

Change Management: Get Your Team to Adopt New Tools

October 6, 2026 | Communication + Change

Five prompts to communicate a change, activate champions, work through resistance, assess readiness, and sustain adoption.

Message. Mobilize. Address. Then check readiness and sustain the change.

October 6, 2026

12–1 PM Eastern · 60 minutes

With Cheryl Thompson

Who it is for

Leaders, managers, and practitioners introducing new tools or ways of working.

Bring

One change you want people to adopt and access to your approved AI tool.

[Open the online playbook](#)

The recorded session

Watch the Learning Lab.

Follow the October 6 session, then use the prompts and examples with your own change.

[Watch replay on Vimeo](#) ↗ ^[1]

0–5 minutes · Get ready

Choose one change to work on.

You introduced the tool, offered training, and sent the follow-up email. People are still using the old spreadsheet. Today, we'll look at what they need to make the new way useful.

Bring a current rollout, a stalled initiative, or a change that is coming. Each of the five prompts includes a full version, a shorter Copilot Free version, and a practice example. Choose one version for each exercise.

Open your approved AI tool in another tab

[Microsoft Copilot](#) ↗ ^[2]

[ChatGPT](#) ^[3]

[Claude](#) ^[4]

[Gemini](#) ^[5]

1. **Copy a prompt into a fresh chat.** Start a new chat for each exercise so examples do not get mixed together.
2. **Answer the questions.** A short paragraph is fine. Use approved, non-sensitive information and describe people by role.
3. **Review, then improve.** Check the facts, tone, and promises. You know the people and the work; AI is helping you prepare.

Our 60-minute path

1. 0–5 min [Choose one change](#) ^[6]
2. 5–12 min [Use the change model](#) ^[7]
3. 12–22 min [01 · Message](#) ^[8]
4. 22–30 min [02 · Mobilize](#) ^[9]
5. 30–38 min [03 · Address](#) ^[10]
6. 38–49 min [04 · Assess readiness + build](#) ^[11]
7. 49–54 min [05 · Sustain adoption](#) ^[12]
8. 54–57 min [Save your two takeaway tools](#) ^[13]
9. 57–60 min [Choose a next step + questions](#) ^[14]

5–12 minutes · The change model

Different people need different support.

The Change Adoption Curve is a useful way to think about where people are with this particular change. People can move between these groups. The approximate percentages below illustrate the model; they are not a measurement of your team.

Enthusiasts ~10%

Need: early access and room to experiment.

Try: let them test a real task and show what helps.

Open but cautious ~30%

Need: proof, peer examples, and clear instructions.

Try: show a useful result and make the first step easier.

Wait and see ~35%

Need: a relevant benefit and a low-risk way to try.

Try: invite a trusted peer to demonstrate the work.

Resistant ~20%

Need: their concern to be heard and understood.

Try: ask what is getting harder, and address the actual obstacle.

Blockers ~5%

Need: a private conversation and clear expectations.

Try: understand the issue, clarify responsibilities, and agree on a next step.

“What’s in it for me?”

Connect the change to a task people care about. Be honest about the learning curve and the support you can provide. If the decision came from above, you can still help people understand it and raise what is not working.

Pause here: Where is your team today? What do you know from their actions, and what are you assuming?

How we’ll use AI: give it a role, the context, a clear request, and discovery questions. It helps you draft; you decide what fits.

01 · Message · 12–22 minutes

Explain what the change means for them.

Use the Change Communication Builder to answer “What’s in it for me?” for the people affected. Start with their work, the disruption they will feel, and one useful first action.

You’ll build: Audience-specific messages, a launch sequence, ten likely questions, and a manager toolkit.

Full prompt

Change Communication Builder

PROMPT TO COPY

ROLE

You are a change management communications strategist for the automotive industry. You build messages that drive adoption by focusing on what each audience cares about - not what leadership wants to announce. You understand that people don't resist change. They resist being changed without understanding why.

PROMPT TO COPY**CONTEXT**

I am leading (or supporting) a change initiative. I need to communicate this change to multiple audiences in a way that drives adoption, not just awareness.

REQUEST

Before you produce anything, please ask me the questions in the DISCOVERY section below. Ask them all at once, in a single numbered list. Wait for my response. Once I answer, accept whatever I write, even if it is a paragraph or covers multiple questions at once. Do not re-ask the full list. If one detail is missing and you genuinely need it, ask one short follow-up about only that gap. Otherwise, go ahead and produce the output and note any assumptions you made.

Using the information I provide, create:

1. AUDIENCE-SPECIFIC MESSAGES

For each group I identify, create a message that answers:

- What's changing? (one sentence)
- Why? (in terms THEY care about, not corporate reasons)
- What does this mean for ME? (specific impact on their daily work)
- What do I need to DO? (clear, specific first action)
- What support is available? (training, help desk, champion)

Create versions for:

- Senior leadership (strategic framing)
- Middle managers/supervisors (their role in driving adoption)
- Frontline employees (practical impact on daily work)
- Support functions (IT, HR, training - what they need to prepare)

2. LAUNCH SEQUENCE

| Week | Audience | Message | Channel | Owner |

- Who hears first, second, third
- What channels to use for each audience
- When to shift from announcement to reinforcement

3. FAQ DOCUMENT

The 10 most likely questions people will ask, with honest, direct answers. Include:

- Questions about job impact
- Questions about the transition timeline
- "Why can't we just keep doing it the old way?"
- "What happens if I don't use the new system?"

4. MANAGER TOOLKIT

Give managers/supervisors:

- A 3-minute script to use with their teams
- Anticipated pushback and how to respond
- How to position themselves as supporters, not enforcers

PROMPT TO COPY**FORMAT**

- Each message under 200 words
- Conversational tone - not corporate memo language
- WIIFM (What's In It For Me) must be in the first two sentences for every audience

Use only the context I provide for this task, not previous chats or connected files. Label assumptions and mark unknown facts, dates, policies, or commitments [CLARIFICATION NEEDED]. Keep dates, owners, numbers, and terminology consistent across outputs. Treat explanations of people's motives as hypotheses to check, not facts.

DISCOVERY

1. What's the change? (tool, process, system, or policy)
2. Who's affected? (list the specific groups by role, shift, or location)
3. What's the timeline? (when does the change begin and when is full adoption expected)
4. What's the biggest concern or fear you're hearing from the field?
5. Has anything been communicated already? What was the reaction?

Shorter prompt · Copilot Free / quick use

Use this version when you need a smaller prompt. Fill in the bracketed inputs or let the AI ask for them.

Change Communication Builder · shorter version**PROMPT TO COPY**

This is a new task. Please ignore any previous conversation context and treat this prompt fresh.

STEP 0: Read the inputs below. If bracketed inputs are missing, ask for them together in one numbered list, then wait. Accept a paragraph as the answer. Ask one brief follow-up only if essential; otherwise proceed with stated assumptions. Use only what I share, not connected files.

STEP 1: Once I have answered, complete the request below. Flag unknown facts or commitments [CLARIFICATION NEEDED]. Treat interpretations of people's concerns as hypotheses.

We're implementing this change: [DESCRIBE THE CHANGE]

Timeline: [WHEN]

Groups affected: [LIST]

Biggest concern I'm hearing: [DESCRIBE]

Create audience-specific messages for each group. Each message must:

PROMPT TO COPY

1. State what's changing (one sentence)
2. Explain why in terms THEY care about
3. Answer "What does this mean for me?" specifically
4. Give one clear action they need to take
5. Tell them where to get help

Also create:

- A 10-question FAQ with honest answers
- A 3-minute script for managers to use with their teams

Keep each message under 200 words. Conversational, not corporate.

Need an example? Try this practice scenario.

This is a fictional situation. Paste it after the AI asks its questions, or use your own approved context.

Practice scenario 1: digital quality checks**EXAMPLE TO COPY**

We're rolling out Q-DAS statistical process control software across 8 gauging stations at a Tier 1 supplier plant. 45 operators affected, most with 15+ years of experience. Q-DAS replaces manual measurement recording - operators enter dimensional data at each station, Q-DAS runs real-time SPC charts, flags out-of-control conditions, and exports to quality reports automatically.

Training was done two months ago. Licenses are active. Six weeks after go-live:

- 30% of operators (about 15 people) use Q-DAS consistently. They like the real-time feedback and say it saves them time at end of shift.
- 40% trained on it but reverted to paper. They say 'it takes me longer to type than to write, and the clerk enters everything anyway.'
- 25% actively resistant. The loudest objection: 'A computer can't tell me what a good part looks like. I've been doing this for 25 years.'
- 5% won't touch it. They claim the interface is broken on their station even after IT has verified it's working.

What I need: targeted messages for each group, an FAQ that answers the real questions (not the corporate ones), and a supervisor toolkit so my line leads can have 3-minute huddle conversations without reading a script.

Your turn. Read one draft as the person receiving it. Underline the useful benefit. Replace anything you cannot honestly promise. Share one sentence you would actually use.

02 · Mobilize · 22–30 minutes

Find the people others already trust.

Use the Early Adopter Activation Plan to support credible peers. Someone who knows the work and helps others can be more useful than the loudest enthusiast.

You’ll build: Champion profiles, a toolkit, a four-week plan, and ways to support peer adoption.

Full prompt

Early Adopter Activation Plan

PROMPT TO COPY

ROLE
You are an adoption strategist who drives change through peer influence, not mandates. You know that the fastest path to adoption is activating early adopters who make the change look so beneficial that others want in. You've seen this work in automotive plants, dealerships, and corporate offices.

CONTEXT
I'm rolling out a change and I want to create a champion network - early adopters who learn the tool first, demonstrate its value, and help their peers get on board.

REQUEST
Before you produce anything, please ask me the questions in the DISCOVERY section below. Ask them all at once, in a single numbered list. Wait for my response. Once I answer, accept whatever I write, even if it is a paragraph or covers multiple questions at once. Do not re-ask the full list. If one detail is missing and you genuinely need it, ask one short follow-up about only that gap. Otherwise, go ahead and produce the output and note any assumptions you made.

Using the information I provide, create:

- 1. CHAMPION IDENTIFICATION
Based on my team description, identify the characteristics of ideal champions:
 - Traits to look for (not just enthusiasm - credibility, influence, willingness to help others)
 - Where to find them (departments, roles, personality types)
 - How many champions per [X] employees
 - Red flags: who seems enthusiastic but won't actually help others
- 2. CHAMPION TOOLKIT
Give each champion:
 - A one-page "Why this matters" brief they can share casually
 - 3 conversation starters to use with skeptical peers

PROMPT TO COPY

- A simple feedback form to report what's working and what's not
- Recognition: how to publicly credit their contribution

3. 30-DAY CHAMPION PROGRAM

- | Week | Champion Activity | Leader Support | Success Metric |
- Week 1: Learn the tool (focused training, not the generic session)
- Week 2: Use it in their real work, document quick wins
- Week 3: Show one peer, help them get started
- Week 4: Report results, adjust approach

4. PEER ADOPTION TRIGGERS

5 tactics to make adoption spread organically:

- Make success visible ("Maria saved 2 hours this week using...")
- Make the old way harder (not punitive - just less convenient)
- Create FOMO (share wins in team channels)
- Lower the barrier (pre-configured templates, saved prompts)
- Celebrate early wins loudly

Use only the context I provide for this task, not previous chats or connected files. Label assumptions and mark unknown facts, dates, policies, or commitments [CLARIFICATION NEEDED]. Keep dates, owners, numbers, and terminology consistent across outputs. Treat explanations of people's motives as hypotheses to check, not facts.

DISCOVERY

1. What's the change and what tool or process is involved?
2. How big is the team, and what's the mix? (roles, tenure, shifts, functions)
3. Where is adoption today? (rough percentage, which groups are in or out, what's stuck)
4. Who do you suspect might be natural champions, and why? (descriptions, not names)
5. What does recognition look like in this organization? (public, private, monetary, status, peer-nominated)

Shorter prompt · Copilot Free / quick use

Use this version when you need a smaller prompt. Fill in the bracketed inputs or let the AI ask for them.

Early Adopter Activation Plan · shorter version

PROMPT TO COPY

This is a new task. Please ignore any previous conversation context and treat this prompt fresh.

STEP 0: Read the inputs below. If bracketed inputs are missing, ask for them together in one numbered list, then wait. Accept a paragraph as the answer. Ask one brief follow-up only if essential; otherwise proceed with stated assumptions. Use only what I share, not connected files.

STEP 1: Once I have answered, complete the request below. Flag unknown facts or commitments [CLARIFICATION NEEDED]. Treat interpretations of people's concerns as hypotheses.

I'm rolling out [CHANGE] to [TEAM SIZE] people in [ENVIRONMENT].

Help me build a champion network:

1. What traits should I look for in early adopters? (beyond enthusiasm)
2. Create a one-page toolkit for champions (why this matters, 3 conversation starters for skeptics, feedback form)
3. Build a 4-week champion program (learn, use, show a peer, report results)
4. Give me 5 tactics to make adoption spread organically without mandates

Be practical. This is automotive - people are busy and skeptical.

Need an example? Try this practice scenario.

This is a fictional situation. Paste it after the AI asks its questions, or use your own approved context.

Practice scenario 2: a scheduling rollout

EXAMPLE TO COPY

I'm the plant manager at a 180-person prototype and low-volume production facility. We just rolled out a new digital scheduling system that replaces whiteboards and verbal shift handoffs. The system lets us sequence jobs, track setup and changeover time, and coordinate across stamping, weld, assembly, and paint.

Three weeks in: about 20 operators (mostly under 40) are using it well. Another 50 have logged in but revert to asking the lead directly - 'just tell me what's next, I'm not looking at that thing every hour.' My most experienced setup guys (15–30 year veterans) won't use it. They schedule their own work based on experience and walk over to tell the next shift what's running.

EXAMPLE TO COPY

My challenge: I can't identify champions just by who's loudest. The natural enthusiasts are mostly younger and don't have peer credibility with the veterans. I need an activation plan that finds champions the veterans will actually listen to, and gives those champions a reason to demonstrate the system rather than just obey it.

I also need to account for the first-two-weeks dip - the new system is slower for an experienced operator during the learning curve, and that's exactly when my veterans bail out.

Your turn. Identify one possible champion by role. Decide what time, permission, and support they would need. Choose one useful result to watch beyond logins.

03 · Address · 30–38 minutes

Listen for the problem beneath the objection.

Use the Resistance Response Playbook to prepare for a real conversation. A concern may point to unclear expectations, a lack of practice, or a problem worth fixing.

You'll build: An objection map, possible underlying fears, conversation guides, and guidance on when to address an issue directly.

Full prompt

Resistance Response Playbook

PROMPT TO COPY

ROLE

You are a change resistance specialist for the automotive industry. You help leaders understand that resistance isn't the enemy - it's data. Every objection tells you something about what people need to feel safe. You turn resistance into insight and insight into adoption strategy.

CONTEXT

I'm implementing a change and I'm encountering (or anticipating) resistance. I want to understand the real concerns behind the pushback and prepare thoughtful, effective responses.

REQUEST

Before you produce anything, please ask me the questions in the DISCOVERY section below. Ask them all at once, in a single numbered list. Wait for my response. Once I answer, accept whatever I write, even if it is a paragraph or covers multiple questions at once. Do not re-ask the full list. If one detail is missing and you genuinely need it, ask one

PROMPT TO COPY

short follow-up about only that gap. Otherwise, go ahead and produce the output and note any assumptions you made.

Using the information I provide, create:

1. RESISTANCE MAP

| Objection (What They Say) | Real Concern (What They Mean) | Response Strategy | Script |

- Map the 8–10 most common objections
- For each: decode the real fear behind the words
- Provide a response that acknowledges, addresses, and redirects

2. THE FEAR UNDERNEATH

Most resistance comes from 5 fears:

- Fear of incompetence ("I'll look stupid")
- Fear of extra work ("This is more on my plate")
- Fear of irrelevance ("Am I being replaced?")
- Fear of loss of control ("Someone decided this without asking me")
- Fear of failure ("What if it doesn't work and I'm blamed?")

For MY change, identify which fears are most likely and how to address each.

3. CONVERSATION GUIDES

For each type of resistant person, provide:

- How to open the conversation (curious, not confrontational)
- What to listen for
- What to say
- What NOT to say
- How to end the conversation with a specific next step

4. WHEN TO ESCALATE

The difference between healthy resistance (feedback that improves the rollout) and toxic resistance (actively undermining the change). How to handle each.

TONE

- Empathetic but firm. Resistance deserves respect, not unlimited patience.
- Never dismissive. "People resist change" is lazy - figure out WHAT they're resisting and WHY.

Use only the context I provide for this task, not previous chats or connected files. Label assumptions and mark unknown facts, dates, policies, or commitments [CLARIFICATION NEEDED]. Keep dates, owners, numbers, and terminology consistent across outputs. Treat explanations of people's motives as hypotheses to check, not facts.

DISCOVERY

1. What's the change? (tool, process, or way of working)
2. What resistance are you seeing or expecting? (specific objections, behaviors, or patterns)

PROMPT TO COPY

3. Who are the most resistant people? (by role and tenure, not by name)
4. What's driving the resistance? (your best guess, even if uncertain)
5. What have you already tried that didn't work?

Shorter prompt · Copilot Free / quick use

Use this version when you need a smaller prompt. Fill in the bracketed inputs or let the AI ask for them.

Resistance Response Playbook · shorter version

PROMPT TO COPY

This is a new task. Please ignore any previous conversation context and treat this prompt fresh.

STEP 0: Read the inputs below. If bracketed inputs are missing, ask for them together in one numbered list, then wait. Accept a paragraph as the answer. Ask one brief follow-up only if essential; otherwise proceed with stated assumptions. Use only what I share, not connected files.

STEP 1: Once I have answered, complete the request below. Flag unknown facts or commitments [CLARIFICATION NEEDED]. Treat interpretations of people's concerns as hypotheses.

I'm implementing [CHANGE] and facing resistance.

Resistance I'm seeing: [DESCRIBE]

Most resistant group: [ROLE TYPE]

What I've tried: [DESCRIBE]

Help me:

1. Map the 8-10 most likely objections, decode the real fear behind each, and give me a response script
2. Tell me which of these fears is driving the resistance: incompetence, extra work, irrelevance, loss of control, or failure
3. Give me conversation guides for resistant people (how to open, what to listen for, what to say, what NOT to say)
4. Tell me when resistance is healthy feedback vs. when it needs to be addressed directly

Be empathetic but practical. This is automotive - I need solutions, not theory.

Need an example? Try this practice scenario.

This is a fictional situation. Paste it after the AI asks its questions, or use your own approved context.

Practice scenario 3: hesitant AI users

EXAMPLE TO COPY

We gave Microsoft Copilot licenses to our 120-person corporate team - engineering, finance, HR, program management, quality. Six months later: about 25% use it regularly, 30% tried it and abandoned it, and 45% have barely opened it.

Common objections I'm hearing:

- 'I don't trust it - I asked it to summarize a supplier contract and it missed a key clause.'
- 'I don't have time to learn another tool.'
- 'This is for technical people. I do people work.'
- 'I use ChatGPT on my phone sometimes but I don't want IT to see it.'
- 'Leadership says to use it but I don't see them using it.'
- 'I tried it once, it made a mistake, and I'd rather just do it myself.'

Most resistant: senior program managers (15+ years tenure) and HR team members who deal with confidential information. What I've tried: training sessions (half attend, most don't apply it after), email from the CIO (no change), internal 'use cases' doc (nobody reads it).

I want to decode what's really going on under each objection and prepare conversation guides I can use in one-on-ones. I also want to know when I'm dealing with healthy skepticism vs. when it's time for a harder conversation.

Your turn. Choose one objection. Separate what you heard from what you assume. Keep the question that would help you understand before trying to persuade.

04 · Assess readiness · 38–49 minutes

Are you ready to launch?

Use the Change Readiness Assessment before committing to a launch date. Work through sponsorship, communication, training, infrastructure, culture, champions, and feedback.

You'll build: A readiness scorecard, a Go / Adjust / Delay recommendation, and a prioritized pre-launch checklist.

Full prompt

The Change Readiness Assessment

PROMPT TO COPY

ROLE

You are a change readiness assessor for automotive organizations. You evaluate whether an organization is truly ready for a change by examining sponsorship, communication, training, infrastructure, and culture.

CONTEXT

I'm planning to launch a change and I want to assess our readiness before committing to a date.

REQUEST

Before you produce anything, please ask me the questions in the DISCOVERY section below. Ask them all at once, in a single numbered list. Wait for my response. Once I answer, accept whatever I write, even if it is a paragraph or covers multiple questions at once. Do not re-ask the full list. If one detail is missing and you genuinely need it, ask one short follow-up about only that gap. Otherwise, go ahead and produce the output and note any assumptions you made.

Using the information I provide, create:

1. READINESS SCORECARD

- | Dimension | Score (1-5) | Status | Gap | Action to Close |
|---|-------------|--------|-----|-----------------|
| - Executive Sponsorship: Is there a visible, active sponsor? | | | | |
| - Communication: Do people know what's coming and why? | | | | |
| - Training: Are people equipped to use the new tool/process? | | | | |
| - Infrastructure: Is the technical setup ready? | | | | |
| - Culture: Does the organization's culture support this kind of change? | | | | |
| - Champions: Are early adopters identified and activated? | | | | |
| - Feedback Loops: Is there a way to hear and respond to concerns? | | | | |

2. GO / ADJUST / DELAY RECOMMENDATION

Based on the scores, recommend whether to launch, adjust the plan, or delay.

3. PRE-LAUNCH CHECKLIST

Everything that must be true before go-live, in priority order.

Use only the context I provide for this task, not previous chats or connected files. Label assumptions and mark unknown facts, dates, policies, or commitments [CLARIFICATION NEEDED]. Keep dates, owners, numbers, and terminology consistent across outputs. Treat explanations of people's motives as hypotheses to check, not facts.

DISCOVERY

1. What's the change, and who's affected?
2. Sponsor: Is there a visible, active executive sponsor? What have they actually done so far?
3. Communication: What's been communicated, and what was the reaction?

PROMPT TO COPY

4. Training: What's the training plan? Who is delivering it and how?
5. Infrastructure: Is the technical or operational setup ready? What still needs to land?
6. Culture: How does this organization usually handle change? (resist quietly, openly debate, comply and grumble)
7. Champions: Have you identified early adopters or a pilot group?
8. Feedback: How will concerns get surfaced and responded to after launch?

Shorter prompt · Copilot Free / quick use

Use this version when you need a smaller prompt. Fill in the bracketed inputs or let the AI ask for them.

The Change Readiness Assessment · shorter version**PROMPT TO COPY**

This is a new task. Please ignore any previous conversation context and treat this prompt fresh.

STEP 0: Read the inputs below. If bracketed inputs are missing, ask for them together in one numbered list, then wait. Accept a paragraph as the answer. Ask one brief follow-up only if essential; otherwise proceed with stated assumptions. Use only what I share, not connected files.

STEP 1: Once I have answered, complete the request below. Flag unknown facts or commitments [CLARIFICATION NEEDED]. Treat interpretations of people's concerns as hypotheses.

I'm about to launch [CHANGE]. Help me assess readiness.

Here's what I know:

- Sponsor: [DESCRIBE]
- Communication so far: [DESCRIBE]
- Training plan: [DESCRIBE]
- Technical readiness: [DESCRIBE]
- Team sentiment: [DESCRIBE]

Score each dimension 1-5 and tell me: Go, Adjust, or Delay? Give me a pre-launch checklist of what must be true before go-live.

Need an example? Try this practice scenario.

This is a fictional situation. Paste it after the AI asks its questions, or use your own approved context.

Practice scenario 4: readiness before launch

EXAMPLE TO COPY

I'm the HR Director at a 1,100-person automotive supplier with three plants in Michigan and Ohio. We're rolling out Microsoft Copilot to 260 salaried employees (engineering, quality, purchasing, finance, and HR) on November 3, and I want to know if we're ready before I lock that date.

What I know:

- Sponsor: Our COO is the sponsor and he is visible and active. He is very excited about AI and has been building small tools at home on weekends. He spent 15 minutes on it at the September all-employee meeting and demoed a scheduling app he built for his son's baseball league.
 - Communication so far: That all-employee talk and one follow-up email. The reaction was not what he expected. In the Q&A, two quality engineers asked if this is how layoffs start. Since then I'm hearing 'they're building the thing that replaces us' in the hallways and on Teams. Nobody has said what Copilot will be used for, and nobody has said whether headcount is affected.
 - Training plan: One 60-minute live webinar per department, recorded, plus a link to Microsoft's tutorials. No role-specific examples yet.
 - Technical readiness: Licenses are purchased and IT has turned on Copilot in Teams, Outlook, Word, and Excel. SharePoint permissions have not been cleaned up, and IT isn't sure what Copilot can see.
 - Team sentiment: About a quarter are curious, half are wait-and-see, and a quarter are openly worried about their jobs. Several of our most experienced people have told their managers they won't use it. We have no pilot group and no champions list, and the only place to raise a concern is your own manager.
- I'm worried the COO's excitement is making this harder, because people hear the enthusiasm and fear the outcome. Score my readiness, tell me whether to go, adjust, or delay, and give me a pre-launch checklist.

From the assessment to something you can retake.

Start by running Prompt 4 with the example above. Check the questions, scores, and launch recommendation before turning them into an interactive assessment.

1. Copy the building prompt below into an AI tool with an app-building workspace.
2. Under its final line, paste the **full Prompt 4 and its example scenario** . Both are above, ready to copy.

- 3. Use the example to try the fields, scorecard, and checklist. Then review the scoring and any saving behavior before using real organizational information.

App-building access varies by tool and account. If it is unavailable, keep using the full or shorter chat prompt above. The readiness exercise still works without an app.

Optional: build the interactive assessment

Build a readiness assessment from Prompt 4

PROMPT TO COPY

Build me an interactive readiness assessment app from the prompt and example below. Don't ask me questions first and don't run the prompt as a chat.

Turn the eight DISCOVERY questions into form fields, with a 1 to 5 rating for each readiness dimension. Show a scorecard with a status and one action for each low score, then a Go, Adjust, or Delay result and a pre-launch checklist. Save each submission to a list. Pre-fill the form with the example scenario so I can show it working.

Use only what I give you. If you can't build something, tell me what you left out.

[PASTE PROMPT #4 AND THE EXAMPLE HERE]

Your turn. Run the assessment with the example or your own situation first. Review the evidence behind the scores. Identify the gap you would address before launch.

05 · Sustain adoption · 49–54 minutes

Keep the change working after launch.

Use the 90-Day Adoption Tracker to catch the post-launch dip, support groups that are sliding, and decide what needs to change.

You'll build: A 90-day plan, useful measures, and warning signs of backsliding.

Full prompt

The 90-Day Adoption Tracker

PROMPT TO COPY

ROLE

You are an adoption sustainability specialist. You know that launch day is the beginning, not the end. You build 90-day plans that prevent the post-launch dip - the moment when enthusiasm fades and people quietly go back to the old way.

PROMPT TO COPY**CONTEXT**

I've launched (or am about to launch) a change. I need a 90-day plan to track adoption, sustain momentum, and catch backsliding early.

REQUEST

Before you produce anything, please ask me the questions in the DISCOVERY section below. Ask them all at once, in a single numbered list. Wait for my response. Once I answer, accept whatever I write, even if it is a paragraph or covers multiple questions at once. Do not re-ask the full list. If one detail is missing and you genuinely need it, ask one short follow-up about only that gap. Otherwise, go ahead and produce the output and note any assumptions you made.

Using the information I provide, create:

1. PHASE 1: LAUNCH + STABILIZE (Days 1–30)
 - Communication cadence
 - Quick wins to celebrate
 - Common problems and rapid response plan
 - Daily/weekly check-in with champions
2. PHASE 2: DEEPEN (Days 31–60)
 - Advanced training for power users
 - Peer coaching pairs
 - Feedback collection and visible response
 - Address lingering resistance
3. PHASE 3: SUSTAIN (Days 61–90)
 - Measure actual adoption vs. target
 - Success stories and case studies
 - Process optimization based on feedback
 - Transition from "change" to "how we work"
4. ADOPTION METRICS
 - | Metric | How to Measure | Target | Current |
 - Usage metrics, satisfaction scores, time savings, error reduction
5. BACKSLIDING DETECTOR

Warning signs that adoption is declining and intervention strategies for each.

Use only the context I provide for this task, not previous chats or connected files. Label assumptions and mark unknown facts, dates, policies, or commitments [CLARIFICATION NEEDED]. Keep dates, owners, numbers, and terminology consistent across outputs. Treat explanations of people's motives as hypotheses to check, not facts.

DISCOVERY

1. What's the change, and when was (or will be) launch day?

PROMPT TO COPY

2. What does adoption look like today? (percentages, active users, which groups are in or out)
3. What would "successful adoption" mean 90 days from now, in concrete terms?
4. What concerns you most about sustainability? (backsliding, workarounds, specific holdouts)
5. What data can you actually pull? (usage logs, survey results, manager check-ins, or nothing yet)

Shorter prompt · Copilot Free / quick use

Use this version when you need a smaller prompt. Fill in the bracketed inputs or let the AI ask for them.

The 90-Day Adoption Tracker · shorter version**PROMPT TO COPY**

This is a new task. Please ignore any previous conversation context and treat this prompt fresh.

STEP 0: Read the inputs below. If bracketed inputs are missing, ask for them together in one numbered list, then wait. Accept a paragraph as the answer. Ask one brief follow-up only if essential; otherwise proceed with stated assumptions. Use only what I share, not connected files.

STEP 1: Once I have answered, complete the request below. Flag unknown facts or commitments [CLARIFICATION NEEDED]. Treat interpretations of people's concerns as hypotheses.

I've launched [CHANGE]. Current adoption is [ESTIMATE].

Create a 90-day plan:

1. Days 1-30: Stabilize (what to communicate, quick wins to celebrate, problems to watch for)
2. Days 31-60: Deepen (advanced training, peer coaching, feedback response)
3. Days 61-90: Sustain (measure adoption, share success stories, transition to "how we work")
4. Metrics to track (what to measure, targets)
5. Warning signs that adoption is declining and what to do about each

Need an example? Try this practice scenario.

This is a fictional situation. Paste it after the AI asks its questions, or use your own approved context.

Practice scenario 5: adoption at day 63

EXAMPLE TO COPY

We're on Day 63 of a 90-day Copilot rollout, so there are 27 days left to close the gaps. The rollout covers 260 salaried employees at our 1,100-person automotive supplier. Our COO is the sponsor. Current state:

- Used Copilot this week: 154 of 260 (59%). Our Day 90 target is 70%.
- Used it on 3 or more days this week: 87 of 260 (34%). Our Day 90 target is 40%.
- Concerns logged fell from 31 in week 1 to 5 this week. In our pulse survey, people who say they're worried about their job fell from 41% to 22%.

Group data (used it this week):

- HR 86%, Purchasing 82%, Engineering 76%. All three are above target.
- Plants (75 people): 44% and climbing slowly.
- Quality (45 people): 40%, down from a peak of 44% in week 5. It has fallen four weeks in a row.
- Finance (25 people): 49%, down from a peak of 58% in week 6. It has fallen three weeks in a row.

What's working: Purchasing built a supplier quote comparison workflow that two other groups have asked to copy. HR and Engineering are teaching each other. People are raising concerns and getting answers.

What's not: the two quality engineers who asked at the all-employee meeting whether this is how layoffs start have barely touched it since week 5. Finance usage fell after month-end close, when nobody had time to practice. Plant supervisors say they can't find a use case that fits a shift.

I'm worried about the groups that are sliding, because they were the most nervous at the start. I need a plan for Day 63 to Day 90 that reverses the slide in Quality and Finance, lifts Plants toward target, and uses the strong groups as champions without making anyone feel watched or compared.

Your turn. Look at the day-63 example. Choose one signal you can actually measure and one check-in that would help you respond early.

54–57 minutes · Keep these

Two tools. One prompt for each.

Copy either instruction block into a new chat and send it. If your approved AI tool offers custom or project instructions, you can save the same block there for this task. Use one at a time. There is no custom GPT or conversation-starter list to set up.

If an instruction field is too short, paste the complete block into a new chat instead.

Build a prompt you can use again.

The Prompt Builder asks what you need, then writes a reusable prompt with only the inputs that matter.

Reusable Prompt Builder instructions

INSTRUCTIONS TO COPY

I need to build a prompt.

ROLE: You are a world-class prompt writer. I pay you \$1,000 per hour. You are VERY expensive because you are the best in the world at building prompts for AI assistants.

RULE: YOU ALWAYS WRITE IN THE 2nd PERSON! For example, for ROLE...you would say "YOU ARE A WORLD CLASS COPYWRITER".

REQUEST: You must deliver me a PERFECT prompt for any AI assistant that I can copy and paste and that allows the user to ask the AI to deliver the desired outcome. If you don't have enough information, ask the user follow-up questions until you have confidence that the prompt is perfect.

GOAL: To deliver a CONCISE prompt for any AI assistant that delivers the exact result the user is looking for.

STRUCTURE FOR EACH AND EVERY FINAL PROMPT YOU DELIVER:

- INPUTS:

- You will always start by gathering "Inputs". Unique information the user will GIVE YOU each and every time.

- Please ask about their situation, their problems and what they are desiring this prompt to do

- Your job is to only have 1-4 inputs each time. VERY VERY minimal inputs. Every time you build a prompt, you need the AI to ask the user for some information, and you will create as many inputs as possible FOR THE USER. The user should do MINIMAL amount of work.

- ROLE: You will define the role of the prompt. DO NOT ASK THE USER. The role is always some sort of world-class expert in their field that will help.

- REQUEST: Define the objective of the prompt - what is the purpose of the prompt? What does the prompt achieve?

- STRUCTURE: Define the exact structure of the prompt. Take a guess at the structure first UNLESS The user defines the structure ahead of time.

- TONE: Use a tone for this prompt that makes sense UNLESS the user defines the tone

- GOAL: Listen to what the user is telling you about the goal of the prompt and make sure you add the goal in his section.

INSTRUCTIONS TO COPY

-NEXT STEP: include something like this "Ask User for this information (include bulletpoint list of information or inputs you need every single time the prompt is used)

DETAILS:

- Once you have read all of this...ask the user to describe what kind of prompt they are looking to create and what the goal of the prompt should be.
- Do not say anything about being a prompt writer, ONLY ASK ME 3 QUESTIONS that will allow you to build the best prompt ever

TASK: Take that information and BUILD A WORLD-CLASS PROMPT

User will say "I'm ready to build a prompt"

And you will ask the user for their current situation, what the prompt will help with and what they are desiring the prompt to build and do

REMEMBER WHEN YOU DELIVER A PROMPT YOU ALWAYS INCLUDE EACH AND EVERY SECTION ABOVE

Deliver the full prompt directly, without further explanation or summary.

Think through adoption in your own organization.

The AI Adoption Partner considers your role, how work gets done, and where decisions are made. It helps you choose one realistic experiment.

AI Adoption Partner instructions

INSTRUCTIONS TO COPY

Act as my practical AI adoption partner. Help me think through the organization I actually work in and identify one small, safe, reversible next step.

Start with four brief questions in one numbered list, then wait:

1. What is my role, and what can I realistically influence?
2. How does work get done here: through tasks and processes, relationships, or a mix?
3. Where are decisions made: centrally, within teams, or both?
4. Where is AI adoption creating friction, and what have I already tried?

If I already gave you some answers, ask only for what is missing. Accept a paragraph without repeating the questions.

Use my answers to explain the friction in plain language. Consider workflow fit, trust, time to practice, incentives, and decision-making. Treat explanations as possibilities to check, not judgments about people.

INSTRUCTIONS TO COPY

Offer one role-appropriate experiment for this week: the action, any permission or support needed, what to observe, and when to stop or adjust. Ask for my reaction before expanding the plan.

Keep replies short and calm. Avoid lectures, culture labels, scoring systems, hype, and lists of tools. Suggest only actions within my authority, time, and resources. Be candid when a real process or tool problem needs fixing.

Use only the context I provide for this task. Ask before using connected files or earlier conversations. State assumptions and leave unknown facts open. Help me exercise my judgment; the decisions remain mine.

57–60 minutes · Put it into practice

Make one useful move this week.

1. **Message one audience.** Test your draft with someone affected. Check that the benefit is real and the first action is clear.
2. **Invite one credible champion.** Agree on a small task and the support they need.
3. **Have one listening conversation.** Use a question from your resistance playbook. Let the answer change your plan.

Before you use any output: confirm the facts, dates, commitments, and policy statements. Keep concerns as questions to investigate, and only promise support you can actually provide.

Questions or feedback? cheryl@cherylthompson.net ^[15]

Links and resources

These links are clickable in the PDF. For a paper copy, use the numbered references below.

[1] <https://vimeo.com/1233458220/99a258027c?fl=ip&fe=ec&share=copy>

[2] <https://copilot.microsoft.com/>

[3] <https://chatgpt.com/>

[4] <https://claude.ai/>

[5] <https://gemini.google.com/>

[6] <https://www.cherylthompson.net/learning-labs/2026-10-06-change-management-get-your-team-to-adopt-new-tools#start>

[7] <https://www.cherylthompson.net/learning-labs/2026-10-06-change-management-get-your-team-to-adopt-new-tools#change-model>

[8] <https://www.cherylthompson.net/learning-labs/2026-10-06-change-management-get-your-team-to-adopt-new-tools#message>

[9] <https://www.cherylthompson.net/learning-labs/2026-10-06-change-management-get-your-team-to-adopt-new-tools#mobilize>

[10] <https://www.cherylthompson.net/learning-labs/2026-10-06-change-management-get-your-team-to-adopt-new-tools#address>

[11] <https://www.cherylthompson.net/learning-labs/2026-10-06-change-management-get-your-team-to-adopt-new-tools#readiness>

[12] <https://www.cherylthompson.net/learning-labs/2026-10-06-change-management-get-your-team-to-adopt-new-tools#sustain>

[13] <https://www.cherylthompson.net/learning-labs/2026-10-06-change-management-get-your-team-to-adopt-new-tools#takeaway-tools>

[14] <https://www.cherylthompson.net/learning-labs/2026-10-06-change-management-get-your-team-to-adopt-new-tools#next-step>

[15] <mailto:cheryl@cherylthompson.net>