



Microsoft Copilot Adoption: Centre of Excellence Service Definition



Overview

This Service Definition sets out a fully managed programme designed to accelerate organisational transformation by empowering your Copilot Centre of Excellence (CoE) to lead, scale, and sustain Copilot adoption. The programme strengthens internal capability through structured learning, targeted communication, and a community-led Digital Champions network—supported by best-practice frameworks and CoE governance. The programme can also accommodate those looking to create Copilot Agents, through both the Lite and full versions of Copilot Studio.

Background

Organisations implementing Copilot often require structured, strategic support to ensure that employees not only understand available tools but also learn how to apply AI-powered capabilities effectively in daily work. A CoE-led Digital Champions Programme provides a powerful mechanism for building internal advocates who can guide colleagues, promote best practice, and drive cultural change.

This managed service equips your CoE with a dedicated Microsoft Teams-based environment, expert guidance, tailored communication assets, and high-impact learning experiences over a 12-month programme.

Goals

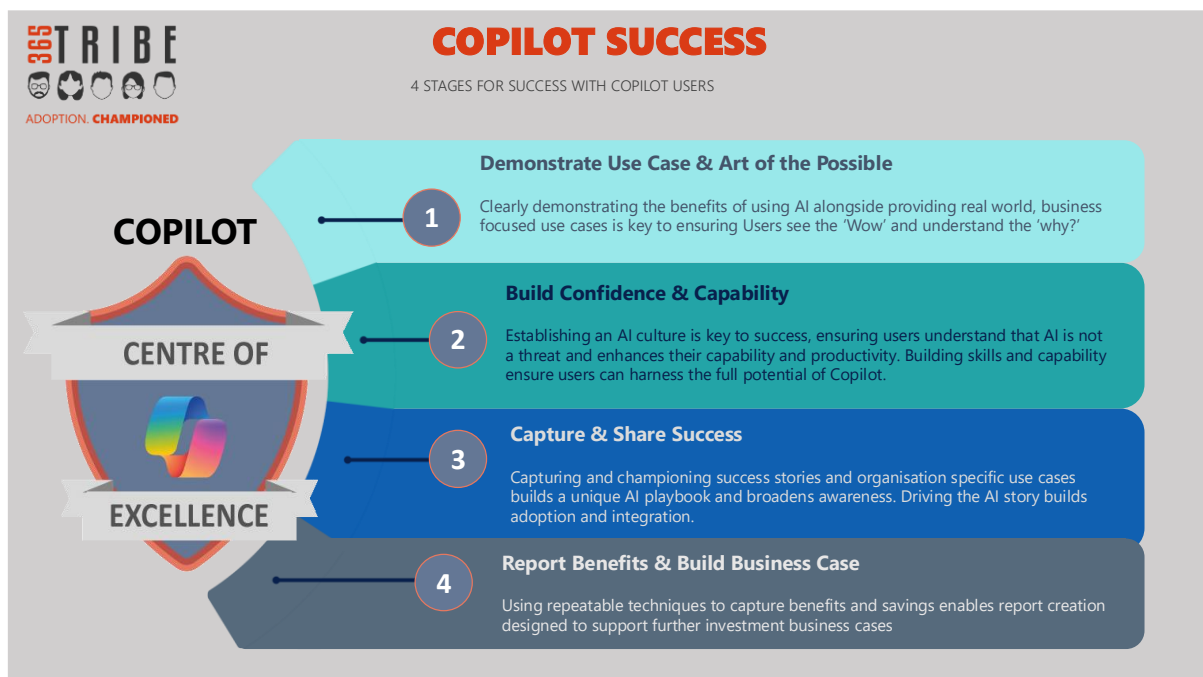
- Embed Microsoft Copilot-enabled ways of working across the organisation.
 - Strengthen digital literacy, AI readiness, and confidence at scale.
 - Equip the CoE to develop and support a thriving Digital Champions network that showcases best practice and drives adoption momentum.
 - Enable Agentification of your organisation
 - Build a sustainable, CoE-led community that supports continuous learning and productivity improvement.
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About 365Tribe

The service is delivered by a specialist team experienced in driving Microsoft 365 and Copilot adoption. The approach prioritises inspiring users, enhancing productivity, strengthening collaboration, and supporting CoE practices through relatable, scenario-based learning.

Dynamic, community-driven programmes help organisations transition to modern working practices while increasing the impact of AI and tools such as Teams, SharePoint and Power Platform,

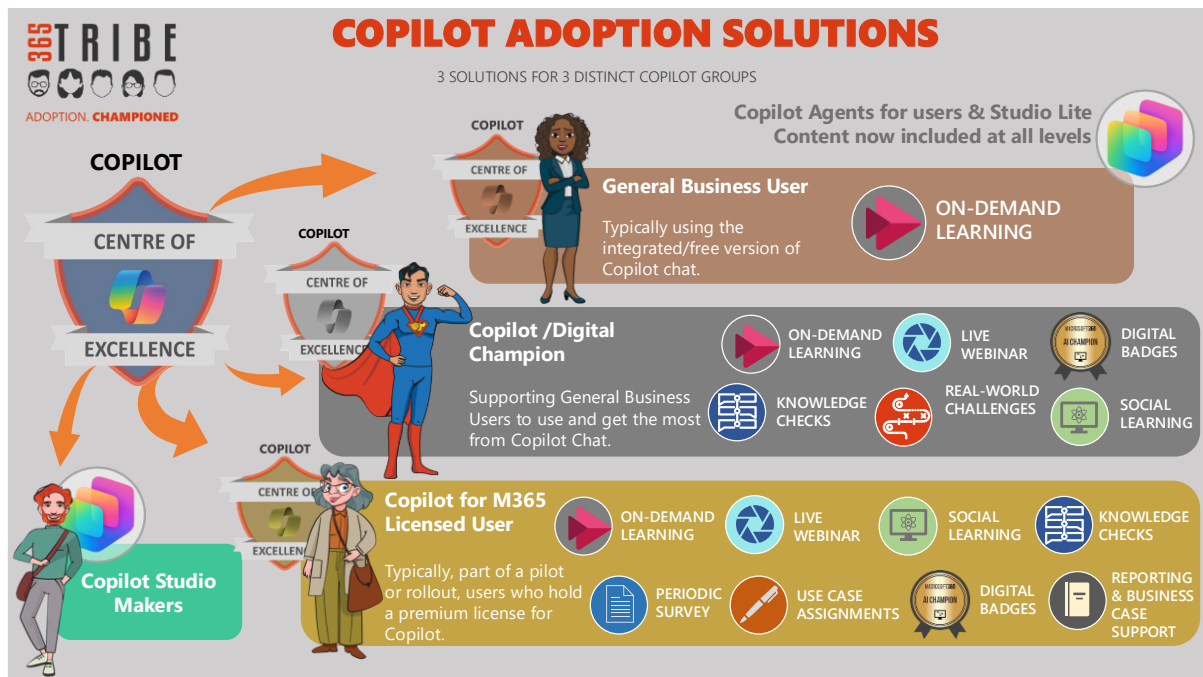
Approach & Recommendation



We follow a strategic framework for embedding Microsoft Copilot and modern digital ways of working across an organisation. This highlights a series of interconnected goals, including fostering Copilot-enabled practices, boosting digital literacy and AI readiness, empowering a

Centre of Excellence (CoE) to nurture users alongside a network of Digital Champions, enabling agentification, and creating a sustainable, collaborative community centred on continuous learning and productivity.

This narrative continues as our specialist team spearheads service delivery through scenario-based learning and community-driven programmes. These initiatives are designed to inspire users, strengthen collaboration, and drive the adoption of Microsoft 365 and Copilot, thereby helping organisations transition to modern working practices and maximise the impact of digital tools such as Teams, SharePoint, and Power Platform.



Four key paths can be followed in isolation or as a cohesive Centre of Excellence:

- **General Business Users: Strengthen digital literacy, AI readiness, and confidence at scale**

Focuses on empowering users throughout the organisation by providing targeted training and resources in digital and AI skills, ensuring that individuals feel confident adopting new technologies and can contribute meaningfully to digital initiatives.



COPILOT
CENTRE OF
EXCELLENCE

COPILOT FOR BUSINESS USERS

STRUCTURED, ONDEMAND LEARNING FOR YOUR COPILOT USERS



ADOPTION: **CHAMPIONED**

Audience

All users with access to Microsoft Copilot through the free version, formerly Bing Chat Enterprise.

Overview

Designed to get users up to speed with Copilot quickly, this series of short OnDemand videos provide rapid AI orientation and demonstrate the art of the possible with AI in a business setting.

*Based on a 12-month rolling subscription model which includes regular updates and additions as required.

What's Included?

OnDemand Video Example

Library of 2-4 minute, OnDemand Microsoft Copilot videos available to upload into Teams/Stream/SharePoint/LMS:

- What is Copilot?
- Getting Started with Copilot
- Copilot Mobile App
- Using Copilot Results
- Prompt Fundamentals
- Copilot with Context

Copilot Agents:

- Meet Copilot Agents
- Where to Find Copilot Agents
- Use Case: Run Smarter Meetings with Copilot Agents
- Use Case: Simplify SharePoint with Copilot Agents
- Use Case: Research and Analyse Faster with Copilot Agents
- Getting Started - How to Build Your Own Copilot Agent
- Keeping Your Copilot Agent Up to Date
- How to Share Your Copilot Agent with Others

Copilot Business Scenarios:

1. Analyse Data to Gain Insights
2. Copy for Comms and Marketing
3. Generate Ideas
4. Learning
5. Analyse data to gain insights
6. Make presentations more creative
7. Proofread and Improve Text
8. Save time by summarising Documents
9. SWOT Analysis
10. Translate
11. Write Code

- **Copilot Champions: Equip the CoE with a thriving Digital Champions network:**

Establishes a network of Digital/Copilot Champions who model best practices, mentor colleagues, and actively drive adoption of AI. This path ensures ongoing engagement, knowledge sharing, and the showcasing of successful use cases throughout the organisation. (See our YourChampions Service Definition for a full breakdown of what is included as part of our Champions programme)



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COPILOT FOR DIGITAL CHAMPIONS

CREATE WORLD CLASS DIGITAL CHAMPIONS WITH COPILOT CONTENT



ADOPTION: **CHAMPIONED**

Audience:

- Current customers utilising a 365Tribe YourChampions programme.
- New or existing customers without a 365Tribe YourChampions programme who are interested in:
 1. Establishing a new Copilot Champions network.
 2. Integrating 365Tribe's content into an existing, self-managed Champions network.

What's Included?

ON-DEMAND LEARNING

LIVE WEBINAR

KNOWLEDGE CHECKS

REAL WORLD CHALLENGES

DIGITAL BADGES

SOCIAL LEARNING

YOUR CHAMPIONS

- ✓ RECRUITMENT & ONBOARDING
- ✓ LEARNING & ASSESSMENT
- ✓ COMMUNITY & SUPPORT
- ✓ INTERACTION & MOTIVATION
- ✓ 100% MANAGED SERVICE
- ✓ DELIVERED IN MICROSOFT TEAMS

Following Our Proven, Industry Leading Approach to Managed Service Digital Champions

Enable your Digital Champions to support Copilot through our bolt on for existing Champions programmes or standalone product. Fully managed by us, the service gives your Champions the basic understanding when using Copilot and then opens their eyes to the myriad of use cases, ensuring they can support your business users and promote the power of Microsoft AI. Please see below and review our dedicated YourChampions brochure for full details on our award-winning Champions programme.



- **Copilot M365 Licensed Users: Scalable support for learning, reporting, and business case development**

The program empowers pilot groups and large sets of Copilot M365 users by providing targeted learning resources, enabling effective reporting on user adoption

and outcomes, and supporting the development of business cases for wider implementation. This ensures users quickly gain the necessary skills, organizations can measure impact, and decision-makers have the data needed to drive Copilot success at scale.



COPILLOT
CENTRE OF
EXCELLENCE



Audience
Users with a Copilot for M365 license.

Users can be onboarded in groups, as licenses are distributed with flexible programme durations to suit.



ADOPTION. CHAMPIONED

COPILLOT FOR M365

MAXIMISE BUSINESS BENEFIT WITH COPILLOT

Leading Preparation & Ongoing Learning for Your Premium Copilot Audience

Maximising business benefit from Microsoft Copilot for M365 is crucial to demonstrating value and promoting further investment. Our premium Copilot programme drives adoption and leverages utilisation whilst quantifying benefits to drive a bigger business case for AI.

A fully curated MS Teams area is created to house all the learning assessment for your premium AI group. Ensuring success.

What's Included?

ON-DEMAND LEARNING

LIVE WEBINAR

SOCIAL LEARNING

KNOWLEDGE CHECKS

USE CASE ASSIGNMENTS

PERIODIC SURVEY

DIGITAL BADGES

BUSINESS CASE SUPPORT

- ✓ Multi-Mode Copilot Learning
- ✓ Dedicated Support and Community
- ✓ Digital Credentials
- ✓ Success Capture & Sharing
- ✓ Use Case Demonstration
- ✓ Time & Cost Saving MI for Business Case Support

- **Copilot Studio Makers: Enable agentification of the organisation**

Introduces intelligent agents and automation to optimise workflows, boost efficiency, and allow teams to focus on high-value tasks. This transformation supports innovation and helps the organisation leverage advanced digital capabilities.



COPILLOT STUDIO MAKERS
AGENTIFY YOUR BUSINESS



Audience
Competent users of AI looking to build agents to autonomously execute and manage business tasks across systems. Reducing manual effort and keeping work moving without constant human input.



ADOPTION. CHAMPIONED

COPILLOT STUDIO MAKERS

AGENTIFY YOUR BUSINESS

Become an Agent Maker with Copilot Studio

Our makers programme combines multi mode learning, covering getting started with building agents, enhancing and designing agents and advanced management practices.

On-demand, live and social learning teach everything from building agents quickly to connecting data, designing flows, setting triggers, working with connected agents, and analysing performance.

Together, these resources equip teams to confidently design, deploy, and optimise intelligent agents that drive measurable business value.

What's Included?

ON-DEMAND LEARNING

LIVE WEBINAR

SOCIAL LEARNING

KNOWLEDGE CHECKS

CHALLENGES

PERIODIC SURVEY

DIGITAL BADGES

- ✓ Multi-Mode Copilot Studio Learning
- ✓ Dedicated Support and Community
- ✓ Digital Credentials
- ✓ Success Capture & Sharing
- ✓ Delivered in Microsoft Teams
- ✓ 100% Managed Programme

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- Manages activity schedules, webinars, and comms
 - Reviews challenges, skills checks, and engagement data
 - Publishes reporting and leaderboards
 - Curates Copilot-related best practices
 - Identifies success stories and internal use cases
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Personas, Use Cases & Storytelling

Throughout the programme, user stories and use cases are showcased to:

- Highlight successful M365 and Copilot adoption
- Encourage best practice sharing
- Reinforce real-world benefits
- Celebrate Champions' contributions

Champions are encouraged to raise their profile by:

- Adding Champion indicators to their M365 profile
 - Including digital badges in email signatures
 - Sharing their Copilot success stories internally
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End-User Learning & On-Demand Support

To support the wider workforce, users gain access to an extensive on-demand video learning library that covers Microsoft 365 and complementary skills for working alongside Copilot.

Deliverable

- 12-month subscription to a 250+ video library
- Accessible via intranet/SharePoint/Learning Pathways
- Videos remain available post-subscription (updates require renewal)