

Scale Your Copilot Impact: Adoption Packages Designed for Measurable Success

6 Spark Novel Ideas

5 Augment Information Retrieval

4 Summarize with Ease

3 Craft Compelling Emails

2 Optimize Your Inbox

1 Develop Superior Documents

Realize the full value of your Microsoft 365 Copilot investment with Cognician's powerful activation packages: Launch, Accelerate, and Transform.

In business today, you need to realize the full value of every investment you make. Microsoft 365 Copilot is a transformative asset, promising not only increased efficiency but an entirely new way to boost productivity and innovation. And the barrier to entry for basic usage is low. Yet, for many, the journey from adoption to tangible results is challenging. Innovators and early adopters leap in, but **the majority of license holders need activation.**

Many companies try to solve this problem using communication campaigns and training workshops. Good for awareness, but not for adoption. With Cognician's activation approach, we focus on driving **behavior change that aligns with your business goals**, ensuring that your people don't just know about Copilot, but integrate it into their daily workflows, leading to measurable outcomes.

Supercharge Copilot M365 Usage with Our Activation Packages

The M365 Copilot adoption packages help employees overcome initial hesitation and become proficient with Copilot. Each package combines a program or programs with engagement support that suits the scale of the rollout. The programs meet Copilot users where they're at, giving them **things to do and think about, spaced over time, that support their adoption of Copilot.**

A program like this at a global energy client saw a **475% increase in Copilot usage, saving over 20,000 hours of work in just 16 days.** These results are not just numbers; they represent shifts in culture, efficiency, and company capability. Lasting, measurable change.

While working through Cognician's adoption programs, participants will:

- Start using M365 Copilot and develop new workplace practices.
- Experiment with using M365 Copilot in new and interesting ways across Microsoft products.
- Swap out necessary but low-value work for high-value work that better leverages human skill and intellect.



Copilot M365 Activation Packages That Meet You Where You're At On Your Copilot Journey

Launch

You're just **getting started** with Microsoft 365 Copilot.

The **Launch** package delivers the essentials through our **Copilot Foundations Quest**. It meets your people where they're at, helping inexperienced users take their first Copilot steps, and helping more familiar users try out more complex functions. You'll get a swift and efficient start that immerses your team in Copilot's key benefits, accompanied by skilled support. The result? A seamless integration of Copilot into your daily workflows, paving the way for enhanced productivity and streamlined operations.

A sample of 250 users on the Launch package are likely to:

- Take 1,000+ measurable actions in Copilot
- Share 100s of insights
- Save 100s of hours that can be reallocated to higher-value tasks

Accelerate

You're ready to take your Copilot usage **beyond the basics**.

The **Accelerate** package includes the **Copilot Foundations Quest** for those still learning. And it includes **GenAI Power Skills** for those doing more advanced prompting who are beginning to think about how to reshape their functional work with Copilot. It does this by providing guided support for advanced prompting related to your work.

And for the Copilot cheerleaders we include the **Champions Quest**, so your network of supporters can guide others through their learning with confidence.

A sample of 500 users on the Accelerate package, supported by a champion network, are likely to:

- Take 6,000+ measurable actions in Copilot
- Share 1,000s of insights
- Save 1,000s of hours that can be reallocated to higher-value tasks

Transform

You're **committed to comprehensive, long-term change** through the adoption of Copilot.

The **Transform** package aligns with your ambition, giving you the basic support of the **Copilot Foundations Quest**, the enhanced, contextual support for prompting from **GenAI Power Skills**, combined with rich customization to create a more personalized experience for learners that signals your organization's intent to leverage Copilot to the max.

Champions are also supported by the **Champions Quest**, but with additional engagement planning and support from our project managers. This will help in reaching a larger, more dispersed audience so you can work towards your goal of reinventing your functions with Copilot.

A sample of 5,000 users on the Transform package, supported by a champion network, are likely to:

- Take 60,000+ measurable actions in Copilot
- Share 25,000+ insights
- Save 20,000+ hours that can be reallocated to higher-value tasks



Copilot Foundations Quest

The *Copilot Foundations Quest* guides participants to try out specific Copilot use cases that boost efficiency and creativity and save time. It enables participants to share their wins so they can learn from each other and realize that adoption is supported by all.



GenAI Power Skills

The *GenAI Power Skills* program enhances individual skills and efficiency by optimizing participants' use of Copilot. It helps to develop advanced skills in crafting and refining structured prompts for specific applications.



Champions Quest

The *Champions Quest* empowers champions within organizations to lead change and foster a culture of continuous improvement. Champions are guided to spark conversations, give guidance, and drive participation.

World-Class Adoption Programs, Combined with White-Glove Service, Deliver Measurable Results in as Little as 30 Days

	Launch	Accelerate	Transform
What's included	• Copilot Foundations Quest	• Copilot Foundations Quest • GenAI Power Skills • Champions Quest	• Copilot Foundations Quest • GenAI Power Skills • Champions Quest
Project Management Services	• Cohort setup • 5 planning & status calls	• 3 x Cohort setup • 10 planning & status calls • Dedicated Account Manager	• Unlimited cohort setup • Unlimited planning & status calls • Dedicated Account Manager
Engagement Planning Services	• Engagement Playbook • Champions Playbook	• Engagement Playbook • Champions Playbook • 2 One-hour engagement planning calls	• Engagement Playbook • Champions Playbook • 2 One-hour engagement planning calls • Champion training • Activation Workshop
Reporting	• Self-service reporting • 2 Progress Reports • Close-out Report *	• Self-service reporting • 2 Progress Reports • Close-out Report *	• Self-service reporting • 2 Progress Reports • Close-out Report * • 2 Custom reporting extracts based on bespoke data collection
Customization	• Avatars • Branding (basic, including logos and brand colors)	• SSO • Avatars • Branding (basic, including logos and brand colors) • Leader welcome message in Welcome Quest sections for each program	• SSO • Avatars • Branding (comprehensive, including logos, brand colors and program imagery) • Leader welcome message in Welcome Quest sections for each program • Custom module introductions from leaders • Custom emails

* Close-out Reports include Cognician's Activation Index (AI) – a measure of action – and Commitment Index (CI) – a measure of commitment to the direction of travel.

Each solution is designed to drive measurable change in M365 Copilot usage across your organization – just like we did for a global energy client who achieved a 475% increase in M365 Copilot usage, saving 20,000 hours in only 16 days.

Book a Call

Do you have any questions?

Email Us: copilot@cognician.com