

About Karan Froom

Karan Froom is a transformation strategist and change leader who helps organizations and individuals navigate change with clarity and confidence. With deep expertise in digital transformation and leadership development, she empowers people to embrace change and drive lasting impact.



Bridging the Gap: Organizational Change Strategies for AI Adoption

Artificial Intelligence (AI) is no longer a distant innovation. It's becoming embedded in everyday corporate operations, from customer service to strategic decision-making. While the fundamentals of Organizational Change Management (OCM) still apply, AI adoption introduces **unique organizational, cultural, and ethical considerations** that require a more nuanced and evolved approach.

Similarities to Digital Transformation Adoption

Like any major technology implementation, successful AI adoption depends on:

- **Clear vision & business case** — Defining the “why” before the “how.” Gaining buy-in at the top and establishing your program sponsors is key.
- **Stakeholder alignment** — Stakeholder and leadership assessments are as important in an AI initiative as in any other transformation, ensuring clarity on who is impacted and how they will be expected to support the change.
- **Consistent communications** — Leveraging multi-channel, role-relevant messaging with existing communication channels to ensure information is accessible, trusted and reinforced across the organization.
- **Training & support** — Equipping people with the skills and confidence to integrate AI into the tools and business processes it will enhance.
- **Measurement & reinforcement** — Readiness and adoption measures should be applied in order to continually monitor for gaps, risks, and opportunities to improve confidence and performance.

These **fundamentals remain the backbone of change**, ensuring employees understand, engage with, and adopt any new technology, process or organizational change.

What makes AI Adoption Unique?

AI adoption raises **new barriers and opportunities** that extend beyond typical tech rollouts:

1. **Trust & Transparency:** AI often functions as a “black box.” Users need to understand *how* it works and what human oversight exists. Being able to understand and clearly communicate how AI makes its decisions, is essential for building trust, ensuring accountability, and defending the integrity of AI-driven outcomes.

2. **Ethical & Compliance Risks:** Issues of bias, fairness, and explainability require stronger governance, clear policies, and ongoing oversight.
3. **Job Impact Anxiety:** Fear of automation replacing human work is stronger than in most past tech rollouts. This anxiety can lead to resistance, disengagement, or reluctance to adopt new tools unless organizations proactively address this role evolution.
4. **New Skills Required:** Prompt engineering, AI literacy, and output validation are emerging must-haves. Along with an increased focus on business ethics, data analysis, and critical thinking.
5. **Continuous Evolution:** Unlike static software, AI capabilities change rapidly, requiring an ongoing continuous improvement and adoption cycle.

Key Considerations for AI Adoption

1. **Establish Ethical Guardrails from Day One**
 - Create AI usage policies, governance boards, and escalation protocols.
 - Define and clearly communicate the acceptable and unacceptable use cases for AI.
2. **Build a Trust Narrative**
 - Share real-world examples and case studies of successful, safe AI usage.
 - Explain human-in-the-loop safeguards to reinforce accountability.
 - Be transparent about known limitations and how the organization is monitoring and improving AI performance to ensure fairness, accuracy, and reliability.
3. **Address Role Evolution Early**
 - Communicate potential job changes honestly.
 - Offer upskilling and reskilling programs to prepare for future roles.
4. **Design Role-Based AI Training**
 - *Everyday Users:* How to use AI effectively and safely.
 - *Leaders:* When to use AI, when to defer to human judgment.
 - *Compliance & Risk Teams:* How to monitor and mitigate risks.
5. **Create Feedback Loops**
 - Make it easy to report AI errors or concerns.
 - Regularly review feedback to refine usage guidelines.
6. **Measure Adoption Differently**
 - Track *quality* of usage, confidence in results, and impact on work quality—not just system logins.
7. **Plan for Continuous Capability Refreshes**
 - Schedule quarterly or semi-annual “AI update” sessions as capabilities evolve.
 - Integrate new features and best practices into workflows to sustain long-term adoption.
8. **Leverage Change Professionals to Support your AI Rollouts**
 - Assign dedicated resources to drive end-user adoption, ensuring the initiative delivers on its business case and ROI.
 - Use their expertise to connect technical teams and business users, fostering alignment on expectations, priorities and desired outcomes.

AI Adoption isn't just another technology change...

AI adoption goes beyond a standard technology rollout, requiring the **core principles of OCM, trust-building, ethical governance**, and a **commitment to learning**. A **people-first, values-driven approach** accelerates adoption, delivers results, and builds lasting confidence.