

AI value depends on people who can use it

Organisations are investing heavily in AI tools, but value only scales when employees have the confidence, training and governed access to use them effectively.

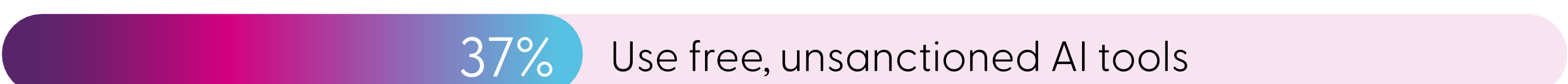
AI confidence is not keeping pace with AI investment

Organisations continue to invest heavily, but many underestimate the skills, behaviours and support needed to drive adoption. The result is a growing disconnect between technological capability and workforce confidence.

The workforce gap is already visible



Expectation is running ahead of access



This means sensitive data and intellectual property could be moving outside of company control.

What this means for leaders

Leaders must prioritise the capability gap before it slows AI value

The challenge: AI value is determined by more than deployment. Success depends on creating a workforce that can adopt, trust and apply new capabilities consistently in day-to-day work.

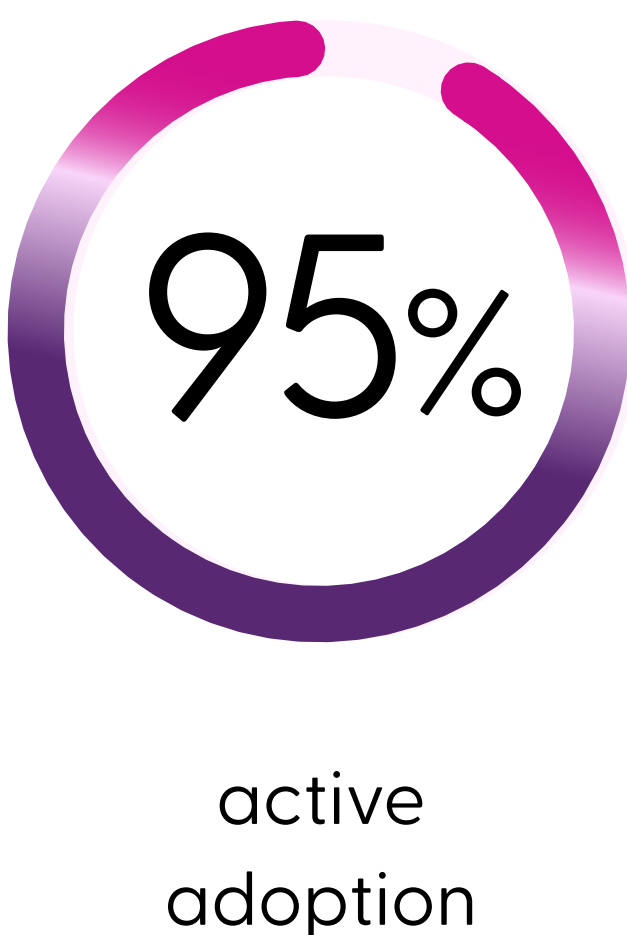


How Insight helps

We build adoption into deployment from day one.

In a UK utilities Copilot programme, Insight ran a four-phase, twelve-week pilot across 200 employees and five teams. We aligned high-value use cases to business needs, targeted licences for maximum impact and embedded training into everyday workflows.

The results



Adoption-driven deployment: designing for success from the start

Download the report

