



KPMG's approach to enabling AI adoption

To adopt Gen AI effectively, a human-centric strategy must be tailored to your workforce's specific needs. Our five-phase 'make it' change methodology provides a comprehensive framework for adoption and change management success.

	Make it clear	Make it known	Make it real	Make it happen	Make it stick
	<i>Align leaders around the strategic aims, ambition and scale of change.</i>	<i>Communicate the change vision and case for change and create ownership.</i>	<i>Translate the change vision into reality for people in the organization.</i>	<i>Work towards the end state and equip people to work in new ways.</i>	<i>Ensure there is capability in the organization to sustain the change.</i>
Key Activities	<ul style="list-style-type: none">• Leadership Strategic Alignment• Strategic Narrative Development• Stakeholder Analysis• Change Metrics & Definitions	<ul style="list-style-type: none">• Change Impact Analysis• Identify and build personas• Communication and engagement strategy and plan• Communications deployment	<ul style="list-style-type: none">• Training strategy & plan targeted by persona• Ongoing communications and engagement• AI Champion activation	<ul style="list-style-type: none">• Training launch• Pulse survey dev & deployment• Recognition program development	<ul style="list-style-type: none">• Program metric dashboard and adjustments based on results• Continuous pulse surveys• Recognition programs execution• AI metrics and goals integrated into performance management
Change management journey Awareness → Understanding → Adoption → Sustainment					
Change Principles	Equip leaders to lead Ensure leadership across all levels is equipped to lead and visibly supports the AI transformation by advocating for the change and role modeling new ways of working	Engage early and often Prepare people by driving awareness, understanding and commitment through multi-channel, cross-cultural communications.	Enhance Change capability Leverage our AI transformation to strengthen your organization's change management capabilities across the entire enterprise.	Reward and Recognition To maintain momentum, shine a light on success and celebrate milestones.	