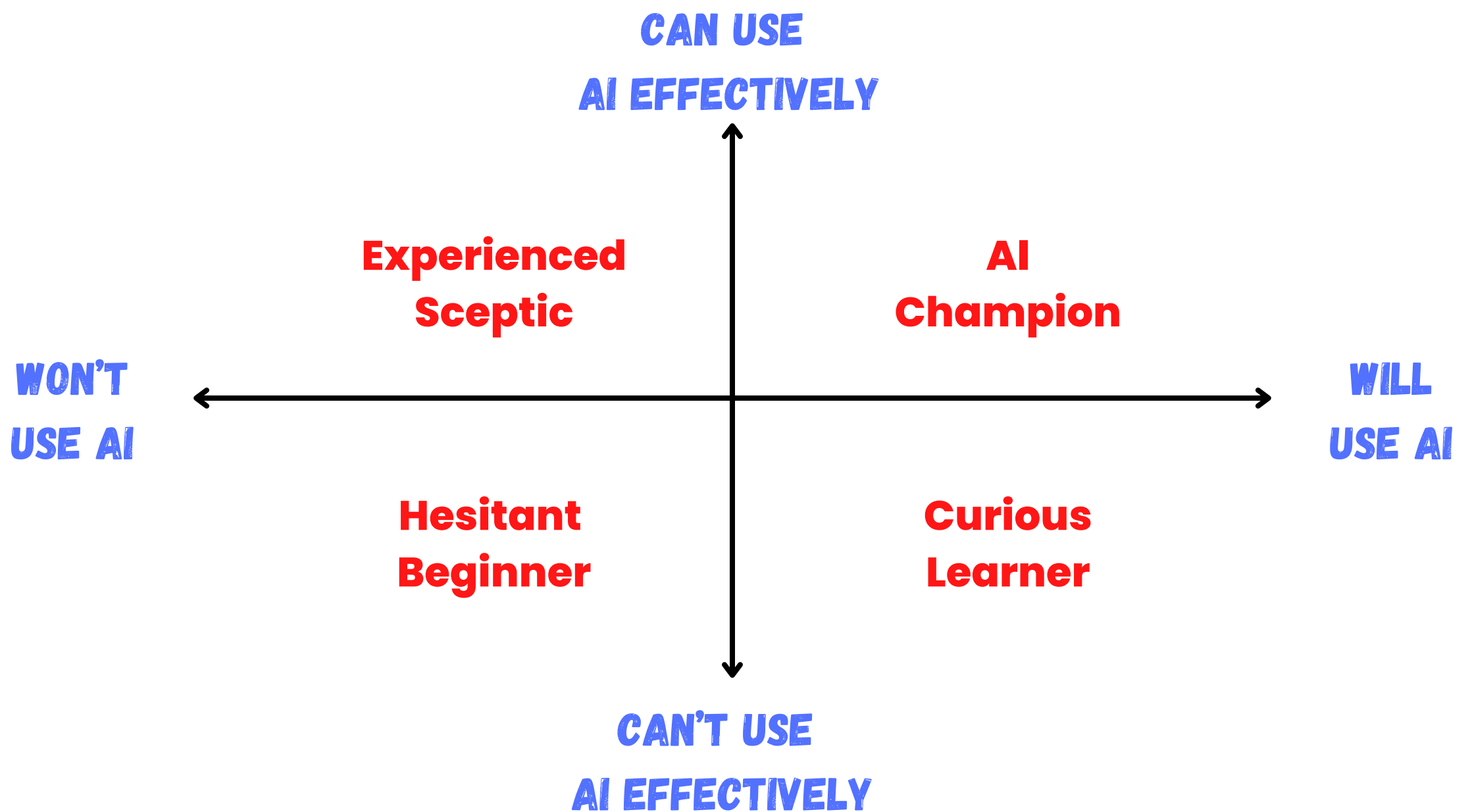


How Can I Get My Team To “Use More AI”

Leaders are afraid of missing the boat on AI adoption these days, but why isn't your team using enough AI?

Measure your team on these axes:



Curious Learners

Characteristics

- Keen to use AI but unsure where to start
- Has limited awareness of relevant tools and techniques
- Often asks "Can AI help with this?"
- Needs confidence as much as capability

Solutions

- Practical, role-specific training
- Simple prompts and reusable playbooks
- Low-risk opportunities to experiment

Hesitant Beginner

Characteristics

- Limited AI knowledge and little interest in learning
- Isn't convinced AI will improve their work
- Often worried about quality, security or job impact
- Continues using familiar manual approaches

Solutions

- Demonstrate tangible business value
- Address concerns with clear guard rails
- Start with one high-impact use case that solves a real pain point

Experienced Sceptic

Characteristics

- Has tried AI extensively but remains unconvinced
- Frustrated by inconsistent or low-quality outputs
- Knows where AI creates more work than it saves
- May influence others' perceptions, positively or negatively

Solutions

- Introduce better tools and more appropriate use cases
- Focus on workflow redesign rather than prompting tips
- Involve them in evaluating and improving AI practices

AI Champion

Characteristics

- Uses AI regularly across multiple workflows
- Shares ideas and experiments with others
- Knows when **not** to use AI
- Constantly refines their own approach

Solutions

- Give them time and permission to innovate
- Encourage mentoring and knowledge sharing
- Capture successful workflows as organisational standards

It's Not One Size Fits All

Not everyone needs to become an AI Champion. The goal is to understand what's preventing each person from getting the most value from AI, then solve the right problem at scale.

If you're feeling stuck, you can [book a free call](#) if you'd like to chat about AI usage within your organisation, and get some ideas about where to start.

Like this? Check out [The 5 AI Questions Every Leadership Team Must Answer.](#)