will be.

14:37

For many organisations this will fit into your own enterprise governance structure and it be an additional steering group or body within that that function.

14:46

They are given the responsibility of evaluating the requirements and directing and overseeing how you've been adopting AI in general.

14:54

But in this particular case, we're looking at copilot for M365.

14:58

The purpose is to exploit the AI capabilities that your organization can use, to align those with any business objectives that you have and to demonstrate strategic compliance with your requirements.

15:11

You must consider risk and ethical consideration, so responsible AI is absolutely fundamental to an efficient and well managed copilot and AI implementation.

15:22

The membership needs to comprise people from across the organization.

15:25

So you need representatives of key business functions, you need just security people involved.

15:31

One organization we work with started their AI and copilot implementation with the security team.

15:37

Their reasoning being if we can persuade them that it works and it's safe and and delivers benefit, then the rest of the organization should be easy to support.

15:45

Make sure you have independent perspectives and we talk a lot about a good challenge.

15:50

So why are we doing this?

15:51

What are the harms that could be introduced if we do this incorrectly?

15:54

What benefit will we achieve for our users and our customers as well?

15:59

Focus on your public perception.

16:01

And again, as I say, copilot won't introduce those risks, but it may highlight them and and introduce a greater impact.

16:08

Understand the skills that you need.

16:09

We'll look very briefly later at the training that's available to you both internally and to support your customers and your data and security frameworks.

16:17

You need to do an impact assessment of what needs to be changed to accommodate the new technology.

16:23

The intention is that we focus on responsible AI.

16:25

And one of the questions I'd ask you to take away and think about if you haven't yet introduced a governance or an AI council's, what concerns might you have?

16:33

What concerns would people raise to you when implementing this and how you're going to address, govern and assure the quality and delivery of Popilot for M365 S?

16:43

Start with your AI council.

16:45

You'll need to create terms of reference, a charter, identify who will lead this and who will hold the council to accounts as well.

16:55

OK.

16:57

I don't think there are any questions yet.

16:58

Have have any been right for Mihay or Beth?

17:02

No questions in the chat at the moment, Anna, but please feel free to post them and we will answer them if we can.

17:08

Wonderful.

17:09

Thank you, Ben.

17:09

Thanks Mihay.

17:11

So now let's move on to good practice.

17:13

And again, this is a very high level overview.

17:15

I know many of the organisations we work with have an ACM specialisation.

17:19

You've got a great track record in supporting user adoption.

17:23

You may have your own methods and you may work with Pro Sci.

17:27

Some of the material I'm going to share now is being derived from the Pro Sci methodology.

17:32

We're a very long standing partner with Pro Sci and use a lot of their approaches and so please bear in mind that this should not be shared more widely.

17:43

We will share these slides with you for reference and many of them are available on site online, but just take care of the copyright.

17:50

So I really love this slide.

17:52

I think it tells a great story.

17:54

Traditionally when you think about user adoption, we just focus on the two sections in the middle of communication and learning.

18:00

What Pro Sci and the change management approach wants you to consider is the holistic impact of a change.

18:07

So they want you to consider the sponsor and the vision.

18:10

So who will champion this change from a sponsor point of view?

18:14

What is the vision that you're trying to achieve?

18:16

Who are the coalition of people that you need to introduce that will support and and pull to account the copilot implementation?

18:23

So you may have your AI counsel, you may have a sponsor coalition.

18:27

Those are the people who will support the the implementation of the tool and then build a champions network.

18:34

And it's fantastic if you can find people from each business area who will be a representative of the copilot implementation in their own areas.

18:43

In some organisations they tried to find people who are resistant and asked them to become champions because if you've converted them to being a positive, having a positive perception of copilot, then they're really wonderful people to go and support their colleagues.

18:56

Proci really talks about how the the change will affect a user as an individual, but it's recognized that the manager is key to that.

19:05

So your line manager is the person who will support you, guide you, understand your concerns, and make sure you've got the right training and learning and that you need those managers to be equipped with all of the information that they can really reassure and support their employees.

19:21

Communication is absolutely key, the right message at the right time to the right people in a language that they recognise and, and enjoy.

19:29

We talk a lot about reinforcing those communications.

19:32

So up to seven or eight times before people really understand what the change is and how it's going to affect them.

19:38

Learning is key, but learning at the right time.

19:40

So we've got lots of online materials that we'd love you to, to, to use.

19:47

But again, do that at the right time so you're not too early, so they forget, not too late.

19:51

So it's not enough notice.

19:53

Now with Copilot, there is evidence of resistance.

19:56

People are concerned about AI.

19:57

They're concerned about the data we might uncover about the way in which copilot and AI in general is being implemented.

20:05

We need to be respectful of those people who have concerns and resistance and make sure that we can listen to their feedback, we can address it, we can give them reassurance where needed, or we can change our approach if it's really justified.

20:19

We can't do anything successfully unless we measure.

20:22

We need to take a benchmark and a baseline so that we can understand the impacts that the change we've delivered has made.

20:29

So we need to have KPIs and a scorecard, which I'll show you later.

20:33

And we need to celebrate the people who've really supported this change, the ones who've embraced it, the ones who've learnt and benefited from the new technology and copilot in particular, in all some organisations we've worked with, they've run gamification campaigns, they've had competitions, they've had leaderboards, they've had who's created the best prompt, who's affected the most scenarios, who's saved the most time, who's dedicated their time to learning more about Co pilots.

21:02

And overarching all of that is the three key principles here.

21:06

So engage your users.

21:08

And then in the partner organization, it's the colleagues with whom you're working who will then go and support your customers.

21:14

So do it with them, take them with you along this pathway to implementing the tool.

21:19

Try and build belief and trust and manage the changes that are affecting the work workforce and IT and don't overlook it in this.

21:27

They are absolutely pivotal in making this be successful.

21:31

And they're also users of the tools and the technologies.

21:33

So make sure they're engaged and recognised as a user population too.

21:38

Prepare your sponsors and manage and equip them with the information and the tools and support they need to lead the change.

21:45

And then measure and celebrate the success.

21:48

Recognise where people have shared, where they've learned, where they've developed a new ways of working and reward their innovation as well.

21:54

And I'm sure many of you have started thinking about this or actually doing it already.

22:01

And AD car is the pro Cy method for a life cycle of delivering change outcomes.

22:08

Focusing on the individual here.

22:10

I'm sure many of you are familiar with this approach, but we start by making people aware, understanding what the change is, why we need the change, when it's coming, who's going to be affected, what order are we getting this in.

22:24

What we found in the early stages of Copilot is people were really keen and if they weren't in the first group of users and they wanted to know why not and when, when they were going to get this great tool.

22:33

So make sure you've got a really clear plan about where you're starting, how you're going to evaluate the success and who's going to be receiving the technology next and what sequence the functionality will be rolled out and then create some desire.

22:47

So what, what's good about this?

22:48

What's in it for me?

22:49

Why would I want to use a copilot tool?

22:51

What, how will it help me do my job more efficiently, more effectively, more safely?

22:55

Really, it instills sense of enthusiasm so that people can get excited about the change.

23:01

Then give them the knowledge.

23:03

So the knowledge is how do I, how do I write a prompt?

23:06

How do I create a scenario?

23:07

How do I run this tool?

23:09

How do I use Copilot to meet compliance and governance requirements?

23:13

And ability is applying that knowledge.

23:15

So the knowledge might be attending your training course.

23:18

The ability is practicing what you've learned, adapting it and enhancing it.

23:25

And at the end of that, you're able to do something.

23:27

I can now create a really well crafted prompts.

23:30

I can now save time.

23:31

I can use all of these functions in my daily work.

23:35

And then reinforcement, making sure people continue to use the technology.

23:39

So reminding them and the slide before with all the different aspects applies to each of these stages.

23:44

So you're constantly looking at communications and learning resistance management, making sure the sponsors remain engaged and and represent the change that's happening.

23:54

We want to make this change stick.

23:55

We want to get to the point where people don't want to give up their licences because they're getting benefit from having it, the tool available to them.

24:05

And we've mentioned sponsors a couple of times.

24:08

They are really, really important.

24:10

So a sponsor is somebody who is the visible and active supporter of the projects of the change.

24:18

They are the number one contributor.

24:20

So this is from Pro Sci Research.

24:22

They identify that projects that have great sponsors typically will be successful 79% of the time.

24:29

So if you've got a sponsor who walks the talk, who really represents it, you've got a much higher chance of delivering a good outcome.

24:37

And you can see very ineffective sponsors means your projects and success rate will be very low.

24:43

So make sure you engage somebody who will understand why you're doing it, when you're doing it, and what they need to do to really represent the change to the wider organization.

24:53

And it's not just about signing the cheques, it's making sure that they are actively and visibly participating.

24:59

It would be great if you could have one of your sponsors making case studies.

25:03

So this week, a day in the life of the CEO of your organization.

25:07

I use Copilot to achieve this outcome.

25:09

And this is how it's been beneficial.

25:11

Build a coalition so they've got a team of people who they work with across the business and ask them to communicate directly with their employees.

25:19

I'm working with a customer at the moment and we're using Viva Engage really strongly just to get the messages across to be more casual in the approach.

25:27

But we're also backing that up with a communications campaign with posters, with meetings.

25:32

So use all of the different channels available to you to reinforce the copilot project.

25:38

So questions you take take away.

25:40

Do you have a sponsor?

25:41

Are they engaged?

25:42

Do they understand what you're trying to achieve?

25:44

Have they given you the time and the support?

25:46

Are they there to, are they there to back you up if they need it or to give you advice and guidance to get those sponsors engaged and, and work with them and hopefully they'll get benefit too.

25:58

And then we've mentioned champions.

26:00

And so champions are, are colleagues or peers who work with people within their own teams to give them very quick support, to give them advice and guidance to promote the change, to be part of a, a communications network within your organization.

26:15

So there intended to promote new ways of working and to give quick answers because I think it's really great when you can just ask a colleague.

26:25

I'm trying to do this as it works and you can share an example that they used to help their colleagues.

26:32

They coach nearby colleagues, they explain the benefits, give them help about where to find support.

26:37

And what we ask most organisations to consider is creating a champions forum where they can come together and say I had this question today and I couldn't answer it.

26:45

And has anyone got any tips and they can build their own network within the organization.

26:51

It's really great to find people who are accomplished at M365 to start with who work in an area that uses the technology and we ask them to share success stories and savings, efficiencies and quality improvements.

27:07

When you're starting this implementation, we estimate around 4 hours a week and then with an ongoing effort of around 4 hours per month per month.

27:15

But that's very general.

27:16

It's just based on the, the, the complexity of the deployment that you're, you're considering.

27:22

And one of the requests that we make to managers and to organisations is give those champions time out of their diary to be able to do this.

27:30

Well, it's very difficult when someone's got a full time day job to find a time to be able to do this.

27:36

So in the initial periods, it'd be great to recognise this is a, a separate task and also reward them for stepping up and, and taking on this, this challenge.

27:45

But the community, the community champions can be a really valuable support to both the technical teams and the managers as well, and why they're important and the kind of people who we look for.

27:59

Someone with an open and positive mindset, who good at influencing, they've got great social skills, who have the faith in the technology and are proficient in it already and demonstrate resilience.

28:10

I think if you've got some areas of resistance, you need somebody who can listen, who can treat it with respect and then go and find a solution.

28:17

What you can see in the slide in the graph here is that it's recognised or suggested that peer-to-peer support is really effective.

28:26

So where do you go to ask for help?

28:27

Most people find that going to a Co worker and just asking for some help.

28:32

How do I do this?

28:33

They'll get an answer that's reflective of a team that they work in and in a meaningful way.

28:39

I mean, all of the other resources here are really valuable in their own way, but generally speaking to a colleague is a really good way of having a helpful learning experience.

28:50

And these champions are there to increase awareness, to demonstrate good best practice, to promote, promote new ways of working and provide feedback to the program.

29:01

And that's really important that you get someone on the ground who tells you how well the implementation is going.

29:10

Excellent rights, personas and scenarios.

29:13

I know that you're all very familiar with this in your day-to-day work, but persona is a fictional character.

29:22

It's a composite it's, it's a person made-up of the attributes, the behaviours, the talent, the skill set, the abilities within a particular area.

29:32

So you may have a persona of analyst or HR manager and we create these so that we can start to build an impact journey for the people who are going to be affected by the new technology that's being delivered.

29:46

They're not designed to be an actual job description or a real person.

29:51

So what you might find sometimes in terms of resistance is that someone will say, well, I don't do that particular task, but that's not the intention.

29:58

It's, it's supposed to be a composite view of a typical person working in that particular area and they're intended to be mapped to scenarios.

30:08

So scenario is an end to end example of a new way of working and you can create as many scenarios suit your your business processes.

30:17

You'll see later on.

30:19

I've got some resources around adoption material and one of those is a scenario library.

30:24

We've also got a persona library and they're there for you to use internally and with your customers.

30:29

The top three that we are working on in terms of copilot is personal productivity, content generation and meeting collaboration.

30:38

These are the things that we feel deliver benefits really quickly to your users so they can start to see why using Copilot will be helpful to them in their day-to-day work.

30:48

And I love this picture.

30:49

I think this is a really good way of showing what a scenario is.

30:54

So it combines the tools that you use with the outcomes that you're focusing on.

30:58

So in in this typical diary, as you can see on the left, I've got a planning session, I've got a stand up, I'm going to go to a strategy workshop, I've then got a one to one and a budget meeting, and then I've got a demo.

31:10

And that's what the outcome is that you're trying to deliver, but what the tools that you need to use are reflected on the rates.

31:17

So the planner and Outlook and teams and projects and Excel and a whiteboard and PowerPoint and Loop and Word and all of the tools that we have, each of those combines to help you deliver an outcome in your day-to-day job.

31:30

And it's easier for people to apply the technology when we translate it into a language.

31:35

So in this case, we translate it to a scenario and then recognize the technology and the tools that allow you to achieve the outcome that you want to.

31:43

And here are some examples.

31:45

So building on our three categories earlier, managing meetings really well, creating content that you can then develop and improve and reflect and how you wanted it to be and improve your productivity.

31:59

So in terms of meetings, you can use teams and loop and whiteboards.

32:03

You can do some brainstorming, you can generate meeting summaries and notes.

32:07

I think personally, not having a meeting summary now feels like a step backwards.

32:12

It's just such a wonderful way of categorizing and summarizing the the conversations that you've had.

32:17

So you can focus on the the conversations and using sentiment analysis.

32:22

So asking copilot, what was the feeling of the meeting?

32:24

Did you notice any adverse comments?

32:26

Was it a positive session?

32:28

And it gives you references and and examples of how the meeting was delivered.

32:34

In terms of content, you can create a presentation, you can summarise a deck.

32:38

You can confirm the next steps.

32:40

You can add more context all in your own tone of voice because copilot will learn from how you you write and speak.

32:48

In terms of productivity, you can have a good first draft on an e-mail.

32:51

You can summarise a very long thread.

32:53

You can create A to do list.

32:55

And I'm sure all of you are using this every day and can build on this.

33:00

But these are great topics to start in your own organization and then and discuss with your customers.

33:07

And then we can combine the personas with the scenarios.

33:11

So in this example, you see we've got a personas library from HR and procurement, legal and the executive level.

33:18

And we understand the personas.

33:20

We identify the scenarios in which we work.

33:23

We recognise where they need some support from a change management points of view.

33:27

And then we can produce a scenario library that suits those groups of people.

33:32

And then in this case, you can see we've got a prioritisation matrix as well.

33:37

So we've got the the scenarios that have been identified.

33:40

So asking questions, creating presentations, and you then map those scenarios to the personas and you can focus on the ones which will deliver most benefits to those areas.

33:49

So in this case, we may have an admin assistant who will get most benefit from creating presentations, or a data analyst who will be better served by scenarios that allow them to analyse and and interpret a lot of data.

34:05

So use these just to identify the groups you want to focus on, the ways in which the copilot will be beneficial to them, the scenarios that you'd like to start with and build a library that they can then go and refer to and work with their colleagues to develop.

34:21

And here's a good example that you could use in your own organization as well.

34:24

So identify a role that you'd like to support and talk to the areas and build these maps for each of the the user groups you want to focus on.

34:34

So explain how copilot will support each of the business activities that they're working on.

34:39

I won't go through all of this as the slides will be shared at the end, but you can see a really good way of articulating that at every stage in this this person's working day.

34:50

The Copilot tools will help them to improve efficiency or effectiveness and these are great.

34:56

You can build these yourself for each of your own business units that are working with Co pilots and then the roll out.

35:05

It's really important that we plan and deliver the implementation projects across the organization.

35:11

We talk a lot about T minus planning, so starting with the end in mind and working backwards so you know by when you have to deliver an outcome.

35:19

You need to have a good kick off with the sponsor involved and someone who will really represent the change plan, the awareness communications with support and guidance from the senior leaders.

35:30

Make sure you focus on the what's in it for me?

35:33

Why do I need this tool?

35:34

Is it just another thing that I have to do?

35:36

If you can really translate it into how the benefits will be delivered, that will be important.

35:43

Stakeholder briefings.

35:45

This is, as we mentioned earlier, empowering your managers to be able to support their team members.

35:51

Include them in the roll out campaign messages, tell them of the benefits of Copilot, give them talking points and areas that they can support their users with and give them the right resources.

36:04

You need to do that at least two weeks before you start the deployment activities.

36:09

Plan the initial communications.

36:11

Make sure you've got access to FAQs.

36:14

Don't overlook the internal IT support capabilities that must be in place to make sure your service desk knows this is coming.

36:20

They might start might start getting queries and questions if there's an issue.

36:23

If it's not working how they expect, make sure you've got your operational processes up and running and that the data has been collected and you have a baseline ready for later comparison.

36:34

Get some enthusiasm.

36:36

Tell them that it's coming.

36:37

Get some excitement happening.

36:39

You might do a formal launch in an office if you work in an office together, deliver some briefings, set up some workshops and really get people prepared for the change that's coming.

36:52

Launch on the on on day one.

36:54

Make sure that you have your support model in place, you've got the materials ready and can really remind people that the the technology is there for them to be used using every day.

37:06

And then we want to reinforce the change.

37:08

So we then plan it and evaluate it, identify good news stories, build case studies, look at savings.

37:16

If you have Viva Insights, you can use that as a really good tool.

37:20

We've just had some very good and interesting feedback from a customer in Australia and they introduced copilot in their organization.

37:29

And what they did is they created three different groups.

37:32

So they had a group of people who weren't given copilot licences, they had a group of people who were given copilot licences but no training.

37:40

And another group of people who were subjects of this approach who were given the awareness, the readiness, the technology, the training, the communications, the Champions.

37:52

And they evaluated the perception and the uptake of copilot.

37:57

And it was something like a 60% difference between the people who'd been given the training and the adoption and the support compared to those who hadn't had any training, who'd just been given the tool.

38:06

So it's really worth investing this time in planning your campaign.

38:10

If your organization's small, you can do this to the whole company.

38:12

If you've got a larger organization, as we said earlier, identify a really good user group, start with them, and then evaluate the success and roll it out more widely to the rest of the organization.

38:23

But this is a really good simple approach to planning what needs to happen, focusing on awareness, focusing on support and then evaluation and review later.

38:36

Now in terms of onboarding, we now need to look at the skills that have to be in place.

38:41

So you need some foundational skills and this is at the individual level.

38:44

So evaluate where you've got people who have some intrinsic skills already who are just going to build on those, those who don't have any skills and will need to do some learning, set some training objectives like how to write an effective prompt.

38:59

So one that's going to give you the results that you need quickly and look at the business processes that will be supported.

39:06

There's one organization we worked with who started with procurement and they ran a fantastic project where they had some responses to a proposal.

39:18

They had something like 10 or 11 organisations who submitted proposals to introduce a new travel and expenses system.

39:25

They were able to use Copilot to evaluate those proposals against evaluation criteria, but against fitness, against culture.

39:34

But what they did alongside that was run a control experiment where they use their own previous manual processes just to compare the outcomes to something like that, where you can choose a business process that is really suitable for testing this with.

39:47

And then then you've got a good news story to go and share with the rest of the organization.

39:51

And to do that, you need to equip those individuals with the skills and techniques that they need to be able to use Copilot.

39:57

Well, then look at the department value.

40:00

So you may have an individual who's doing a particular role, they can share that knowledge with the rest of the department and then deliver the value through the advanced skills the organization will have.

40:09

So use copilot lab.

40:11

They've got some skills and training in there.

40:13

You can see that at the end.

40:14

I've got the the links to that resource, the scenario library that gives you a great start of attend for particular business processes and activities that you could automate and evaluate and then extend that to automate.

40:28

And evaluate the the impacts across the organization.

40:31

Really focus on that peer-to-peer learning through the Champions Network and knowledge sharing and feedback loops.

40:37

You really want to listen to people's experiences and particularly those who haven't found it useful.

40:42

So why why not?

40:44

Were they not great at understanding the prompts?

40:46

Did we not give them enough support?

40:48

Were they a bit intimidated by it?

40:50

So understand why you've got areas of concern and address those, but you're building up this incremental amount of knowledge in the organization.

40:59

Now, many will, many of you will have seen this through the rapid deployment approach.

41:02

And it's, I won't go through all of the details here, but it's a great approach to delivering a, a rapid deployment of Copilot.

41:12

So start with your planning, look at your scenario workshops, confirm that you've got your technical prerequisite prerequisites in place.

41:19

So you've got your licenses, you've got your data sets up, your Sharepoints restricted correctly, you've got your scenarios identified, you've identified those users who are going to be involved.

41:30

The outcomes are that workshop that will allow you to create a backlog to work through, look at your scenarios and your design document along with the measurement scorecard.

41:40

So you're starting with that baseline, then plan your adoption campaign.

41:44

As we've mentioned earlier, think about how you want to contact the people who'd be involved.

41:49

What's the best channel to use?

41:51

If you've got a SharePoint site or and a Viva engaged site, make sure you use that correctly.

41:58

Set up a teams channel for all those people to participate in and do the skilling of the adoption team.

42:03

So make sure the people who are going to be leading this adoption have the right skills and capabilities as well.

42:08

And then deliver those campaign materials, deploy and enable the technology.

42:14

So make sure you've you've got those people engaged, they've got the time to do this.

42:17

I think key to all of this is that people have sufficient time to be able to do the training, to participate in the workshops, to create scenarios, to build the prompts and to share those back into a library.

42:30

Look at your guide gaps, make sure you address those and celebrate the successes.

42:35

In this example, we're rolling out Copilot to 1000 end users, and you may want to scale up or scale down depending on the size of the organization.

42:43

But along the way, you need that sponsor support and then the managers to support their their users as well.

42:51

And then there's option and, and planning to extend.

42:54

So we want to really evaluate how well it went, find out what you could do better next time, and then roll it out to the wider organization.

43:02

The outcome of that will be an adoption road map and next steps.

43:04

So maybe going into extensibility, looking at how pilot studios, looking at more business areas that you can equip with the, the tools and technology, and then the outcomes you want to achieve is that there should be some benefits here.

43:18

So from an organizational point of view, transforming the, the culture.

43:23

So you get people collaborating, working together, sharing their experience, identifying next steps, hopefully retaining your staff because it's making life easier for them and they can get more strategic important work done.

43:38

Acquiring talent because you've got these tools and capabilities, engaging socially and be more agile with your ways of working.

43:45

So the example before about speeding up the procurement process, that frees up the time for people to go and do something more useful in terms of partners being customer zero.

43:55

It allows you to have a great story to tell to your customers and to also improve your own efficiencies and ways of working.

44:03

Employee sentiment should hopefully be enhanced by this tool because they are bringing up time to do more important things.

44:10

It gives them a forum for innovation and a group of people that they can call on to help with their usage and application of Co pilots.

44:20

From a business process point of view, you should be able to save some costs and generate more revenue by being more effective, by getting quality right first time, by improving your data security.

44:30

I think a good by products of Copilot is people are looking at their data, they're making sure that confidentiality and integrity and availability is appropriate for your internal and external regulatory requirements and simplifying your processes.

44:44

You can allow your service desk to resolve incidents more quickly than that has a direct impact on your user experience in terms of individual capabilities and and improvements.

44:54

They get more skills, they're more productive, they can come up with ideas.

44:58

So by implementing Copilot as well as you can, you should address a lot of these these areas.

45:05

So in terms of key questions for you to be working with your customers words, so where are they starting?

45:11

What concerns do they have?

45:12

All of these will translate into risks that you could then address through your own technical deployment process and what's the business process today?

45:20

So make sure you've got an awareness of how they work currently so you can articulate the differences.

45:27

One thing to be wary of though, is you don't want to get into the realms of having to document a process that exists so that you don't have to compare it.

45:34

So really focus on the most pragmatic way of evaluating where they'll get some benefits.

45:41

And this is a very detailed slide, but I think it tells a good story of how you measure how AI has transformed your organization.

45:49

And at the outset of your own implementation process within your organization, look at these measures, create a balanced scorecard that allows you to demonstrate to your internal sponsors and to your users how you're using Copilot effectively.

46:05

So this is an example, but I think the general categories are relevant to all organisations.

46:10

So revenue growth, how is Copilot helping to improve sales?

46:14

How is it helping to on a speed up the onboarding process for a new member of staff?

46:20

How do we improve our customer service, our NPS scores for example?

46:24

How quickly can we now launch a product to market?

46:27

There's so many great tools in the scenario library and the prompt library, creating a marketing plan or delivering a recruitment process.

46:36

Establish the KPIs that are important to your organization and then map those to the scenarios.

46:42

And again, once you've done that in your organization, you can then speak with confidence and authority to your customers about what they might consider in terms of cost efficiencies.

46:51

Each of the business units would be able to produce data that supports evidence of cost savings or cost avoidance.

46:59

So you're looking at things like marketing agency spend and employee turnover.

47:04

Each of these will be supported by a scenario that you can create and share and use agents to automate and well-being.

47:12

Again, it's focusing on employee turnover satisfaction.

47:16

The intention being that we make life easy for people so they can do the role that they would really like to do and encourages them to stay and recognises their own creativity and innovative suggestions.

47:28

And here's another example of that which you're very welcome to to use.

47:31

And again, if you've got fever Insights or another productivity tool that you can use, this is a great way of demonstrating to your, your sponsors and, and stakeholders in the within the business of the savings that you've delivered.

47:45

So number of active users, but how that translating translates into time saved of a particular activity?

47:53

And again, this links back to the scenario.

47:55

So once you've defined those scenarios, you know the personas who are going to be affected, you've got a baseline and a benchmark, you can then manage the reporting through that.

48:04

A scorecard similar to this, definitely worthwhile investing time at the beginning of the process so you can repeat it later.

48:13

Now in terms of training, there's a whole host of information available to you, all freely accessible, all there for you to use and to tailor and put your own stamp on.

48:25

So the Microsoft Learn, it's free, it's available, you can have knowledge checks, you can do this through a competition in your own organization.

48:35

So how many people have done a certification or a learning session?

48:39

Viva Learning is available if you have the licenses in your own organization and that includes even more information around videos and and up to date content.

48:49

Technical documentation for the enabling functions you have in your organization who are going to be implementing, supporting and maintaining the copilot technology.

49:00

Really important information around administering the tool set, the security, the privacy, using all of the tools available there to identify risks and address those.

49:10

And then you've got learning pathways for the personas that we've mentioned earlier.

49:15

The best place to start for all of this material is adoption.microsoft.com/copilot.

49:21

It's changing every day.

49:22

It's always wonderful.

49:24

There's loads there that you can use, and you're very welcome to use it.

49:27

One request we make is that you give us feedback.

49:29

So if you're using the tools and you found a mistake or it wasn't exactly right, please let us know so that we can start to really improve that.

49:38

And we love to see people using that information so that the message is there.

49:44

And then a summary of all of this.

49:46

And I know it's been a lot, so we've gone very quickly, but you will get the slides at the end.

49:50

So very simple, 3 stages, prepare for your deployments, get started and then start to achieve the value that you would like to have.

50:01

You really do need to have a vision and a strategy.

50:04

You need to have that council in place that will govern and oversee your copilot adoption.

50:10

Nothing too formal if your organization's small, but something that really does give accountability to the way in which you're deploying copilot in the organization.

50:19

So first build your team, Avengers Assemble and get their team in place.

50:24

Give them a role and give them responsibilities and equip them with their knowledge and the outcomes that you want to achieve.

50:32

Define that strategy.

50:34

Make sure you've got KPIs and success criteria.

50:37

It mentions brainstorming here because they will be refined later.

50:40

So you need to have a good starting point which will then be confirmed and evaluated.

50:47

Then plan to roll out the Copilot technology to your your teams, establish a champion network, create the plan, define those scenarios and personas who'll be receiving Copilot and initially and then later on the rest of the organization and make sure they have a user feedback tool that they can come back to you and ask questions and raise concerns and give ideas.

51:10

You may run a competition or a game gaming approach, whatever suits your organization to meet your culture, but to get the benefits that you want to achieve.

51:19

And we want you to have this in place in your own organization so you're more confident about talking to customers.

51:25

To get started, make sure you have a platform, so a Teams channel or a Viva site or whatever tool you use.

51:32

But build that, that, that space for the Champions and the senses of excellence colleagues to work together on board them, give them a role, give them some time, give them the knowledge and run some workshops.

51:44

What's possible, where we like to focus, what's, what's a business process that's causing us a headache?

51:49

Where can we start or what's 1 that's working well and we can build on that and make it even better.

51:54

Develop the scenarios.

51:56

And then we need to measure the success and the adoption, the uptake and the monthly active usage of your Copilot licences.

52:03

Analyse that feedback so you can start to identify improvements and then identify and share those success stories.

52:11

So it may be that you have a copilot team member of the month who's done something wonderful.

52:16

He's saved some time, saved some money, improved a customer experience.

52:21

Use all of the tools that you have available to you to publicize and, and deliver the copilot and benefits and communicate at the latest updates to make making sure that your IT teams are linked to the technology Rd.

52:33

maps and whatever is coming next.

52:35

And make sure you're on board with those employees and take them with you along this process.

52:41

OK.

52:42

And so in terms of resources, we've got lots of things available and your partner managers, whether it's fast track or the partner solution architects, partner development managers or technology strategists will be able to advise you on what's available to you.

52:57

So we do Rd.

52:58

shows you've had the boot camps for Jumpstart.

53:00

There's influences that you can watch even YouTube is absolutely a brilliant resource for things like this little bite sized videos and and training sessions.

53:09

And we've got some white glove services and webinars and underpinning all of their systems self-service materials that give you a head start in deploying copilot to your organization.

53:19

And so adoption.microsoft.com is the best place to start, but there's a whole host of resources available to you and that's summarised here.

53:30

So we've got the Copilot Success Kit, which has got draft emails and posters and presentations and workshops, a user enablement kit, which is really valuable for preparing those users.

53:42

In this meeting today we're talking about preparing your own users, but later on use those with your your customers and the technology readiness guide and works alongside your user enablement.

53:52

So you're doing both of us, both aspects of the deployment and together, but keep an eye on that site is constantly being updated and it's a really valuable resource.

54:02

Within the copilot success kits, we've got an implementation guide, a guide for business leaders that is really a good way of positioning in business language rather than IT language, why copilot is beneficial and how they would receive some benefits.

54:17

The user enablement guide we've mentioned and the other resources are available.

54:23

They're all available to you and it's even more so we'll send this out after seeking access all of this material and then you start thinking about your extensibility.

54:35

So moving into Co like copilot lab.

54:37

So that's the learning resource that gives you more information for creating custom Co pilots, using copilot studio for looking copilot for this particular business functions for building your library and acquiring new skills.

54:51

All of this is available to you to develop your AI strategy.

54:57

And that's the final section here with information around you as the first adopters of this technology.

55:08

So I know that was a lot of information and I'm very grateful for your time and your contributions.

55:14

Does anyone have any questions or any questions in the chat, Ben or May?

55:17

Hi.

55:19

Hi Anna.

55:19

So we have a question from Natty.

55:23

Apologise, I hope I've pronounced their name correctly.

55:27

Most of the time, who's the best sponsor for the adoption and the change management project?

55:32

Would it typically be IT the CEOHR?

55:36

Is there typically a best person or best sponsor to ensure success?

55:42

It's a really great question.

55:43

And the obvious answer is it depends, doesn't it?

55:46

But I think the most senior person you could find is really good because you want to top down endorsement of the tools.

55:53

So if you've got a CEO who's willing to be a sponsor, that would be amazing.

55:57

Recognizing their workload might not always support that.

56:00

So I think maybe not the CIO because you don't necessarily want this to be regarded just as an IT benefit.

56:06

It needs to be a business benefit.

56:08

So I would say perhaps head of sales or head of marketing, but or HR because you're looking at how people are adopting new technology.

56:18

But yeah, it's a, it's a really good question.

56:20

And what I'll do is I'll take that away to find out if there's any good practice around identifying the best sponsor.

56:25

But I think the general rule of thumb is the most senior person who you could be who will support the change.

56:33

Thanks, Anna.

56:34

Natty, that answers your question, but feel free to come off mute if there's any follow up on that.

56:42

Thanks, Ben.

56:43

So there is one more question and I'm in the chat from Upendra.

56:47

So a common question from customers is return on investment on copilot costs.

56:52

How do we go about this?

56:53

Any references we can use to showcase the value realization?

56:59

And there's the business value assessment you can consider, which is part of the business case functionality available to all or partners and customers.

57:07

So we'd always recommend creating a business case to start with so you have your benchmark.

57:12

Then using the insights tools that we have through Viva or another copilot dashboard.

57:18

Again, it's going to be on a case by case basis for your own organisations and the return on investment has to support the strategy that you have for introducing Co pilots to the organization.

57:28

Again, I'll, I'll find some specifics around that if I can, but generally make sure you've, you've built your business case first with the KPIs that have been identified as important to the organization.

57:39

So yeah, I'll take that away as well.

57:41

Thank you, Mihai.

57:45

I see appendre's got their hand raised.

57:48

Who actually asked that ROI question?

57:50

So Appendre, would you like to come off mute and follow up?

57:53

Yes, yes, Anna, thank you for sharing your inputs.

57:56

Anna.

57:56

I think business case builder definitely is one thing that we start with, but I think when we actually start filling it, the ROI numbers that the customers start focusing on is very huge then right.

58:09

And and then we then when we are actually working towards achieving that, it becomes difficult because you do an adoption program and obviously customers expectation is you, you start targeting to get the ROI immediately, right.

58:24

So that's why the question on what should be the exact, because definitely business case builder value realization from that is nowhere close to what they get.

58:33

OK.

58:33

And we want something that they can immediately realize definitely.

58:38

But it is to put it trustworthy in their terms, right.

58:44

So that's, that's what they're looking at rather than having some recalculated formulas which basically give them an ROI.

58:52

Yeah, they wouldn't yeah, believe in that.

58:55

Yeah, no, I, I understand.

58:57

Let me take that away and see if I can find any good case studies for you.

59:00

But it's hard, isn't it, when they want to see actual financial savings and return quickly on the on the money they're investing in the licenses and the benefits they want to achieve.

59:10

So yeah, absolutely agree.

59:12

It's very difficult to articulate and what that return on investment will be.

59:16

But yeah, thank you for raising the question.

59:18

I'll, I'll see what I can find.

59:19

If you don't mind me asking a follow up question on that because I know you'd be getting back on this.

59:25

The Copilot dashboard that exists on Viva Insights that is fixed for a monthly duration right now.

59:33

OK, it, it looks like about four weeks and I think right now we are at 7th of 7th of November, but the dashboard still reflects data as of 4th of November.

59:43

And there's no way we can, we can select it or we can change it, right.

59:48

So yeah, I will definitely take that to someone who may, I will find out for you.

59:55

That's it's not something I'm familiar with.

59:57

I don't know if Ben Amihai, you've had that question in your roles.

1:00:03

No, not OK.

1:00:05

Let us take that one away then.

1:00:08

I'm I'm just mindful of time.

1:00:09

I see Chris Staps as though put in the chat some things around business case builder as well.

1:00:15

So Chris staps, I'm sure if what you were after is covered by appendre's questions as well.

1:00:21

But if not, please feel free to follow up on the chat.

1:00:23

But I think with the last minute, Anna, it's probably back to you.

1:00:27

OK, Thank you so much and thank you for the questions and it's a privilege to talk to you all today.

1:00:33

I hope it's been a very, I know it's very high level, but I hope it's given you some food for thought about deploying copilot in your own organisations.

1:00:41

The key messages are it's about people, this is how they understand what's coming, how it's going to change their jobs, what skills they need to have, what support they'll get.

1:00:51

Really articulate the areas you want to focus on, how you're going to measure based on a Pedro's question, how do you measure your own return on investment and then how you can then package U what you've learned to support your customers.

1:01:05

And we'll be sending out the slides.

1:01:07

I'm very grateful to you all for making the time available and to Wendy and Ben and Mihai for all their support and on the call today.

1:01:14

If you have any questions, please just follow up after.

1:01:16

I think this team chat will still be there or contact your the partner solution architect or your partner manager.

1:01:22

But we'd love to hear from you and and hear how it's going and share your case studies.

1:01:26

Let us know how it's worked for you.

1:01:28

But thank you all so much and I look forward to talking to you again one day soon.

1:01:34

Amazing.

1:01:34

Thank you Anna, so much appreciate it.

1:01:37

It's a pleasure.

1:01:38

Thank you.

1:01:38

Thank you.