

Laws of AI Adoption

	Statement of the Law	What it Means
1	The Deployment–Adoption Law: <i>Deploying AI tools does not produce AI adoption; it merely makes adoption possible.</i>	Technology deployment changes availability, not behavior. Adoption requires people to change how they work.
2	The Shelfware Law: <i>The value of AI tools is proportional to the number of tasks performed with them.</i>	Purchased AI creates potential value; used AI creates real value. AI that stays on the shelf gathers digital dust.
3	The Measurement Law: <i>AI adoption improves when organizations measure behavior rather than deployment.</i>	Organizations that track AI tasks completed, prompt usage and workflow integration progress faster than those merely tracking licenses, training completions, and platform logins.
4	The Missing Layer Law: <i>The distance between AI deployment and AI value is measured in human behavior.</i>	Technology infrastructure enables capability; behavioral systems determine outcomes.
5	The Knowledge–Behavior Law: <i>Knowing how to use AI and actually using AI are largely independent variables.</i>	Training produces understanding; adoption requires behavioral change.
6	The Awareness Law: <i>Awareness of AI increases curiosity, but only repeated use creates capability.</i>	Launch campaigns generate excitement, but skill emerges only through repeated use.
7	The Workflow Law: <i>AI becomes habitual only when it is easier to use than the previous workflow.</i>	If AI requires extra effort, adoption collapses. If AI reduces friction inside existing workflows, adoption spreads rapidly.
8	The Incentive Law: <i>AI adoption accelerates when using AI improves the user's outcomes.</i>	Employees adopt AI faster when it: saves time; improves recognition; improves performance reviews; improves career prospects
9	The Power User Law: <i>A small number of enthusiastic users does not constitute organizational adoption.</i>	True adoption occurs when average employees –not just enthusiasts–use AI daily.
10	The AI Fitness Law: <i>Owning AI tools improves productivity about as much as owning gym equipment improves fitness.</i>	Tools enable improvement; disciplined practice produces it.
11	The Repetition Law: <i>AI skill increases with the number of tasks performed with AI.</i>	Prompting, agent usage and automation are skills that improve through iteration and feedback.
12	The Confidence Law: <i>Trust in AI increases in proportion to the number of successful experiments.</i>	Confidence develops through experience, not explanation.
13	The Feedback Law: <i>AI fluency increases when people receive feedback on how they use AI.</i>	People improve prompting and workflows when they can see what worked, what failed, and what others discovered.
14	The Habit Formation Law: <i>AI becomes valuable when it becomes habitual.</i>	Productivity gains occur only when AI becomes part of everyday work.

The Principle of AI Activation: *AI fluency grows in proportion to the number of meaningful interactions people have with AI. Therefore, organizations must implement systems that repeatedly nudge and help employees to use AI in their real work.*

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[Case Study](#) [White Paper](#)

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