Start here

AI adoption isn't a tech problem. It's a behaviour one in diguise.

This is your The Field Kit from Alterkind.

Built for the moments when AI gets stuck, people push back, or progress stalls.

Inside, you'll find 3 types of cards:

Patterns → What's happening

Profiles → Who's behind the resistance

Playbooks → What to do about it

Quick start

Pick a pattern
Spot the behaviour slowing things down.

Match a profile
Pinpoint the mindset behind it.

Use a playbook
Follow the steps today.
Build up your AI Action Plan.

Choose your approach

AI adoption can stall in different ways. Use this to find the right entry point.

Something's happening, but we can't quite pinpoint it.

Start with Patterns

Spot the specific behaviours impacting adoption.

Everyone's reacting differently to AI. We're not aligned.

Start with Profiles

Map the mix of mindsets in the room.

Then link to patterns.

We know the problem. We just need a fix.

Start with Playbooks

Grab a play.
Use it today.

We're rolling something out soon. Let's not walk blind.

Check-in with Patterns

Keep and eye out and spot behaviours as they emerge.

Need more?

We help teams adopt AI with less resistance and more results.

The Field Kit gets you started.
We're here for what comes next.

The AI Workroom

Self-serve support

Toolkits and expert access.

→ Toolkit • Cohort • On Demand

AI Impact Accelerator

Fix the blockers fast

Workshops and sprints to clear resistance.

→ Workshop • Sprint • 1–4 Days

Enterprise AI Program

Make AI part of how you work

Long-term support for culture, leadership, and workflows.

→ Full Program • 3–6 Months

Let's talk

Need help running a session or scaling adoption?

www.alterkind.com | hello@alterkind.com

Shrugs off AI as hype

What it is

They expect AI to fade before proving its value. This scepticism leads to a “wait-and-see” approach, delaying investment in AI tools and innovations.

E.g. An operations manager avoids AI scheduling tools, saying, “This tech will be outdated in two years anyway... why bother?”

Why it happens

- Fear of wasting time and money on a passing trend.
- Doubts about AI’s ability to deliver long-term impact.
- Distrust of overhyped technologies based on past experiences.

1. Shrugs off AI as hype

Upsides

- Avoids hasty investment in tools that may not last.
- Encourages cautious evaluation before committing resources.

Downsides

- Can defuse interest in other team members.
- Risk of falling behind more innovative competitors.

Who you'll meet

The AI Holdout

Waits until a trend is firmly established before considering adoption.

The Proof Seeker

Questions whether AI's relevance will stand the test of time.

The Legacy Keeper

Prefers methods with proven track records over emerging technologies.

Quick wins

- Share long-term projections and success stories of sustained AI impact.
- Pick a small, everyday task where AI can help, like summarising notes or sorting emails.
- Emphasise how adopting AI aligns with the organisation's vision for innovation.
- Use the **Prove AI's Accuracy & Value** and **Rebuild AI Trust & Shift Perceptions** plays.

Trusts people over AI, every time

What it is

People believe human creativity and intuition will always outperform AI. They stick with traditional methods, often viewing AI as a threat to their expertise.

E.g. A creative director avoids AI-powered ideation tools, convinced they'll stifle originality and lose the "human touch."

Why it happens

- People trust their own expertise over a machine's judgement.
- Fear of losing control or creative identity to AI.
- Doubt that AI can handle complexity or nuance.
- Some see AI as a binary swap, it's either me or the machine

2. Trusts people over AI, every time

Upsides

- Ensures AI is used thoughtfully as a supportive tool.
- Keeps proven methods in play where they work best.

Downsides

- Underestimates how AI can boost innovation.
- Risks missing opportunities to improve existing workflows.

Who you'll meet

The Legacy Keeper

Trusts time-tested processes over AI tools.

The Proof Seeker

Questions AI's ability to deliver quality results.

Quick Wins

- Highlight examples where AI supports creativity without replacing it.
- Create workflows and blended methods that combine human intuition with AI's strengths.
- Share success stories of teams using AI to expand what's possible.
- Use the **Misaligned Expectations** playbook.

Sticks to what already works

What it is

People prefer familiar workflows and tools they know well. They see no reason to change what already works and avoid disruption unless it's absolutely necessary.

E.g. A team of procurement managers refuse to use AI task planning software, sticking to their tried-and-true manual tools and processes.

Why it happens

- Comfort with the status quo and proven methods.
- Fear of disruption to stable and familiar workflows.
- Lack of urgency or perceived value in adopting new tools.

3. Sticks to what already works

Upsides

- Keeps workflows running smoothly without unexpected disruptions.
- Manages the unnecessary risks of disruptions.

Downsides

- Blocks adoption of tools that could streamline or enhance workflows.
- Slows progress by clinging to outdated methods and tools.

Who you'll meet

The Boundary Setter

Limits the use of new tools to prevent disruption.

The AI Holdout

Avoids change unless it becomes unavoidable.

The Legacy Keeper

Prefers established methods that feel reliable.

Quick Wins

- Roll out AI tools in stages to minimise disruption.
- Provide clear training, resources, and ongoing support to ease transitions.
- Acknowledge their preferences and spotlight how AI examples can aid their current workflow.
- Offer short, focused support, like practical prompting guides or a one-stop AI resource hub.
- Use the **Make AI a Safe Bet** or **Blend AI into Tradition** playbook.

Trusts intuition over AI insights

What it is

They've seen AI get it wrong. So they stick with gut instinct and experience, ignoring AI suggestions. Especially for people-based decisions, they trust themselves more.

E.g. An HR manager skips reviewing AI-suggested candidates for a role, choosing to rely on their "gut feeling" about who will be the best fit.

Why it happens

- Concern that AI outputs are biased, flawed, or miss important context.
- Discomfort trusting data for decisions perceived as "human" or subjective.
- Unclear how AI insights are generated or why they're useful.

4. Trusts intuition over AI insights

Upsides

- Keeps human experience and context central in decision-making.
- Keep everyon accountable for outcomes.

Downsides

- Relies heavily on intuition, which is prone to cognitive biases.
- Personal judgment often fails in complex or dynamic situations.

Who you'll meet

The AI Pragmatist

Weighs past experiences more heavily than new data.

The Proof Seeker

Cross-checks AI insights but ultimately relies on personal experience.

The Legacy Keeper

Prefers to trust their own judgment over external tools.

Quick Wins

- Position AI as a decision-support tool, not a replacement for expertise.
- Share examples where AI uncovered opportunities that instinct alone missed.
- Design AI tools with clear, actionable recommendations to support intuitive decisions.
- Use **Balance AI and Human Judgment**.

Thinks AI is too basic for real work

What it is

People see AI as too simplistic to grasp the complexities or subtleties of their work. They doubt its ability to match human expertise in handling nuance, context, or creativity.

E.g. A marketing manager avoids using an AI copywriting tool, convinced it will miss the subtle undertones of their message.

Why it happens

- Scepticism about AI's capabilities.
- Overconfidence in human ability to manage complex scenarios.
- Limited awareness of how AI adapts to specific contexts.

5. Thinks AI is too basic for real work

Upsides

- Keeps specific tasks human-led where it counts.
- Pushes teams to refine AI for more nuanced, real-world needs.

Downsides

- Dismisses AI in areas where it could simplify repetitive tasks.
- Leaves people handling work AI could manage, slowing productivity.

Who you'll meet

The Boundary Setter

Limits the use of new tools to prevent disruption.

The Proof Seeker

Questions whether AI can truly understand their work.

The Legacy Keeper

Prefers trusted human-led processes.

Quick Wins

- Share case studies where AI successfully managed nuanced tasks.
- Let teams test AI tools in low-risk scenarios and AI playgrounds to build trust.
- Emphasise how AI complements, rather than replaces, human expertise.
- Use the **Prove AI's Accuracy & Value** or **Turn AI into a Learning Tool** playbooks.

Worries AI will replace human roles

What it is

People fear that AI will replace their jobs or devalue their roles. This resistance may be open or subtle, with employees avoiding AI tools or underutilising them to protect their job security.

E.g. A customer support team hesitates to adopt an AI chatbot, worried it will make their roles redundant or less critical.

Why it happens

- Fear of job displacement due to AI automation.
- Concern that AI adoption diminishes the perceived value of human contributions.
- Mistrust in organisations' commitment to protecting employees during tech transitions.

6. Worries AI will replace human roles

Upsides

- Prompts organisations to communicate openly about AI's role.
- Highlights the need for role evolution alongside AI.

Downsides

- Employees may discreetly avoid or limit AI use
- Widespread fear slows AI adoption and weakens its effectiveness.

Who you'll meet

The Anxious Adapter

Worries AI threatens their role but is open to guidance.

The Legacy Keeper

Prefers established processes over automation.

The AI Holdout

Waits to see that AI won't harm their job security.

Quick Wins

- Involve them in the AI rollout, show they have a role in shaping how it's used.
- Use AI on low-risk, repetitive tasks to free up time for higher-value thinking.
- Show how AI handles the blank page, not the whole job. It starts the work, they shape it.
- Use the **Make AI a Team Player** or **Grow with AI** playbooks.

Keeps full control over every decision

What it is

People avoid AI tools to stay in full control of their work. It's about owning the process and making sure the outcome reflects their methods, not the machine's influence.

E.g. A strategic consultant skips AI scenario planning tools, preferring to map outcomes manually to keep the process aligned with their personal approach.

Why it happens

- Strong desire for autonomy and self-direction.
- Discomfort with AI influencing decisions.
- Desire to stay fully accountable for both the process and the results.
- Have a risk averse approach to key tasks.

7. Keeps full control over every decision

Upsides

- Ensures users have full oversight of critical tasks.
- Final results reflect personal effort and expertise leading to professional pride.

Downsides

- Silo making. Teams disconnect when workflows lack shared tools.
- Hold up processes or decisions that depend on faster, data-driven inputs.

Who you'll meet

The Boundary Setter

Draws firm lines on where AI fits into their workflow.

The Strategic Architect

Prefers hands-on control for high-stakes decisions.

The Legacy Keeper

Relies on self-directed processes over automation.

Quick Wins

- Design AI tools for collaboration that respect individual control (e.g., dashboards with role-specific settings).
- Show how AI decisions integrate team input, fostering trust in group workflows.
- Reframe control. Help them let go of the grind so they can focus on high-impact thinking.

Rejects AI to stick with the team

What it is

If a team values tradition, consistency, or a shared way of working, anyone using AI can feel like a betrayal. Even those who see the value hold back to avoid rocking the boat.

E.g. A sales team sticks to manual spreadsheets instead of switching to an AI-powered CRM because "this is how we've always done it."

Why it happens

- No one wants to be the odd one out.
- AI is seen as a disruption rather than an improvement.
- Teams take pride in how they've always worked.
- An unspoken "you don't tell on me, I won't tell on you" pact.

8. Rejects AI to stick with the team

Upsides

- Keeps team morale high by protecting shared ways of working.
- Avoids rushing into tools that don't fit.

Downsides

- Blocks innovation, leaving teams behind competitors.
- Prevents better ways of working to emerge.

Who you'll meet

The Legacy Keeper

Prefers stability and consistency over change.

The Anxious Adapter

Hesitant about AI, especially when peer pressure discourages it.

Quick Wins

- Share real examples of **similar** teams using AI without disrupting their workflow.
- Highlight AI features that mirror existing tools to ease the transition. Make it similar to their every day.
- Frame AI as a tool that supports what the team already cares about, speed, accuracy, success.
- Ask, *"What would make your day 10% easier?"* Then show how AI helps do just that, together.

Rejects AI when it feels forced

What it is

People reject AI when it's imposed without choice or clear value. Instead of adapting, they revert to manual methods, cancel subscriptions, or switch tools to regain control.

*E.g. A videographer finds AI assets auto-added to their account... with **extra** fees. Frustrated, they switch to a tool that avoids AI interference.*

Why it happens

- When people feel forced into AI, they push back to regain control.
- Extra costs and hidden AI features feel like a loss, making people more likely to opt out.
- People prefer sticking to what they already know.

9. Rejects AI when it feels forced

Upsides

- Creates demand for AI tools that put users first.
- People push back and demand AI that fits their needs.

Downsides

- Users become skeptical of any AI integration.
- Instead of adapting, people avoid AI completely.

Who you'll meet

The Legacy Keeper

Rejects AI that disrupts familiar workflows.

The AI Holdout

More likely to stand firm on now AI it feels forced.

The Ethics Watchdog

Challenges AI that lacks autonomy and transparency.

Quick Wins

- Let users opt in. AI should be a choice, not a default.
- Show when AI is active and make it easy to undo.
- Offer a manual mode. Make sure people can complete tasks without AI.
- Use the **Let Teams Take the Lead** playbook.

Hunts for bias in AI

What it is

People examine AI models closely, looking for bias and discrimination in outputs. They want AI to be technically fair and accurate.

E.g. A hiring team checks if their AI recruiting tool favours one demographic over another before rolling it out.

Why it happens

- People are hyper-aware of bias in AI systems and want to prevent unfair treatment.
- They see past examples of AI discrimination and want to fix the system, not reject it.
- They believe AI can be improved, but only if bias is found and corrected.

Upsides

- Makes teams think ethically about AI use, design and deployment.
- Drives demand for fair, unbiased AI systems.

Downsides

- Slows adoption, even when safeguards are in place.
- Misses chances to use AI in ways that enhance fairness.

Who you'll meet

The Ethics Watchdog

Always asking tough questions to keep AI ethical.

The Boundary Setter

They champion fairness and equality in every process.

The AI Pragmatist

Cautious and thoughtful, weighing the pros and cons of new tech.

Quick wins

- Run bias audits to reassure teams about fairness.
- Explain how algorithms work and how they can mitigate bias.
- Share real-world examples where AI boosted fair outcomes.
- Use **Remove AI Bias & Strengthen Fairness**.

Challenges AI's ethics

What it is

People fear AI could reinforce bias, be misused, or make decisions without transparency. These concerns often focus on fairness, accountability, and the potential for harm if AI isn't carefully managed.

E.g. A product manager rejects an AI analytics tool, worried it could unfairly favour certain customer segments, damaging trust and reputation.

Why it happens

- People distrust AI decision-making when they don't understand how it works.
- Lack of clarity on how AI makes decisions or processes data.
- They worry about who benefits from AI's decisions, and who gets left out.

Upsides

- Promotes responsible AI practices.
- Ethical discussions boost confidence in AI's organisational role.

Downsides

- Ethical concerns can slow or block AI implementation.
- Increased scrutiny complicates and slows decision-making.

Who you'll meet

The Ethics Watchdog

Actively questions AI's fairness and potential for harm.

The Boundary Setter

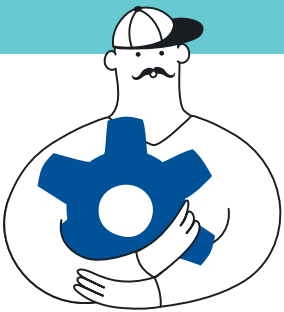
Champions clear standards for ethical AI use.

The Legacy Keeper

Prefers human-led methods to avoid potential moral pitfalls.

Quick Wins

- Publish clear, actionable ethical guidelines for AI use.
- Offer straightforward explanations of how AI systems work and how decisions are made.
- Use examples where AI has been successfully and ethically applied to solve real problems.
- Use the **Ethical Concerns** playbook.



Worries AI makes too many mistakes

What it is

People doubt the reliability of AI tools, believing they're prone to errors the organisation can't afford. These fears often stem from AI's known issues, such as hallucinations or miscalculations.

E.g. A finance team avoids using AI for budgeting, preferring spreadsheets because they fear errors in AI's calculations might lead to costly mistakes.

Why it happens

- Lack of trust in AI's accuracy and reliability.
- Fear of severe consequences from AI mistakes.
- Limited understanding of how AI handles errors or self-corrects.

12. Worries AI makes too many

Upsides

- Drives rigorous testing and validation of AI tools.
- Ensures accuracy is prioritised in implementation.

Downsides

- Reinforces the need for human oversight, adding unnecessary workload.
- Slows down AI innovation and implementation.

Who you'll meet

The Ethics Watchdog

Ensures accuracy and accountability are non-negotiable.

The Proof Seeker

Questions whether AI's outputs can be trusted.

The Boundary Setter

Prefers limiting AI's role to low-risk tasks.

Quick wins

- Share clear metrics on AI's accuracy and performance benchmarks.
- Offer guidance on understanding AI outputs, including its limitations.
- Showcase examples where AI has improved accuracy in similar contexts.
- Use the **Trust Gap** playbook.

Needs to see how AI makes decisions

What it is

People don't trust AI if they don't understand how it works. If AI feels like a "black box," they hold back, fearing hidden risks.

E.g. A project manager won't use an AI tool that suggests team schedules without explaining why.

Why it happens

- People need to justify decisions to others.
- Hidden logic feels risky, especially in big decisions.
- Fear of mistakes if they can't check how AI thinks.

13. Needs to see how AI makes

Upsides

- Pushes AI teams to make systems clearer.
- Builds trust and confidence in AI decisions when the logic is clear.

Downsides

- Some AI models are too complex to explain fully.
- If AI isn't transparent, people reject useful tools.

Who you'll meet

The Proof Seeker

Wants proof before trusting AI.

The Ethics Watchdog

Won't back AI unless it's transparent.

The AI Pragmatist

Needs to think it over and understand how it's working.

Quick wins

- Show simple explanations of how AI makes decisions.
- Use clear dashboards that link inputs to results.
- Run short training on reading AI reports and AI literacy.

Shifts mistakes onto AI

What it is

When things go wrong, AI becomes the easy excuse. Instead of taking ownership, people shift the blame: "The AI got it wrong, not me."

E.g. A financial analyst relies entirely on an AI forecasting tool without checking its output. When predictions fail, they point to the AI.

Why it happens

- When AI delivers results with confidence, people assume it must be right, even when it's flawed.
- AI feels like an external force, making responsibility feel less personal.
- In team settings, shared responsibility leads to less individual accountability. If AI is involved, it's even easier to disengage.

Upsides

- Forces teams to set clearer accountability rules for AI-assisted decisions.
- Encourages better governance.

Downsides

- Undermines trust. Others lose confidence when people hide behind AI.
- Creates complacency, reducing critical thinking and oversight.

Who you'll meet

The Smart Delegator

Offloads tasks to AI but could ignore when it fails.

The AI Dependent

Trusts AI fully, rarely questioning its decisions.

The Strategic Architect

Uses AI to excel at work, but could assume it's always right.

Quick wins

- Define clear rules on when AI is advisory vs. when humans must take final responsibility.
- Require sign-offs or structured reviews before AI-driven decisions are finalised.
- Shift the mindset from "AI decides" to "AI assists".
- Before relying on AI outputs, ask *"If this went wrong, what would be the likely cause?"*

Freezes when policies are unclear

What it is

People avoid using AI tools because they don't know what's allowed. Without clear policies, teams hesitate, worried about compliance and potential policy violations.

E.g. A team yearns for a AI-powered tool but creates a workaround to avoid confusion with company standards.

Why it happens

- Lack of clear organisational policies on AI usage.
- Fear of unknowingly violating rules or facing consequences.
- Limited support or guidance from leadership on acceptable AI practices.

15. Freezes when policies are unclear

Upsides

- Prompts organisations to address AI policy blind spots.
- Highlights the need for clear leadership support.

Downsides

- Teams avoid AI entirely to prevent mistakes.
- Without clear rules, AI usage varies across teams and individuals.

Who you'll meet

The Anxious Adapter

Worries about making mistakes and avoids AI to stay safe.

The Boundary Setter

Stays cautious, avoiding AI tools without clear guidelines.

The AI Explorer

Wants to test new AI tools but is held back by unclear policies.

Quick wins

- Develop and share straightforward AI policies across teams.
- Provide easy-to-access documentation on acceptable AI use.
- Host Q&A sessions or workshops to address policy-related concerns.
- Use the **Let Teams Take the Lead** playbook.

Selectively shares information with AI

What it is

AI thrives on data, but not everyone feeds it freely. They are careful with their data. Limiting collection and input, even at the cost of insights.

E.g. A legal advisor pushes back on a new AI analytics tool, insisting that only essential customer data be used to avoid privacy risks.

Why it happens

- Privacy-first policies and legal obligations.
- Fear of data breaches and regulatory fines.
- Ethical stance: “If we don’t need it, we shouldn’t collect it.”

Upsides

- Strengthens security and trust with users.
- Reduces regulatory risk and compliance headaches.
- Reduces run costs.

Downsides

- AI may perform worse with limited data.
- Some advanced features require larger datasets to work well.

Who you'll meet

The Ethics Watchdog

Questions data-heavy approaches in favour of responsible AI.

The Boundary Setter

Defines clear limits on how and when data is used with AI.

Quick wins

- Run a data audit. Identify what's essential and remove the rest.
- Choose models designed for minimal data use.
- Set clear policies for collecting and inputting only what's necessary.
- Use the **Set Clear Ethical AI Guidelines** or **Make AI Accountable for Its Impact** playbook.

Questions AI's footprint

What it is

AI can drive progress, but it comes at an energy price. They weigh AI's benefits against its carbon footprint, questioning whether the gains justify the impact.

E.g. A data scientist feels uncomfortable training large AI models on a public cloud unless they can verify clean energy sources or offset measures.

Why it happens

- Growing climate consciousness and Corporate Social Responsibility policies.
- Personal or organisational commitment to reducing carbon footprints.

Upsides

- Pushes teams to explore greener AI solutions.
- Encourages efficiency in model design and resource use.

Downsides

- Can slow AI adoption when the net environmental impact is unclear.
- Hard to measure or prove short-term ecological gains.

Who you'll meet

The AI Pragmatist

Thinks deeply about AI's long-term impact.

The Ethics Watchdog

Committed to environmental AI responsibility.

Quick wins

- Choose low-energy AI platforms, like lite versions of ChatGPT, avoiding video generation unless necessary.
- Reduce unnecessary retraining of AI models.
- Show the energy impact of AI vs. traditional workflows. Help to guide everyone when selecting one workflow over another.
- Explore AI sustainability offsets.

Stockpiles info to feed into AI

What it is

People believe more data means better AI, collecting everything without considering privacy, relevance, or risk. Instead of refining their inputs, they hoard data—assuming AI might need it *someday*.

E.g. An HR team gathers excessive personal data from job applicants, believing it will improve the AI's hiring performance.

Why it happens

- Letting go of data feels riskier than holding on.
- If time, money, or effort was spent collecting data, teams resist deleting it, even if it's useless.
- More data feels like deeper insight, even when most of it adds noise.

18. Stockpiles info to feed into AI

Upsides

- A well-curated dataset boosts AI performance and reduces bias.
- Allows advanced insights if data is clean and relevant.

Downsides

- Storing sensitive data unnecessarily increases exposure.
- Data sprawl. Too much irrelevant data reduces AI accuracy by adding noise.
- Storage = more cost.

Who you'll meet

The Anxious Adapter

Collects everything 'just in case,' thinking more data means less risk.

The Proof Seeker

Holds onto data, fearing they may need it later.

The AI Dependent

Feeds AI everything, mistaking volume for value.

Quick wins

- Frame data minimisation as good practice, not a risk.
- Instead of "Keep unless needed", shift to "Delete unless essential".
- Shift KPIs from data volume to data accuracy and relevance.

Sees AI as one more thing to manage

What it is

New tools promise efficiency, but when every minute counts, even small learning curves feel like roadblocks. AI adoption gets pushed aside, not because it isn't useful, but because it feels like one more thing to add to the to-do list.

E.g. A product designer skips an AI-powered UX research tool, thinking it will take too long to set up.

Why it happens

- Heavy workloads leave no time for learning.
- AI adoption feels like an additional task, not a time-saver.
- Changing processes mid-project feels risky.

19. Sees AI as one more thing to manage

Upsides

- Keeps focus on urgent tasks.
- Prevents overloading teams with new tools at the wrong time.

Downsides

- Misses opportunities for AI to reduce workload.
- Reinforces inefficiencies that AI could fix.

Who you'll meet

The Anxious Adapter

Worries about new tools adding stress, not solving problems.

The Legacy Keeper

Prefers sticking with familiar, proven methods.

The AI Holdout

Tackles immediate problems but struggles with long-term tech shifts.

Quick wins

- Offer short, focused learning modules.
- Introduce AI features that immediately save time.
- Use AI to handle repetitive admin tasks, freeing up time for high-value work.
- Use the **Make AI Work for Them** or **Reduce Overwhelm** playbook.

Avoids AI because it feels too complex

What it is

People feel overwhelmed by AI tools, seeing them as too advanced or complex to navigate. Fear of making mistakes, looking incompetent, or failing to deliver results holds them back.

E.g. A sustainability officer avoids using AI-powered carbon footprint calculators because they are unsure how to get the most out of them.

Why it happens

- Perceived complexity of AI tools.
- Fear of making mistakes or appearing incompetent.
- Lack of confidence in learning new technologies.

20. Avoids AI because it feels too complex

Upsides

- Identifies friction points where training boosts confidence.
- Creates opportunities for gradual team upskilling.

Downsides

- Creates skill gaps between confident users and those left behind.
- Low confidence fosters scepticism about AI's value.

Who you'll meet

The Anxious Adapter

Feels overwhelmed by AI and avoids trying it altogether.

The AI Holdout

Engages with AI only when absolutely necessary.

The AI Pragmatist

Hesitates, doubting their ability to learn or adapt to AI tools.

Quick wins

- Offer beginner-friendly workshops to teach basic AI functions.
- Pair less confident users with experienced colleagues for support.
- Recognise and reward small successes to build confidence over time.
- Use the **Make AI Easy to Start** playbook.

Avoids AI after a bad experience

What it is

When AI tools fail trust takes a hit. Whether through inefficiency, poor implementation, or errors... it all hurts. People assume new AI tools will bring the same.

E.g. An HR department realised their AI recruitment tool was returning false profiles, so now they do it all by hand.

Why it happens

- A past AI tool failed or caused setbacks.
- Scepticism about AI's reliability based on prior mistakes.
- Frustration with AI capabilities that are overpromised but underdeliver.

21. Avoids AI after a bad experience

Upsides

- Encourages caution and thorough evaluation of new tools.
- Helps teams avoid repeating past mistakes.

Downsides

- Can spread a lasting negative perception of AI within teams.

Who you'll meet

The Proof Seeker

Demands proof before regaining trust.

The Ethics Watchdog

Holds AI to high standards of fairness and reliability.

The Legacy Keeper

Prefers sticking with proven, familiar methods.

Quick wins

- Address previous failures openly and show what's changed.
- Highlight how new AI tools have evolved since past experiences.
- Reintroduce AI gradually with low-risk, high-reward use cases.

Waits for others to try AI first

What it is

People hesitate to try AI if they don't see others using it. Without clear examples of AI working in their team or role, they assume it's untested, impractical, or only relevant elsewhere.

E.g. A designer avoids AI because they have not seen a senior colleague use it.

Why it happens

- No visible stories in the organisation.
- Scepticism about AI's real-world impact.
- Lack of relatable examples from similar roles or industries.

22. Waits for others to try AI first

Upsides

- Encourages leadership to set AI standards.

Downsides

- Creates a wait-and-see culture. No one moves first.
- Slows AI learning across teams.

Who you'll meet

The AI Holdout

Won't use AI until they see it working.

The Anxious Adapter

Needs proof that AI is reliable.

The Proof Seeker

Wants evidence before trusting AI in their workflow.

Quick wins

- AI is likely already being used, time to spotlight it. Identify patterns like, **41 - Encourages others to experiment with AI**, and **29 - Hunts for the next AI tool.**
- Show real AI wins in your company.
- Bring in guest experts. Let outside success stories inspire action.

Misses AI upgrades

What it is

AI moves fast, but people stick with familiar tools, assuming they're still the best. They miss out on major improvements simply because they don't realise what's changed or they fear switching.

E.g. A customer service team uses last year's chatbot. It worked then, but now other AI tool understands tone and emotion. Competitors have upgraded, but they haven't.

Why it happens

- New tools mean new learning curves. Sticking to the old one is easier.
- What if the switch fails? The risk feels bigger than the reward.
- Tools are well vetted. So people assume it's still the best.

Upsides

- Stability builds confidence.
- Fewer tools mean simpler workflows.

Downsides

- Better AI goes unnoticed.
- Teams fall behind.

Who you'll meet

The AI Dependent

Trusts one AI tool and never looks for something better.

The AI Holdout

Uses AI only when needed, missing out on smarter, faster tools.

The Smart Delegator

Automates tasks with AI but rarely checks if a better tool exists.

Quick wins

- Rotate AI scouts. Let different team members explore and recommend new tools.
- Every 6 months, ask: Would we pick this tool today?
- Compare new AI against your current one. Put them side by side.
- Use **The AI Explorer** to hunt out new tech.

Uses AI instead of going to the team

What it is

When the stakes are high and time is short it's tempting to use AI to get things done yourself. But over time this can create a bottleneck, and limits team competency and growth.

E.g. A marketing manager drafts campaign briefs with AI instead of guiding a junior team member through the process.

Why it happens

- Desire for speed and autonomy. "I'll just get it done."
- Concern that juniors might make errors or need extensive correction.

24. Uses AI instead of going to the team

Upsides

- Work gets done quickly and at a high standard.
- Reduces stress when quality is non-negotiable.

Downsides

- Limits skill-building for all team members.
- Creates a knowledge gap.
- Lowers team confidence and long-term capacity.

Who you'll meet

The Smart Delegator

Here they skip delegating to people, opting for AI in name of efficiency.

The Co-Creator

Sees AI as a creative partner over people within their team.

The AI Dependent

When they start to doubt their own and others ability, they rely on AI too much.

Quick wins

- Use AI-powered templates or checklists so more junior staff can follow a clear path.
- Short, focused training bursts help juniors learn without slowing things down.
- Invite juniors to co-create AI outputs, then refine together instead of more senior staff doing it all themselves.

Thinks AI can do it all, instantly

What it is

People expect AI to solve every problem instantly and perfectly, with no effort on their part. Like a magic machine. When reality falls short, frustration and rejection follow.

Example: A business team abandons an AI tool for new business planning because it doesn't automatically create perfect strategies.

Why it happens

- Inflated expectations from AI marketing and media hype.
- Limited understanding of AI as a tool that complements, not replaces, human effort.
- Overconfidence in the "magic" of technology.

Upsides

- Prompts teams to assess AI's role and avoid over-reliance.
- Builds understanding of AI's place in workflows.

Downsides

- Frustrates users when AI doesn't deliver instant results.
- Causes premature abandonment of tools needing setup or learning.

Who you'll meet

The AI Dependent

Leans heavily on AI, expecting it to perform flawlessly without their input.

Quick wins

- Use onboarding to explain what AI can and cannot do.
- Explain AI as a tool, not a replacement for human decision-making and thinking.
- Share examples of human-AI teamwork solving tough problems to showcase their combined strength.
- Add prompts that ask users to review and adjust AI results, making their input essential for success.

Drowning in AI

What it is

AI pops up *everywhere*. When AI tries to do too much, people tune out. Instead of exploring features, they stick to what they know or find ways around AI. The more cluttered AI becomes, the more annoyed people get.

E.g. A teacher using an AI platform avoids using auto-generated lesson plans. Finding them overwhelming, impersonal, and clunky.

Why it happens

- Too many choices at one leads to decision fatigue and avoidance.
- Manual processes are habitual, new AI causes friction.
- Users don't see why AI features matter to them. The value is unclear or misdirected.

26. Drowning in AI

Upsides

- Pushes companies to simplify AI experiences.
- Reinforces user control over their workflow.

Downsides

- People avoid exploring features.
- AI gets bypassed, making it irrelevant.
- Erodes trust. AI feels like clutter, not a useful tool.

Who you'll meet

The Legacy Keeper

Sticks to trusted manual methods over bloated AI.

The Anxious Adapter

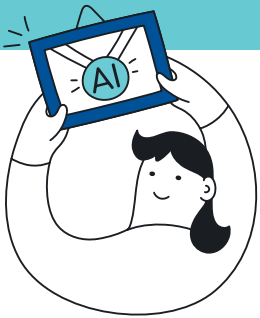
Avoids AI due to constant, confusing changes.

The Boundary Setter

Has a clear understanding of what they and AI should do.

Quick wins

- Make AI opt-in, not default. Let people activate AI when needed.
- Group AI features into intuitive, relevant categories to make their use clear.
- Guide, don't overwhelm. Introduce AI step-by-step, based on real user needs.



Passes everything through AI

What it is

When doubt creeps in, AI becomes the final judge. Emails, project plans, even everyday choices go through AI for approval. Over time, confidence and belief in ourselves fades.

E.g. A medical assistant rewrites every message with AI, convinced it's "better than my own words." Over time, they lose trust in their writing ability.

Why it happens

- They doubt their expertise or specific skills, leading to a need for external validation.
- Perception that AI is always objective, faster, or more knowledgeable.
- Fear of making mistakes in fast-paced or high-stakes environments.

27. Passes everything through AI

Upsides

- Maintains quality, especially for non-native speakers or junior team members.
- Adds a final check for public-facing content.

Downsides

- Stunts personal growth through overreliance on AI.
- Fosters dependency, limiting action without AI.

Who you'll meet

The AI Dependent

Trusts AI over their own judgement.

The Smart Delegator

Leverages AI for speed but risks losing confidence by outsourcing too much.

The AI Champion

They are so passionate about AI that they might lean on it for almost everything.

Quick wins

- Share examples of successful decisions made without AI support to build confidence. Build human confidence.
- Define limits. Use AI for high-risk tasks, but trust human judgement on smaller decisions.
- Be human-first. Encourage a first pass by the person, then use AI only for final polish.

Swamped by too many AI insights

What it is

AI generates endless reports, recommendations, and updates. Instead of helping, it overwhelms us. Faced with too much data, too many words, too many ideas, people freeze.

E.g. A logistics manager gets 5 daily AI reports. Each suggests a different priority. Unsure, decisions are delayed, and small issues pile up.

Why it happens

- AI floods people with data faster than they can process.
- Poor prioritisation as AI doesn't distinguish between urgent and background insights.
- It leads to decision fatigue and overwhelm. Too many choices lead to hesitation and inaction.

28. Swamped by too many AI insights

Upsides

- Encourages teams to prioritise what truly matters.
- Highlights the need for smarter AI filtering and automation.

Downsides

- Slows reaction time. People spend more time sorting than solving.
- Increases stress. Too much input creates pressure to keep up.

Who you'll meet

The AI Dependent

Relies on AI for every decision, but struggles to filter what matters.

The Strategic Architect

Strategically grows and applies AI, but could drown in too much data.

The Anxious Adapter

Feels overwhelmed by AI insights and hesitates instead of acting.

Quick wins

- Set AI to filter, not flood. Adjust settings to show only what requires action. Cut generic.
- Limit reports to set times (e.g., twice daily), to reduce constant interruptions.
- Reverse the workflow. Ask AI to surface the right answers. *But also:*
- Set AI to highlight top recommendations with reasons. No explanation? No attention.

Hunts for the next AI tool

What it is

Explores new AI tools before anyone else. Always on the lookout for the latest and most powerful innovations. They experiment, test, and share their discoveries, often driving AI adoption.

E.g. An operations manager tries an AI-powered energy tool, shows its benefits to their team, and sparks interest in adopting it across the company.

Why it happens

- Curiosity about new technology.
- Desire to stay ahead of trends and improve efficiency.
- Natural enthusiasm for learning and experimentation.

29. Hunts for the next AI tool

Upsides

- Excitement spreads, motivating others to explore AI.
- Builds skills and confidence in using AI tools.

Downsides

- Risk of using tools that are untested or unnecessary.
- May overlook other important tools or methods.

Who you'll meet

The AI Champion

Promotes AI and pushes for its use.

The AI Explorer

Constantly experiments with AI to uncover new applications.

The Adaptive Learner

Quickly picks up new skills to stay ahead.

Quick wins

- Create spaces where they can test AI without risks.
- Involve them in trying and improving new tools.
- Turn them into **41 - Encourages others to experiment with AI**, sharing their progress and successes.

Jumps on new tech just to explore

What it is

People don't wait for AI to go mainstream. They dive in early, eager to test what's next. Their enthusiasm can push teams forward, but without structure, it creates chaos.

E.g. A creative director loves a new AI design tool, and eagerly shares it with the team. But without checking if it fits their workflow or policies.

Why it happens

- Love for experimenting with new tech.
- Motivation to stay ahead of the curve.
- Desire to find creative or competitive advantages early.

30. Jumps on new tech just to explore

Upsides

- Sparks innovation and curiosity.
- Encourages early adoption of valuable tools.

Downsides

- Can lead to untested, disruptive tools.
- Risks wasting time on hype over real value.
- Unvetted tools expose the team to risk.

Who you'll meet

The AI Champion

Brings new tools to the team.

The AI Explorer

Always searching for what's next.

The Co-Creator

Uses AI as a partner and collaborator.

Quick wins

- Test AI tools in a controlled space before rolling them out.
- Share discoveries in a structured way.
- Balance experimentation with impact. Align new tools with actual business needs.

Uses AI instantly, no hesitation

What it is

Uses AI instantly, no hesitation see AI as a natural extension of their skill set and instinctively integrate it into their workflow. They don't hesitate or overthink. If a tool looks useful, they're already testing it.

E.g. A software developer quickly integrates an AI-powered code assistant, finding it intuitive.

Why it happens

- Strong tech fluency and confidence.
- A belief that the best way to understand AI is to use it.
- Curiosity and a drive to stay ahead of the curve.

31. Uses AI instantly, no hesitation

Upsides

- Helps teams adopt AI faster and stay competitive.
- Sparks creative and innovative AI applications.

Downsides

- May assume AI's benefits without fully testing its limitations.
- Can create gaps in adoption if others aren't supported.

Who you'll meet

The AI Champion

Promotes AI adoption across the organisation.

The AI Explorer

Loves testing AI's limits and finding new applications.

The Adaptive Learner

Quickly integrates AI into their evolving skill set.

Quick wins

- Have them pilot AI tools and refine best practices.
- Pair them with less tech-savvy colleagues like The Anxious Adapter.
- Provide quick checklists for evaluating AI risks before full adoption.
- Support in how they share their success stories.

Learns every feature inside out

What it is

They take the time to explore AI tools deeply, refining their skills until they become experts. They enjoy the learning process, preferring hands-on experimentation over quick onboarding sessions.

E.g. A designer spends evenings learning advanced features of an AI design tool, gradually becoming the team's go-to expert.

Why it happens

- Strong drive for self-improvement and expertise.
- Desire for autonomy in how and when they learn.
- Confidence that knowledge leads to results.

Upsides

- Builds in-house AI experts who can upskill others.
- Strengthens overall team proficiency in AI tools.

Downsides

- AI adoption can become inconsistent across teams.
- Some may focus too much on tools rather than outcomes.
- Significant time investment required.

Who you'll meet

The AI Champion

Champions AI adoption through expertise.

The AI Explorer

Loves pushing AI tools to their limits.

The Adaptive Learner

Thrives on continuous skill development.

Quick wins

- Provide resources. Give access to tutorials, guides, and advanced materials.
- Create spaces for experts to teach others.
- Give flexible learning support. Allow time for deep learning without disrupting work.
- Celebrate their achievements.

Spreads AI know-how across teams

What it is

They don't just use AI, they share what works. They link departments, highlight breakthroughs, and turn one team's success into another's advantage.

E.g. A finance analyst sees how AI is boosting marketing campaigns and shares the strategy with HR for workforce planning.

Why it happens

- Curious about AI beyond their own role.
- Driven to break down silos and connect others.
- Believe AI adoption grows through shared wins.

33. Spreads AI know-how across teams

Upsides

- Less wasted effort as teams learn from each other.
- Builds an open, collaborative AI culture.

Downsides

- Can create bottlenecks if knowledge-sharing depends on one person.
- Some teams may resist outside input.
- Often an unofficial, unpaid role.

Who you'll meet

The AI Mentor

Helps individuals upskill.

The Strategic Architect

Supports AI at scale by seeding knowledge and confidence.

Quick wins

- Share AI wins in team meetings or knowledge hubs.
- Host short, informal AI demos within and across departments.
- Track case studies, lessons learned, and best practices that everyone can access.

Treats AI as a strategic advantage

What it is

AI isn't just an upgrade, it's a competitive edge. They move early, using AI to outperform competitors, boost efficiency, and future-proof their organisation. But speed without strategy can create friction.

E.g. A marketing team adopts AI-driven customer insights before the competition, securing stronger engagement and conversions.

Why it happens

- Recognition that AI is reshaping industries.
- Desire to gain an edge before others do.
- Pressure to deliver innovation and stay relevant.

34. Treats AI as a strategic advantage

Upsides

- Positions organisations as leaders, not followers.
- Boosts efficiency and impact.

Downsides

- Rushed adoption can skip critical planning.
- Integration challenges are often underestimated.
- High expectations put pressure on teams.

Who you'll meet

The Strategic Architect

Designs AI adoption as part of an overall business strategy.

The AI Champion

Pushes AI adoption to maintain an industry edge.

The Smart Delegator

Leverages AI to offload tasks, freeing up time for high-value work.

The Co-Creator

Uses AI as a collaborative tool to enhance ideas.

Quick wins

- Study competitors to find opportunities.
- Set clear KPIs to track AI's impact.
  What are your AI success metrics?
- Align AI with long-term business goals.

Tweaks AI until it fits their style

What it is

Some don't just use AI, they shape it to fit their style. They tweak settings, refine features, and customise workflows for efficiency. But too much personalisation can disrupt collaboration.

E.g. A project manager reconfigures an AI task manager to match their tracking style, ignoring company templates.

Why it happens

- Confidence in their own way of working.
- Frustration with rigid, one-size-fits-all AI.
- A belief that AI should adapt to the user, not the other way around.

35. Tweaks AI until it fits their style

Upsides

- Optimises AI for individual efficiency.
- Helps users leverage AI's flexibility.
- Encourages workflow innovation.

Downsides

- Creates inconsistent AI use across teams.
- Makes collaboration harder when workflows don't align.
- Can limit scaling AI-driven processes.

Who you'll meet

The Strategic Architect

Adapts AI strategically for personal and professional goals.

The Smart Delegator

The adapt AI to handle their routine tasks and streamline processes.

The Boundary Setter

Defines how AI fits into their role to support rather than disrupt them.

Quick wins

- Provide configurable options to support different styles.
- Balance customisation and collaboration. Make sure AI tools integrate with team-wide systems.
- Gather feedback and update. Identify what helps people and make it the standard.

Keeps AI use secret

What it is

Some people don't wait for approval. They see AI's benefits and use it regardless. They bypass policies, IT, and leadership because they believe the gain is worth the risk.

E.g. A marketing specialist pays for an AI copywriting tool with their own credit card to speed up work.

Why it happens

- The path of least resistance means people take shortcuts when it makes work easier.
- People worry they'll be left behind if they wait.
- The immediate benefits overtake the risks.
- Once a few people use AI, others follow. Keeps AI use secret spreads quietly until leadership notices.

36. Keeps AI use secret

Upsides

- Employees find and test AI tools that leadership may have ignored.
- Successful AI experiments can reveal real-world benefits.

Downsides

- Security. Sensitive data might be uploaded to unapproved AI tools.
- Leads to inconsistent work between AI, none AI and mix.
- No strategy for use.

Who you'll meet

The AI Explorer

They discover and experiment with AI outside of work, why not in too?

The Strategic Architect

They can see how AI will help them and others achieve more, so use it anyway.

The Co-Creator

Wants to work closely with AI.

Quick wins

- Show a clear, fast way to get approval for AI.
- A data breach story is more effective than a policy warning. Make the risks feel real.
- Instead of punishing people, learn from their AI experiments and bring them into the strategy.

Lets AI poke holes before others do

What it is

People use AI to challenge and hone their thinking. They treat AI like a devil's advocate, asking it to poke holes, argue back, and stress-test ideas before they present them.

E.g. A business manager asks AI to disagree with their strategy before pitching it. That way, they can improve and be prepared for curveballs.

Why it happens

- People resist being wrong. AI acts as a neutral challenger, helping them test assumptions.
- Public mistakes feel high-risk. Lets AI poke holes before others do reduces fear of failure
- Thinking is hard. Externalising ideas frees up mental space, making it easier to spot flaws.

37. Lets AI poke holes before others

Upsides

- Regular sparring sharpens reasoning and problem-solving.
- AI raises objections that homogeneous teams might overlook.

Downsides

- AI isn't always right. Blind trust can lead to flawed conclusions.
- AI may reinforce biases if prompts aren't diverse.

Who you'll meet

The Co-Creator

Uses AI in creative workflows but focuses on argument testing.

The Adaptive Learner

Sharpens expertise by treating AI as a mental sparring partner.

The AI Dependent

They might rely too much on AI as their thinking companion.

Quick wins

- How teams that AI isn't just for answers, it's for better questions. Encourage using AI to test, not replace, ideas.
- Run weekly AI sparring sessions where teams stress-test strategies.
- Rotate prompts, switch AI tools, ask for opposing perspectives to avoid one-sided answers.

Expands skills using AI

What it is

People use AI to sharpen their skills, learn faster, and level up their work. For them, AI is a tool for growth, not a shortcut. They use it for professional and well as personal development.

E.g. A software engineer uses an AI coding assistant to speed up work and refine code. They pay close attention when AI uses a different way to write a protocol.

Why it happens

- Enjoys having a sounding board to finesse ideas.
- Commitment to self-improvement.
- Drive to boost productivity without losing creativity.

Upsides

- Encourages skill development and AI literacy.
- Builds team-wide expertise and innovation.

Downsides

- Requires time and effort to upskill.
- Risk of over-reliance on AI, leading to skill gaps.

Who you'll meet

The Adaptive Learner

Embraces AI to expand their knowledge and skill set.

The Strategic Architect

Uses AI to refine expertise and improve efficiency.

The Co-Creator

Leverages AI to improve their workflows and skills.

Quick wins

- Offer AI-assisted training to help users improve at their own pace.
- Track skill progress. Make sure AI enhances learning, not replaces it.
- Balance AI with autonomy. Keep human decision-making in the loop.

Over-relies on the AI expert

What it is

They leans on one AI expert for every small question. Instead of looking things up or experimenting, they ask the same person... again and again.

E.g. A analyst keeps interrupting the AI Mentor for prompt tweaks instead of trying things out. The mentor gets drained. The analyst stays dependent.

Why it happens

- No easy-to-find guides, so asking is quicker.
- Fear of mistakes makes people seek reassurance.
- It's a habit. The expert always answers, so why stop?

39. Over-relies on the AI expert

Upsides

- Creates a chance to build stronger support systems with an expert at the helm.

Downsides

- The expert burns out.
- The team never builds AI confidence.
- Creates a risky bottleneck.

Who you'll meet

The AI Mentor

The team's go-to for every AI question, until they burn out.

The Proof Seeker

Asks instead of explores. Seeks reassurance before trusting AI.

The Anxious Adapter

Fears mistakes. Asks first, experiments later (or never).

Quick wins

- Create cheat sheets, FAQs, and quick-start guides to answer common AI questions.
- Share knowledge in group sessions.
- Give the expert a break from their helper role.
- Encourage a "try first, ask later" culture to build confidence and reduce unnecessary dependence.

Defines the rules for AI use

What it is

They create the rules, benchmarks, and best practices that keep AI reliable and aligned with business goals. They believe AI works best when it follows structured, repeatable guidelines.

E.g. A data lead creates an AI quality checklist, ensuring every new tool meets security, transparency, and performance standards.

Why it happens

- A proactive mindset: “Good AI use doesn’t happen by accident.”
- They have a position of responsibility.
- Desire to ensure AI tools align with company goals and policies.

40. Defines the rules for AI use

Upsides

- Builds trust in AI by ensuring reliable and ethical use.
- Prevents fragmented AI adoption.
- Helps AI pilots move smoothly into stable production.

Downsides

- Too many rules can slow innovation.
- Some teams may resist “red tape” if standards feel rigid.
- Keeping guidelines up to date requires ongoing effort.

Who you'll meet

The Strategic Architect

Designs AI roadmaps and ensures they are followed.

The AI Mentor

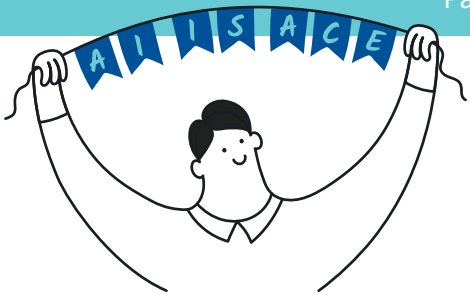
They support and grow AI standards across their team.

The Ethics Watchdog

Questions AI decisions and enforces accountability.

Quick wins

- Start with the essentials. Define must-have AI guidelines without overcomplicating.
- Create a living playbook by to keep AI standards flexible and updated as tools evolve.
- Ensure rules protect quality while allowing room for experimentation.



Promotes AI experimentation

What it is

They are the tipping point in AI adoption. They start as cautious users, gain confidence through experience, and then influence others. When organisations support them, they accelerate adoption across teams.

E.g. A product manager starts experimenting with AI-powered insights, sees the benefits, and then promotes AI to others with the right support.

Why it happens

- People promote what works. Hands-on wins build trust. And momentum spreads.
- Ownership beats resistance. People back what they discover, not what they're told.
- They get the right support and resources.

Upsides

- They bridge the gap between leadership vision and real-world use.
- They help sceptical colleagues see AI as a tool, not a threat.

Downsides

- If Champions feel unsupported, their advocacy fades.
- If AI isn't delivering clear value, they lose credibility.

Who you'll meet

The AI Mentor

Coaches others through AI adoption.

The Adaptive Learner

Tests and refines AI's value in real work.

The AI Champion

Champions AI's potential, shares insights, and inspires peers.

Quick wins

- Identify early AI adopters and give them extra resources, visibility, and leadership backing.
- Help them demo AI in real work scenarios rather than pushing abstract benefits.
- Give people a safe space to try AI without pressure or judgement. A no-fail zone.
- Shift their narrative from tools to stories of AI use. This will spread their championship.

Trusts AI to run without checking

What it is

They set up an AI system and trust it to handle everything. It works fine... until it doesn't.

E.g. A logistics manager installs AI to track inventory, then stops checking. Weeks later, stock levels are off, orders are delayed, and nobody saw it coming.

Why it happens

- Simplicity builds trust. When setup is easy and the AI delivers early wins, users assume it will always work.
- Effort is a barrier. The promise of automation is doing less, not staying involved.
- People don't see how it makes decisions, so they assume it's smarter than it is.

42. Trusts AI to run without checking

Upsides

- AI reduces manual effort and speeds up processes.

Downsides

- Errors go unnoticed until they become costly.
- Users disengage, missing chances to improve AI performance.

Who you'll meet

The AI Dependent

Trusts AI without question.
"It hasn't let me down... yet."

The Smart Delegator

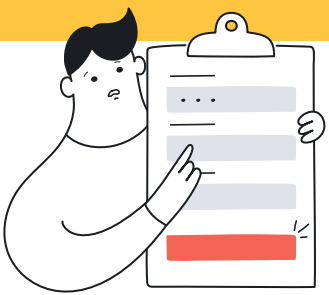
Hands off tasks to make things quicker, but can hand off too much.

The AI Holdout

Is quite happy to let AI do it's thing.
Only engages only when errors arise.

Quick wins

- Set AI check-ins as the default. A quick review now beats a crisis later.
- Offer a one-click tool for reporting glitches. Small errors stay small when reporting is easy.
- Encourage peer reviews and buddy systems. When teams check each other's work, oversight becomes a shared strength.



The Proof Seeker

“If it’s not proven, I’m not moving.”

How to spot them

- Always asks for a demo.
- Over-analyses accuracy and reliability.
- Slow to try new features.
- Wants every detail explained.
- Often brings up AI’s limits in conversations.

Top patterns at play:

Worries AI makes too many mistakes
When scepticism is high, testing and validation are essential.

Selectively shares information with AI
Privacy concerns can stall adoption.

The Proof Seeker

What's holding them back

Burned by bad tech in the past, they need ironclad proof AI won't let them down. They're used to playing in high-stakes, high-precision roles where trust and reliability matter.

How to win them over

- Show clear case studies proving success.
- Start small, pilot AI in low-risk areas first.
- Use live demos to spotlight accuracy and address concerns.

Make it work

Contributes to: Trust Gap
Play: Make AI Decisions Clear & Fair
Breaks down AI's process so every step is visible.

When you've nailed it

They shift from sceptic to supporter, recommending AI to the team while keeping its use sharp and thoughtful.

The AI Champion

"AI isn't the future, it's the now."

How to spot them

- Shares the latest AI news and trends.
- Actively mentors peers in AI usage.
- Volunteers for AI-related projects and pilots.
- Participates in AI events and communities.

Top patterns at play:

Hunts for the next AI tool

They love to explore, experiment, and share their findings.

Uses AI instantly, no hesitation

Integrate AI into workflows seamlessly and confidently.

Treats AI as a strategic advantage

Use AI to push their team or organisation ahead.

What's holding them back

Pushing too fast can leave their team struggling to keep up. Jumping into new tools without a proper fit risks wasted time and effort. Their enthusiasm might unintentionally alienate teammates who aren't as confident with AI yet.

How to win them over

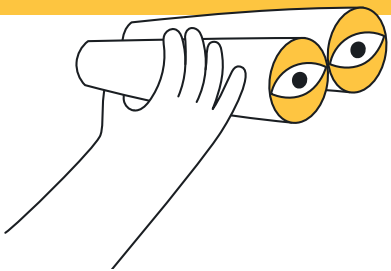
- Channel their energy into early projects.
- Show how their passion can align with team and organisational success.
- Support them to assess readiness and risks before they prompt new AI tools.
- Pair them with sceptics to balance enthusiasm with caution.

Make it work

Contributes to: Misuse & Over-Reliance
Play: Keep AI Accountable
Enthusiasm doesn't equal good judgement.

When you've nailed it

They drive thoughtful AI adoption that inspires collaboration and confidence. Their advocacy becomes a driving force in your organisation.



The AI Explorer

"What else can it do with AI?"

How to spot them

- Continuously tests new AI tools and updates.
- Proposes creative and unconventional AI applications.
- Shares discoveries with colleagues.

Top patterns at play:

Hunts for the next AI tool

They thrive on experimentation and are early adopters.

Uses AI instantly, no hesitation

They adapt quickly to new tools and technologies.

Learns every feature inside out

Driven by a desire for expertise, they take time to learn and grow.

What's holding them back

Enthusiastic and curious, they often chase shiny new tools over proven solutions, creating gaps in team expertise and risking disconnected efforts without a clear structure to guide their innovation.

How to win them over

- Guide their exploration with sandbox environments where they test without disrupting workflows.
- Tie their experimentation to key challenges.
- Pair them with like-minded colleagues to co-develop ideas and share findings.
- Publicly recognise their successes.

Make it work

Contributes to: Workflow Disruption

Play: Let Teams Take the Lead

When you've nailed it

They accept AI as a tool that complements their skills, rather than replacing them.

The Legacy Keeper

"If it ain't broke, don't automate it."

How to spot them

- Rejects AI-powered tools and sticks to manual.
- Questions the reliability and ethics of AI.
- Actively resists AI projects or policies.
- Spreads scepticism about AI's role in the workplace.
- Prefers human expertise over AI-generated insights.

Top patterns at play:

Sees AI as one more thing to manage

AI feels like just another task in an already overloaded schedule.

Trusts intuition over AI insights

They trust their experience and intuition over AI's suggestions.

Sticks to what already works

They stick to familiar workflows.

What's holding them back

They see AI as a direct threat to their expertise and job security. Past negative experiences reinforce their scepticism. Change feels risky, and they prefer to rely on familiar methods, believing AI is more trouble than it's worth.

How to win them over

- Validate their expertise and address their fears openly.
- Show how AI can enhance, not replace their expertise.
- Introduce AI in controlled, low-risk tasks to build confidence gradually.
- Give them a seat at the table so they shape AI's role in their work.

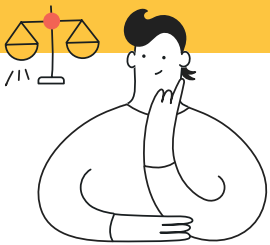
Make it work

Contributes to: Cultural Resistance

Play: Blend AI into Tradition

When you've nailed it

They see AI as an assistant, not a threat. Instead of blocking AI, they engage in discussions about its best use.



The Ethics Watchdog

“If AI isn’t fair, it's not fit for use.”

How to spot them

- Scrutinises AI for bias, fairness, and transparency.
- Asks tough questions about AI’s decision-making process.
- Cross-checks AI outputs with alternative sources.
- Researches AI data origins, ethics policies, and regulatory compliance.

Top patterns at play:

Defines the rules for AI use

Defines best practices and benchmarks for AI ethics.

Challenging AI Fairness

Closely monitors AI systems for discrimination and unfairness.

Questions AI’s footprint

The need to balance AI with sustainability.

What's holding them back

They don't reject AI outright but won't engage until they trust it. Past AI failures, ethical concerns, and a demand for transparency make them cautious. They need solid proof AI is reliable, unbiased, and ethically sound before they'll considering it.

How to win them over

- Offer clear, detailed explanations of how AI decisions are made.
- Highlight frameworks, safeguards, and governance models that ensure fairness.
- Be upfront about AI's limitations and how they're being addressed.

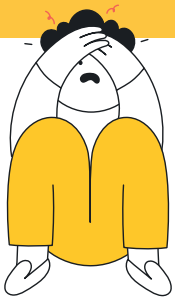
Make it work

Contributes to: Ethical Concerns

Play: Remove AI Bias & Strengthen Fairness

When you've nailed it

They don't just trust AI, they help shape its responsible use. Advocating for fair and ethical implementation.



The Anxious Adapter

"What if I mess it up?"

How to spot them

- Shows visible stress or hesitation when using AI.
- Frequently asks for reassurance or assistance.
- Avoids AI features unless absolutely necessary.
- Pauses or second-guesses in AI-assisted tasks.

Top patterns at play:

Avoids AI because it feels too complex

Finds AI tools intimidating, avoiding them due to fear of failure.

Worries AI will replace human roles

Fears AI will replace them, leading to passive resistance or avoidance.

Waits for others to try AI first

Waits for peers to adopt AI before trying it themselves.

What's holding them back

They see AI as complex and risky. One wrong move could lead to mistakes, embarrassment, or even job loss. The pressure to "keep up" only fuels their anxiety. Without clear guidance or relatable success stories, they hesitate, unsure if AI will truly help or just expose their weaknesses.

How to win them over

- Introduce AI in low-risk, supportive settings to ease them in.
- Highlight examples of people in similar roles successfully using AI.
- Offer AI training that feels safe, structured, and pressure-free.
- Pair with **Promotes AI experimentation** for support.

Make it work

Contributes to: Confidence Gap

Play: Train AI-Confident Teams

When you've nailed it

They use AI with confidence, seeing it as a helpful tool rather than a threat.

The Boundary Setter

"AI can assist, but I decide."

How to spot them

- Defines clear limits on what AI should and shouldn't do.
- Sets rules for AI use in their role and team.
- Regularly reviews AI integrations to ensure alignment with work quality.

Top patterns at play:

Keeps full control over every decision
Resists AI that limits independence or influences decisions.

Trusts people over AI, every time
Trusts intuition and experience over AI.

Tweaks AI until it fits their style
Adapts AI to fit their workflow.

What's holding them back

They're not anti-AI, but they're cautious. They want AI to stay within its lane, supporting rather than replacing their expertise. Concerns about AI overstepping, eroding quality, or removing human oversight make them hesitant to fully integrate it into their processes.

How to win them over

- Let them tailor AI tools to fit their workflow.
- Involve them in shaping AI policies to match their standards.
- Demonstrate AI's role as an assistant rather than a decision-maker.

Make it work

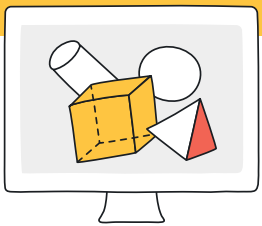
The Boundary Setter is useful in nearly all scenarios. But too much and it can overwhelm others. So it can:

Contribute to: Workflow Disruption

Contribute to: Confidence Gap

When you've nailed it

They use AI on their terms. Enhancing, not replacing, their expertise. They maintain control while benefiting from AI's support.



The Co-Creator

"I create, AI amplifies."

How to spot them

- Uses AI for brainstorming and idea generation.
- Treats AI as a creative collaborator, not a final decision-maker.
- Integrates AI suggestions while keeping creative control.
- Experiments with AI tools to refine and enhance outputs.

Top patterns at play:

Lets AI poke holes before others do
Challenge and test their ideas using AI.

Treats AI as a strategic advantage
Use AI to gain an creative edge.

Jumps on new tech just to explore
Experiment with AI's creative potential before it's mainstream.

What's holding them back

They love AI's creative boost but fear losing originality. Overuse risks dulling their style and making work feel repetitive. The risk? Over-relying on AI-generated ideas instead of using it to sharpen their own thinking leads to homogenised work.

How to win them over

- Position AI as a high-volume idea generator, while they focus on curating and refining.
- Set creative constraints. Use for exploration, but refine with human judgement.
- Help them define when to use AI, when to challenge it, and when to trust their instincts.

Make it work

Contributes to: AI Over-Reliance

Play: Keep AI Accountable

When you've nailed it

They use AI to stretch their creative limits while maintaining a distinct, personal touch

The AI Dependent

"AI runs the show, I just press go."

How to spot them

- Rarely questions AI outputs.
- Leans on AI for all decisions, big or small.
- Struggles to function without AI guidance.
- Prefers automation even when human oversight is needed.

Top patterns at play:

Passes everything through AI

Doubts their own judgement and assumes AI is always superior.

Trusts AI to run without checking

Assumes AI will handle everything for them.

Uses AI instead of going to the team

Doesn't want to risk delegating to others, so goes straight to AI.

What's holding them back

They trust AI because it feels like the safer bet. It's fast, consistent, and doesn't second-guess itself. Why struggle with decisions when AI can do the heavy lifting? The problem? Blind trust means errors slip through, and skills fade. The risk? They become passive users instead of active decision-makers, leaving critical thinking at the door.

How to win them over

- Highlight where AI might be wrong. Use subtle prompts like "Review needed?" to keep them engaged.
- Put them in charge to evaluate AI's output. "Does this look right?"
- Add friction where it counts. A small pause before finalising forces a second look.

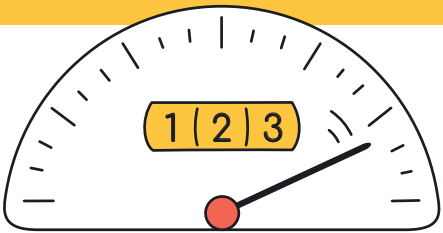
Make it work

Contributes to: AI Over-Reliance

Play: Balance AI and Human Judgement

When you've nailed it

They use AI as a tool, not a crutch, balancing efficiency with human oversight.



The Smart Delegator

"AI's got this, I'll focus on the big stuff."

How to spot them

- Automates repetitive tasks like routine work.
- Delegates, but stays in control
- Optimises AI for data tasks like scheduling, analysis, and reporting.
- Promotes AI adoption to boost efficiency.

Top patterns at play:

Treats AI as a strategic advantage

Adopts AI early to stay ahead of the competition.

Uses AI instead of going to the team

Prioritises speed but risks skipping human input.

Tweaks AI until it fits their style

Builds best practices for smooth and reliable AI use.

What's holding them back

AI makes work effortless and efficiency, so why step in? Over-delegation risks missing blind spots. If AI gets it wrong, they don't always catch it in time.

How to win them over

- Help them scale AI use wisely. Provide templates for responsible use and delegation.
- Make AI performance visible. Show dashboards tracking time saved, accuracy, and AI impact.
- Default to manual review. Set systems to flag key AI outputs for a quick human check.
- Show them the limits. Make AI transparency a priority, explain decisions, flag uncertainties.

Make it work

Contributes to: AI Over-Reliance
Play: Balance AI & Human Judgement

Contributes to: Loss of Institutional Knowledge
Play: Put professionals back in the loop

When you've nailed it

When given the right tools and support, they become the go-to AI expert. Helping teams use AI smarter, not just faster.

The AI Pragmatist

"AI is changing a lot, let's think about *how*."

How to spot them

- Regularly checks AI's impact on their work.
- Journals, debates, or writes about AI's role.
- Seeks peer feedback on AI use.
- Adjusts AI use based on reflection, not habit.
- Weighs ethical risks before committing to AI.

Top patterns at play:

Needs to see how AI makes decisions

They need transparency in how AI works before buying in.

Questions AI's footprint

Evaluates AI's environmental impact before embracing it.

Hunts for bias in AI

Scrutinise AI for hidden biases before trusting its outputs.

What's holding them back

They want AI to be ethical, fair, and useful. But they won't dive in blindly. If they don't understand how it works, they hesitate. The risk? AI moves fast. Wait too long, and opportunities pass by.

How to win them over

- Show why a suggestion matters, not just how it was made.
- Replace hesitation with quick, low-risk tests. "Try AI on this first, then review."
- Give them ethical control. Use Decision Trees to guide choices. "If AI suggests X, check Y before approving."
- Show when human input makes AI better.

Make it work

Contributes to: Trust Gap

Play: Make AI Decisions Clear & Fair

When you've nailed it

They trust AI without losing critical thinking, using it wisely and ethically.

The Adaptive Learner

"AI evolves fast, so do I."

How to spot them

- Takes AI courses and attends workshops.
- Collects AI certifications to validate skills.
- Quickly applies AI knowledge to real work.
- Stays ahead by testing the latest AI tools.

Top patterns at play:

Learns every feature inside out

Goes beyond surface-level use, striving for deep expertise.

Lets AI poke holes before others do

Uses AI as a thinking partner to refine ideas before developing further.

Growing with AI

Views AI as a tool for personal and professional development.

What's holding them back

They're eager to master AI, not just skim the surface. But deep learning takes time. If their team moves too slowly or they can't see a clear growth path, frustration kicks in.

How to win them over

- Help them AI's blind spots by contrasting AI and human strengths to ensure balanced use.
- Turn them into **The AI Mentor.** Make AI learning social with suggestions like, "Teach one AI shortcut to a teammate."
- Give them a challenge, not just tools to focus their growing skills.
- Let them experiment before committing. "Try this AI workflow for a day, then adjust."

Make it work

Contributes to: Workflow Disruption

Play: Reduce Overwhelm

When you've nailed it

They don't just adapt to AI to them, they help others do the same.

The AI Mentor

"Let me show you how to use AI."

How to spot them

- Acts as the go-to AI person in their team.
- Facilitates AI knowledge-sharing sessions.
- Provides AI training and support.
- Shares best practices.

Top patterns at play:

Over-relies on the AI expert

They risk becoming the bottleneck in AI growth... and burning out.

Defines the rules for AI use

They define what 'good AI' is and support others to get there.

Spreads AI know-how across teams

They share AI tales and skills across departments.

What's holding them back

They are a key player in supporting AI adoption. But it puts pressure on them. They need to stay ahead of the curve whilst also teaching others. Their risk for burnout is worrying. Also if knowledge stays with them, adoption stalls. Without support their influence stays small.

How to win them over

- Shift them from expert to enabler. Encourage them to train "mini-mentors" across teams.
- Turn their support into systems with FAQ's, templates and office hours.
- Give them space to grow. Reduce small, repetitive requests to focus them on AI growth.
- Recognise those who solve AI challenges on their own to foster a culture of independence.

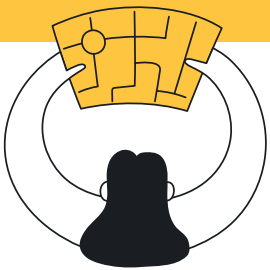
Make it work

Contributes to: Confidence Gap

Play: Train AI-Confident Teams

When you've nailed it

The team uses AI confidently, shares knowledge freely, and no longer depends on The AI Mentor.



The Strategic Architect

"AI isn't a tool, it's a foundation."

How to spot them

- Builds AI into long-term strategy.
- Aligns AI use with company goals.
- Talks about AI governance and optimisation.
- Measures AI's impact and adjusts for scalability.

Top patterns at play:

Treats AI as a strategic advantage

Uses AI as a strategic advantage to stay ahead of competitors.

Growing with AI

Sees AI as a way to sharpen skills and future-proof work.

Defines the rules for AI use

Outlines how and when AI should be used.

What's holding them back

They resist poor implementation of AI. If AI lacks strategic purpose, clear benchmarks, or long-term viability, they won't back it. They want AI to be a solid investment, not a quick fix.

How to win them over

- Make them a key player in shaping AI policy. Their vision will be your benefit.
- Use clear, data-driven case studies to illustrate AI's long-term value.
- Connect them with trusted experts who have already integrated AI successfully.
- Give them structured frameworks—governance, risk management, and playbooks.

Make it work

Contributes to: Workflow Disruption

Play: Make AI a Safe Bet

When you've nailed it

They don't just us AI, they make it part of the company's DNA. Setting the standard for everyone else.

The AI Holdout

"I just don't see how it helps *me*."

How to spot them

- Only touches AI when they're forced to.
- Looks tense or frustrated using new tools.
- Delays AI tasks or hands them off.
- Says things like: "It's more effort than it's worth".

Top patterns at play:

Shrugs off AI as hype

Thinks AI and all it's promise wont last.

Waits for others to try AI first

Happy to follow others, but one make efforts into AI themselves.

Sees AI as one more thing to manage

Their plate is already full, avoiding AI seems the best choice.

What's holding them back

They're not resisting on purpose. They're unsure. AI feels foreign, awkward, or not worth the risk So they stay quiet. But silence can be contagious, if they stall, others may too.

How to win them over

- Start with tools that need no setup or prompting. Keep the first step simple.
- Show what's in it for them. Like less admin, more time back, fewer boring tasks.
- Build habits, not hype. One small AI win per week is enough.
- Pair with someone who is already showing how AI can aid their work, like **The Co-Creator**.

Make it work

Contributes to: Confidence Gap

Play: Make AI Easy to Start

When you've nailed it

They use AI for repeatable, low-effort tasks. Even asking for help instead of hiding. They're open to trying new tools... eventually.

Automation Anxiety

If AI feels like a threat, people will fight against it.

What's Happening

- People openly worry that AI will replace their roles.
- They resist AI adoption, sticking to old processes.
- Teams disengage from AI initiatives or delay participation.

Flip to shift the AI conversation from fear to opportunity.

Automation Anxiety

What's happening?

Pick one

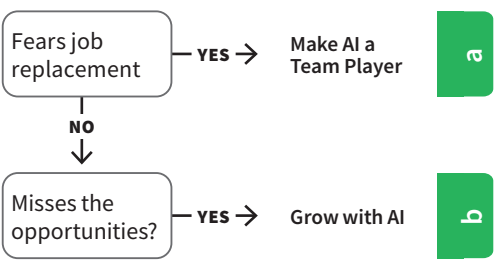
- [ ] People say AI is coming for their jobs.
- [ ] Teams refuse to engage with AI initiatives.
- [ ] People don't see how AI helps, at all.

Why is this happening?

Pick one

- [ ] They believe AI will take over their roles.
- [ ] They see AI as a competitor, not a collaborator.
- [ ] They don't see AI as career-enhancing.

What's the fix?



Make AI a team player

Shift AI from a threat to a collaborative tool

When to use it

- If people fear AI will take over their job.
- If teams resist AI and refuse to use it.
- If employees feel disengaged or distrustful of AI.

Who to watch out for:

The Legacy Keeper
Is reluctant to change.

The Anxious Adapter
Open to AI but needs clear guidance.

The AI Holdout
Avoids AI until it's proven safe.

Make AI a Team Player

Patterns to target

Worries AI will replace human roles
→ Clarify AI's role from day one.
Make it clear AI is here to assist, not replace.

Keeps full control over every decision
→ Give teams control over AI decisions
Design AI workflows with human oversight and final decisions.

Rejects AI to stick with the team
→ Frame AI as a team asset, not a threat
Shift the narrative from "Us vs. AI" to "We + AI." Demonstrate how AI benefits the whole team.

Rejects AI when it feels forced
→ Make AI optional... at first
Let teams test AI on their terms before making it mandatory.

Sticks to what already works
→ Introduce AI in phases, not all at once
Choose a low-risk, high-friction task that AI can improve. Demonstrate success before scaling AI

Grow with AI

Position AI as a skill booster

When to use it

- If employees don't see personal benefits in learning AI.
- If teams rely on old skills and ignore AI's potential.
- If people only trust human expertise and avoid AI.

Who to watch out for:

The Adaptive Learner
Open to new skills but needs a roadmap.

The Legacy Keeper
May change once they see AI's career benefits.

The AI Holdout
Might us it, but without the ability to use it well will stop.

Patterns to target

Trusts people over AI, every time
→ Position AI as a competitive advantage
Reframe AI as a career accelerator. Show how AI enhances expertise, not replaces it.

Treats AI as a strategic advantage
→ Tie AI upskilling to career progression
Connect AI to promotions and new roles. Make AI knowledge an asset for moving up.

Expands skills using AI
→ Offer small, low-stakes learning moments
Skip long AI courses. Focus on 5–10 minute micro-trainings and hands-on pilots.

Promotes AI experimentation
→ Turn early adopters into AI champions
Spotlight success stories. Pair experienced users with beginners to build confidence.

Misaligned Incentives

If AI feels like extra work with no reward, people won't use it.

What's Happening

- Employees see AI as management's win, not theirs.
- Teams feel like AI adds more work without a clear payoff.
- People aren't motivated to learn AI if it's not rewarded.

Flip to diagnose the incentive gap and fix it.

Misaligned Incentives

What's happening?

Pick one

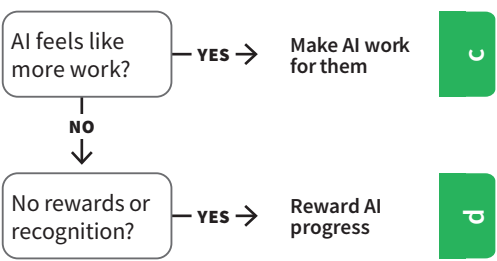
- [ ] AI feels like extra work with no clear benefit.
- [ ] Teams don't get recognition or rewards for learning AI.
- [ ] All the AI talk is coming from leadership.

Why is this happening?

Pick one

- [ ] They are overwhelmed by the range of AI tools and learning curve for each one.
- [ ] They can't see the tangible benefits of using AI.

What's the fix?



Make AI work for them

AI should feel like a shortcut, not a burden.

When to use it

- If teams see AI as extra work with zero payoff.
- If employees stick to old methods because AI feels forced.
- If people feel AI adoption is top-down with no personal gain.

Who to watch out for:

The Anxious Adapter
Worries AI will add stress, not relief.

The AI Holdout
Only adopts AI if it's unavoidable.

The Legacy Keeper
Won't use AI unless it clearly makes life easier.

Patterns to target

Sticks to what already works
→ Integrate AI without disrupting existing processes
Use AI alongside current workflows instead of replacing them overnight. Start with enhancements, not overhauls.

Sees AI as one more thing to manage
→ Make AI instantly useful with Quick wins
Focus on time-saving benefits. Show how AI removes admin pain points and speeds up tasks.

Rejects AI when it feels forced
→ Let teams opt-in and build confidence gradually
Give employees the choice to test AI on their terms. Highlight peers who are saving time and reducing effort.

Reward AI progress

Learning AI should come with real rewards, not just expectations.

When to use it

- If employees aren't recognised for AI adoption.
- If teams don't see a career boost from learning AI.
- If people feel there's no incentive to invest time in AI skills.

Who to watch out for:

The Adaptive Learner
Open to new skills but needs a roadmap.

The Legacy Keeper
May change once they see AI's career benefits.

The AI Holdout
Might us it, but without the ability to use it well will stop.

Reward AI Progress

Patterns to target

Trusts people over AI, every time
→ Make AI a career booster, not just a workplace tool
Show how AI skills lead to promotions and career growth. Link AI adoption to personal development goals, appraisals, and leadership tracks.

Expands skills using AI
→ Make AI progress visible and recognised
Introduce AI skill badges or certifications. Reward small milestones, like using automation for the first time.

Promotes AI experimentation
→ Turn early adopters into AI ambassadors
Give AI champions a platform to share wins in team meetings. Publicly celebrate teams who improve work with AI.

Cultural Resistance

If AI feels like an attack on tradition, teams will reject it.

What's Happening

- Teams dismiss AI as unnecessary hype and stick to old methods.
- Employees fear AI will disrupt group identity and established ways of working.
- AI is seen as an outsider, rather than a tool that respects their expertise.

Flip to introduce AI in a way that respects tradition, earns trust, and strengthens team culture.

Cultural Resistance

What's happening?

Pick one

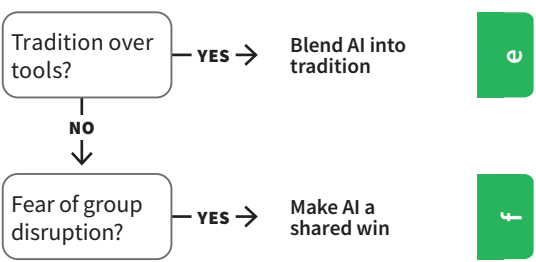
- [ ] Teams shrug off AI as hype and ignore its benefits.
- [ ] People fear AI will change how the group works together.
- [ ] People trust tradition over technology and resist change.

Why is this happening?

Pick one

- [ ] Teams don't see AI as necessary or valuable.
- [ ] People worry AI will divide the team or replace roles.

What's the fix?



Blend AI into tradition

AI should enhance, not erase, time-tested ways of working.

When to use it

- If teams dismiss AI as hype and ignore its potential.
- If employees trust human expertise over AI in every situation.
- If people see no reason to change what already works.

Who to watch out for:

The Legacy Keeper
Only trusts proven methods, resists change.

The Proof Seeker
Open to AI but needs clear proof of its value.

The AI Holdout
Won't engage unless AI becomes industry standard.

Patterns to target

Shrugs off AI as hype

→ Prove AI's long-term value

Share case studies from teams already using AI effectively. Run a micro-pilot on a routine task to show measurable improvements.

Trusts people over AI

→ Show AI as a partner, not a replacement

Position AI as an assistant that enhances expertise, not a tool that takes over. Run side-by-side comparisons so teams can see AI's impact without losing control.

Sticks to what already works

→ Layer AI onto existing workflows

Identify high-friction, low-risk tasks AI can support. Automate repetitive admin first, keeping the rest of the workflow unchanged.

Make AI a shared win

AI should feel as safe and easy as the current way of working.

When to use it

- If teams reject AI because they fear losing their group identity.
- If employees resist AI to stay in sync with their team.
- If AI adoption feels forced, rather than collaborative.

Who to watch out for:

The Anxious Adapter
Open to AI but doesn't want to upset team dynamics.

The Legacy Keeper
Fears AI disrupting long-standing cultural norms.

The AI Holdout
Pulls back if AI feels forced onto the team.

Patterns to target

Rejects AI to stick with the team
→ Frame AI as a collective gain
Make AI about improving teamwork, not individual efficiency. Show how it speeds up collaboration, reduces busywork, and supports everyone equally.

Rejects AI when it feels forced
→ Let teams opt-in and set their own pace
Run opt-in pilots where teams experiment with AI in their daily work. Use peer-led training so trusted colleagues, not just leadership, demonstrate AI's value.

Worries AI will replace human roles
→ Clarify that AI frees up human-centric work
Show exactly how AI removes low-value tasks and increases time for creative, strategic, and people-focused work. Define what AI does and what remains a human skill.

Confidence Gap

If AI feels intimidating or unmanageable, teams won't engage.

What's Happening

- Employees avoid AI because it seems too complex or technical.
- Past bad experiences make teams hesitant to try AI again.
- People wait for others to use AI first instead of experimenting themselves.

Flip to make AI approachable and build your team's confidence.

Confidence Gap

What's happening?

Pick one

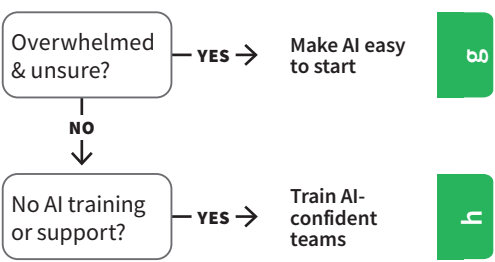
- [ ] People feel overwhelmed and think AI is too technical.
- [ ] Teams don't receive enough training or support to learn AI.
- [ ] Employees lack confidence and wait for others to lead AI adoption.

Why is this happening?

Pick one

- [ ] AI seems intimidating, complicated, or risky.
- [ ] There's no structured support to help teams learn AI.

What's the fix?



Make AI easy to start

AI should feel simple, safe, and approachable from day one.

When to use it

- If teams see AI as too complex and avoid it altogether.
- If employees hesitate after a bad AI experience.
- If people wait for others to try AI first before engaging.

Who to watch out for:

The Anxious Adapter
Feels intimidated and backs off quickly if AI seems too complex.

The Proof Seeker
Needs proof AI won't overwhelm them before committing.

The AI Holdout
Won't engage unless AI feels simple, safe, and useful.

Patterns to target

Avoids AI because it feels too complex
→ Break AI into small, easy wins
Run hands-on, no-jargon sessions. Use everyday examples to show how AI speeds up tasks teams already do.

Avoids AI after a bad experience
→ Reintroduce AI after past failures
Acknowledge past frustrations. Show how AI has improved and start with low-risk uses that don't disrupt workflows.

Waits for others to try AI first
→ Encourage independent exploration
Highlight quick success stories from peers. Create a "try first, ask later" culture to build confidence.

Over-relies on the AI expert
→ Avoid AI bottlenecks by empowering everyone
Provide short, accessible AI guides. Encourage team-wide learning so no single person becomes the AI gatekeeper.

Train AI-confident teams

Teams need structured learning and support to build AI confidence.

When to use it

- If employees see AI as just another burden and don't make time to learn it.
- If teams lack structured training and rely on trial-and-error.
- If people feel they need permission or approval to experiment with AI.

Who to watch out for:

The AI Mentor
Wants to help others, but needs strong leadership backing.

The Adaptive Learner
Enjoys skill-building, but needs structured support.

The Anxious Adapter
Worries AI is too complex and needs clear, step-by-step training.

Patterns to target

Sees AI as one more thing to manage
→ Show AI's time-saving benefits immediately
Skip the "efficiency promise." Demonstrate a quick, meaningful win in daily work. Frame AI as relief, not extra work.

Expands skills using AI
→ Create clear learning paths
Use bite-sised training—micro-tutorials, skill badges, or "AI Fridays" for practice. Reward progress, not perfection.

Passes everything through AI
→ Stop over-reliance on AI, build confidence first
Start with simple tasks before making AI a core tool. Teach critical thinking so teams challenge AI outputs, not just accept them.

Promotes AI experimentation
→ Let AI champions inspire others
Spotlight early adopters who improved their work with AI. Pair new users with confident mentors to make learning easier.

Misuse & Over-Reliance

If teams blindly trust AI, errors go unnoticed and human skills fade.

What's Happening

- People assume AI is always right and don't verify its outputs.
- Teams shift responsibility to AI, assuming mistakes aren't theirs to catch.
- AI is treated as a magic bullet, expected to solve everything flawlessly.

Flip to set AI boundaries and restore human accountability.

Misuse & Over-Reliance

What's happening?

Pick one

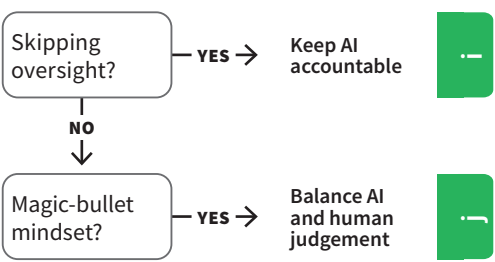
- [ ] Teams trust AI without reviewing its outputs.
- [ ] People shift blame to AI when things go wrong.
- [ ] AI is treated as an instant, all-powerful solution.

Why is this happening?

Pick one

- [ ] AI is used without verification or accountability.
- [ ] AI is seen as an all-knowing tool rather than an assistant.

What's the fix?



Keep AI accountable

AI should support decisions, not make them unchecked.

When to use it

- If teams blindly accept AI outputs without reviewing them.
- If employees blame AI for mistakes instead of refining its responses.
- If AI-driven work lacks clear human checkpoints.

Who to watch out for:

The AI Dependent
Trusts AI too much and rarely questions results.

The Smart Delegator
Hands off tasks without verifying AI's accuracy.

The AI Holdout
Notices problems only when things go wrong.

Patterns to target

Trusts AI to run without checking
→ Introduce built-in review steps
Add human verification points. AI suggests, but people approve. Use an "AI Review Required" system for critical decisions like hiring, finance, and legal.

Shifts mistakes onto AI
→ Make AI's role in decision-making clear
Define where AI assists and where humans decide. Track AI recommendations against human final calls to spot errors and improvements.

Balance AI and human judgement

AI is an assistant, not an autopilot.

When to use it

- If employees assume AI can do everything perfectly.
- If teams rely on AI first instead of using their own judgement.
- If AI overwrites human input rather than refining it.

Who to watch out for:

The AI Dependent
Overestimates AI's flawlessness and rarely second-guesses results.

The Smart Delegator
Prefers speed over caution, letting AI make unchecked choices.

The AI Champion
Excited about AI but needs to recognise its boundaries.

Patterns to target

Thinks AI can do it all, instantly

→ Show where AI works and where it fails

Highlight AI's limits with real examples of misinterpretations. Encourage AI-assisted workflows—teams try first, then refine with AI.

Passes everything through AI

→ Create a healthy AI-human balance

Make AI a second opinion, not the first step. Teach "human-first" problem-solving so that people attempt solutions before deferring to AI.

Workflow Disruption

If AI disrupts the way people work, they'll reject it, or work around it.

What's Happening

- Teams stick to old methods because AI feels risky or unnecessary.
- Employees push back when AI is forced into their workflow.
- AI tools seem too complex, making adoption slow and frustrating.

Flip to smooth AI integration and reduce friction.

Workflow Disruption

What's happening?

Pick one

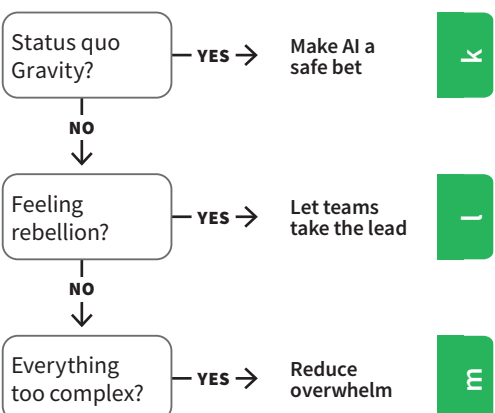
- [ ] AI feels like a risky change.
- [ ] AI adoption feels forced, sparking resistance or quiet workarounds.
- [ ] AI looks too complicated, overwhelming teams instead of helping.

Why is this happening?

Pick one

- [ ] It disrupts what's familiar.
- [ ] AI rollouts feel top-down and inflexible.
- [ ] AI looks harder to use than it actually is.

What's the fix?



Make AI a safe bet

AI should feel as safe and easy as the current way of working.

When to use it

- If teams stick to what already works and dismiss AI as unnecessary.
- If employees fear AI will disrupt their team dynamics.
- If people see AI as just another tech trend rather than a real improvement.

Who to watch out for:

The Legacy Keeper
Prefers legacy methods; needs proof AI won't disrupt them.

The Proof Seeker
Willing to try AI, but only if the risks feel low.

The AI Holdout
Waits for AI to be mainstream before considering it.

Patterns to target

Sticks to what already works

→ Start with tiny, proven AI wins

Pilot AI in one repetitive task to show immediate improvements. Prove time or cost savings before scaling to complex processes.

Rejects AI to stick with the team

→ Position AI as a natural team booster

Frame AI as a tool to help teams work smarter, not replace collaboration. Keep existing team structures intact and show AI enhancing group efforts.

Shrugs off AI as hype

→ Eliminate the "hype" factor

Skip big promises and focus on real examples of AI making work easier. Let employees test AI hands-on instead of just hearing about it.

Let teams take the lead

AI adoption works best when it's a choice, not a command.

When to use it

- If employees push back against AI because it feels like a top-down mandate.
- If teams find AI frustrating and work around it instead of using it.
- If employees had a bad AI experience and are reluctant to try again.

Who to watch out for:

The Proof Seeker
Will resist AI if it feels forced.

The Anxious Adapter
Needs to feel in control before engaging with AI.

The AI Holdout
Will push back if AI creates extra work.

Patterns to target

Rejects AI when it feels forced
→ Give users more control over AI adoption
Make AI opt-in where possible so teams decide how they use it. Offer a manual fallback mode so AI never feels like a trap.

Sees AI as one more thing to manage
→ Weave AI into existing routines, not extra work
Integrate AI tips and training into normal workflows, not as a separate task. Teach AI through short, in-the-moment tutorials rather than long sessions.

Avoids AI after a bad experience
→ Fix past AI failures before trying again
Acknowledge past problems, then show what has improved. Demonstrate Quick wins that solve past frustrations.

Reduce overwhelm

AI should simplify work,
not overload teams.

When to use it

- If employees feel bombarded by too many AI features, notifications, or dashboards.
- If AI adds complexity instead of streamlining workflows.
- If teams avoid AI because it feels like one more thing to manage.

Who to watch out for:

The Boundary Setter
Rejects AI “intrusion”, wants AI to be useful but not disruptive.

The Smart Delegator
Can get lost in all their AI tools and touchpoints.

The AI Explorer
In their strive for new tools, the insights generated become hard to handle.

Patterns to target

Drowning in AI
→ Make AI optional, not intrusive
Set AI tools to opt-in instead of always on. Let teams enable features when they are ready. Organise AI functions into categories so they feel structured.

Avoids AI because it feels too complex
→ Roll out AI in phases, not all at once
Start with AI features that solve the most common pain points. Introduce more advanced capabilities only when teams are comfortable and see value.

Swamped by too many AI insights
→ Less data, more action
Reduce notification overload. Highlight only the most relevant AI-generated insights for decision-making. Train teams to filter and customise AI outputs based on their needs.

Sees AI as one more thing to manage
→ Frame AI as a time-saver, not extra
Demonstrate how AI removes specific manual tasks. Run hands-on demos where teams experience AI improving workflows in real time.

Loss of Institutional Knowledge

When teams rely too much on AI, human expertise fades.

What's Happening

- Employees pass everything through AI, losing critical thinking skills.
- AI replaces collaboration, reducing skill-sharing and teamwork.
- A single AI expert becomes a bottleneck, limiting knowledge across the team.
- AI decisions happen too fast, leaving no time to learn from mistakes.

Flip to protect organisational knowledge and keep humans in the loop.

Loss of Institutional Knowledge

What's happening?

Pick one

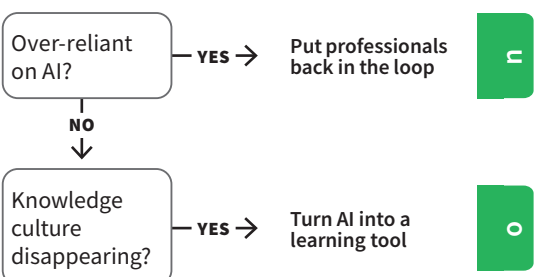
- [ ] AI is being used instead of human expertise, reducing real problem-solving.
- [ ] One AI expert holds all the knowledge, keeping others dependent.
- [ ] AI makes decisions too fast, leaving no time for learning.

Why is this happening?

Pick one

- [ ] AI is making decisions without human oversight.
- [ ] AI is used for answers but not for learning.
- [ ] A dwindling number of people hold the AI and institutional knowledge.

What's the fix?



Put professionals back in the loop

AI should assist, not replace, human decision-making.

When to use it

- If teams trust AI outputs without checking them.
- If employees default to AI instead of solving problems themselves.
- If AI makes decisions too fast for people to learn from the process.

Who to watch out for:

The Smart Delegator
Over-relies on AI and skips verification.

The AI Dependent
Trusts AI more than their own judgement.

Patterns to target

Trusts AI to run without checking
→ Require human review before AI actions
Set up quick validation steps. AI suggests, but humans confirm. Assign reviewers for critical AI-driven decisions like finance, hiring, and strategy.

Passes everything through AI
→ Make AI a second opinion, not a decider
Encourage AI-assisted decision-making where humans engage first, and AI refines. Limit AI's role in strategic thinking, no rubber-stamping.

Shifts mistakes onto AI
→ Ensure accountability, not AI blame
Keep people responsible for AI-driven work. Errors still need human learning. Track AI mistakes to improve both human and AI judgement.

Turn AI into a learning tool

AI should help teams grow their expertise, not replace it.

When to use it

- If AI is used for fast answers, not skill-building.
- If teams aren't developing deeper expertise alongside AI use.
- If employees fail to learn from AI-generated outputs.

Who to watch out for:

The Adaptive Learner
Uses AI to sharpen personal expertise.

The AI Mentor
Enjoys teaching AI concepts but needs structured support.

The Co-Creator
Always experimenting and finding new ways of working with AI.

Patterns to target

Lets AI poke holes before others do
→ Use AI to challenge thinking, not just provide answers
Have AI generate alternative solutions so teams compare options instead of accepting one answer. Encourage debate, review and refine AI suggestions.

Learns every feature inside out & Expands skills using AI
→ Embed AI into team skill-building
Run "AI Demo Days" where employees share one feature or skill they've mastered. Tie AI learning to performance reviews and recognise employees who improve their work with AI.

Spreads AI know-how across teams
→ Encourage cross-team AI knowledge sharing
Rotate AI "lunch and learns" so teams regularly discuss new AI techniques. Create AI knowledge hubs where employees contribute insights and best practices.

Ethical Concerns

AI adoption stalls when teams question its fairness, accountability, and ethical impact.

What's Happening

- Teams worry AI is biased or discriminatory, making it unethical to use.
- People challenge AI's alignment with company values, slowing down adoption.
- Employees don't know how AI decisions are governed, leading to ethical grey areas.
- AI is deployed without accountability, raising concerns about unintended consequences.

Flip to ensure AI aligns with ethical principle and is used responsibly.

Ethical Concerns

What's happening?

Pick one

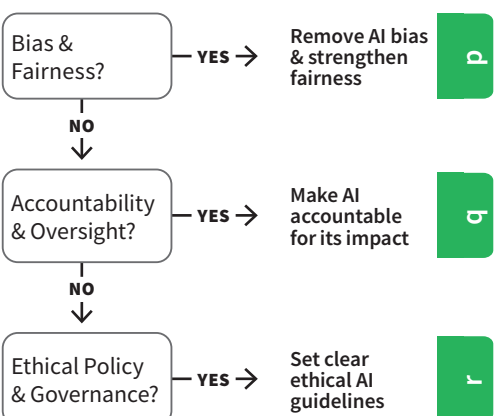
- [ ] Teams worry AI is biased, unfair, or unethical and challenge its use.
- [ ] AI decisions aren't held accountable, leaving no clear responsibility.
- [ ] Employees aren't sure how AI fits within ethical guidelines.

Why is this happening?

Pick one

- [ ] AI is seen as discriminatory or lacking inclusivity.
- [ ] AI operates with little human responsibility.
- [ ] AI lacks clear ethical guidelines.

What's the fix?



Remove AI bias & strengthen fairness

AI must be inclusive, fair, and designed to prevent harm.

When to use it

- If teams fear AI will reinforce discrimination or unfair decision-making.
- If employees challenge AI's ethical validity, slowing adoption.
- If AI hasn't been tested for biases before deployment.

Who to watch out for:

The Ethics Watchdog
Pushes for AI fairness and ethical integrity.

The Boundary Setter
Defines AI fairness policies for the organisation.

The Proof Seeker
Will reject AI unless fairness is demonstrated.

Patterns to target

Hunts for bias in AI

→ Run bias audits before AI goes live

Review training data for diversity gaps. Test AI decisions across demographics to catch unintended bias before deployment.

Challenges AI's ethics

→ Make ethical AI training mandatory

Teach teams how to spot biased AI outputs and challenge unfair assumptions. Provide clear guidelines for ethically reviewing AI-driven decisions.

Trusts AI to run without checking

→ Require human oversight on AI outputs

Establish review checkpoints for AI-driven decisions in high risk domains like hiring, finance, and legal. Ensure transparency in AI-generated predictions and recommendations.

Make AI accountable for its impact

AI must be monitored, reviewed, and held accountable for its actions.

When to use it

- If AI makes decisions with no clear human responsibility.
- If mistakes are blamed on AI instead of being properly addressed.
- If teams lack ethical oversight on AI's real-world consequences.

Who to watch out for:

The AI Dependent
They are heavy AI users, and might just trust it too much.

The Ethics Watchdog
They make sure AI mistakes aren't ignored or excused.

The Strategic Architect
They have a big role in embedding AI accountability into long-term strategy.

Make AI accountable for its impact

Patterns to target

Shifts mistakes onto AI

→ Require human sign-off on AI-driven actions

Define responsibility for AI failures, humans remain the final decision-makers. Log AI-driven decisions to track accountability and improve oversight.

Passes everything through AI

→ Limit over-reliance on AI for final decisions

AI suggests, but people decide. Require human judgement in critical areas. Train teams to challenge AI recommendations instead of blindly accepting them.

Worries AI makes too many mistakes

→ Ensure AI systems are audited regularly

Run post-decision analysis to check AI's accuracy over time. Provide teams with AI impact reports to highlight errors, trends, and ethical concerns.

Set clear ethical AI guidelines

AI should align with human values and ethical standards.

When to use it

- If employees aren't sure what's ethical when using AI.
- If AI operates in grey areas, causing hesitation.
- If the organisation lacks defined ethical AI policies.

Who to watch out for:

The Boundary setter
Creates and enforces AI ethical guardrails.

The Ethics Watchdog
Questions and strengthens AI ethics.

The Strategic Architect
Integrates AI ethics into company strategy.

Set clear ethical AI guidelines

Patterns to target

Defines the rules for AI use
→ Create a company-wide AI ethics policy
Define what AI can and can't do. Set clear ethical guardrails. Regularly update policies to keep up with evolving risks.

Challenges AI's ethics
→ AI use aligns with company values
Tie AI decision-making to core company values. Make it easy for teams to raise ethical concerns without fear of backlash.

Keeps AI use secret &
Freezes when policies are unclear
→ Make ethical AI a leadership priority
Commit to AI transparency. Leaders should champion responsible AI use and make accountability a visible, ongoing effort.

Stockpiles info to feed AI models
→ Set data limits for ethical collection and use.
Focus on relevance, privacy, and security. Ensure teams know what data AI actually needs, and what to delete.

Trust Gap

If teams don't trust AI, they won't use it, no matter how good it is.

What's Happening

- People worry AI is inaccurate, unreliable, or not advanced enough to be useful.
- Teams distrust AI's decision-making because it feels like a "black box."
- Employees reject AI due to past failures, hype, or fear of losing control.

Flip to prove AI's reliabilityand rebuild trust.

Trust Gap

What's happening?

Pick one

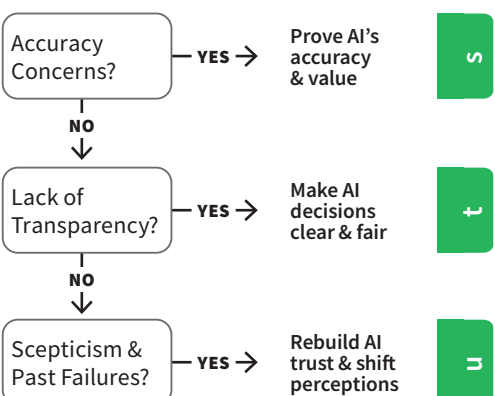
- [ ] Teams think AI makes too many mistakes or is too simplistic.
- [ ] People don't understand how AI reaches its conclusions.
- [ ] Employees have had bad AI experiences in the past.

Why is this happening?

Pick one

- [ ] AI is seen as flawed, risky, or too basic.
- [ ] AI decisions aren't explained well enough.
- [ ] AI is dismissed as hype or untrustworthy.

What's the fix?



Prove AI's accuracy & value

AI should be transparent, explainable, and accountable.

When to use it

- If teams distrust AI because they don't understand how it works.
- If employees fear AI is biased or unfair.
- If AI's decision-making feels too opaque to gain full trust.

Who to watch out for:

The Proof Seeker
Won't trust AI until they see hard proof.

The Adaptive Learner
They need proof that AI is worth investing their learning efforts into.

The Smart Delegator
They need AI to be clearly better than manual work.

The AI Mentor
They need strong, bulletproof AI reliability to confidently train others.

Patterns to target

Worries AI makes too many mistakes
→ Compare AI's performance to human benchmarks
Show validated accuracy metrics. Compare AI results to human performance in key areas. Highlight AI successes in similar industries or workflows.

Trusts intuition over AI insights
→ Demonstrate AI's unique strengths
Use real case studies where AI caught patterns or errors humans missed. Frame AI as a tool that enhances intuition, not one that replaces it.

Thinks AI is too basic for real work
→ Show AI's complexity and capabilities
Demonstrate AI handling nuanced decisions, not just automating simple tasks. Let teams experiment with AI on meaningful problems.

Needs to see how AI makes decisions
→ *Show AI's learning process, not just final outputs*
Provide transparency into how AI evolves, learns from mistakes, and improves over time.

Make AI decisions clear & fair

AI should be transparent, explainable, and accountable.

When to use it

- If teams distrust AI because they don't understand how it works.
- If employees fear AI is biased or unfair.
- If AI's decision-making feels too opaque to gain full trust.

Who to watch out for:

The Smart Delegator
If they can't understand AI's decisions, they stop using it.

The Ethics Watchdog
They drive AI explainability and fairness audits.

The Boundary Setter
They want full transparency on where AI fits and where human control remains.

Make AI decisions clear & fair

Patterns to target

Hunts for bias in AI
→ Invite teams to help audit AI for bias
Turn sceptics into supporters by involving them in fairness reviews. Share bias-detection methods to show how risks are managed.

Challenges AI's ethics
→ Publish a simple "responsible AI" guide
Set clear fairness and accountability rules. Make ethical AI training standard for decision-makers.

Needs to see how AI makes decisions
→ Make AI's decision logic visible
Use simple, visual explanations to show AI's reasoning. Provide AI dashboards that track and explain recommendations.

Freezes when policies are unclear
→ Simplify AI guidelines
If policies are unclear, people won't trust AI. Create a one-page "AI Do's & Don'ts" and run Q&A sessions to remove doubt.

Rebuild AI trust & shift perceptions

One bad AI experience shouldn't define its future.

When to use it

- If employees dismiss AI as hype.
- If people had a bad AI experience and never tried again.
- If teams believe human decisions are always better.

Who to watch out for:

The AI Mentor
They are key to convincing hesitant users that AI has improved.

The AI Champion
If they lose faith in AI, it signals a major problem.

The Ethics Watchdog
If AI is proven ethical, they become a powerful validator for others.

Rebuild AI trust & shift perceptions

Patterns to target

Shrugs off AI as hype
→ Counter scepticism with real success stories
Show how AI delivers long-term value with real examples. Skip the buzzwords, let facts do the talking.

Avoids AI after a bad experience
→ Acknowledge past failures and offer low-risk re-entry
Address past AI issues openly. Show new safeguards, better accuracy, and improved user control. Offer opt-in pilots for hesitant teams.

Trusts people over AI, every time
→ Position AI as a partner, not a replacement
Demonstrate how AI enhances human expertise instead of competing with it. Highlight AI-human collaboration that leads to better results.

Promotes AI experimentation
→ Use role models to reshape perception
Highlight trusted peers who were once sceptical but now use AI successfully. Let team champions show how AI enhances, not replaces, human expertise.