

G-Cloud 15

Service Definition Document

AI Change and Adoption

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1. Service detail

1.1 AI Change Management

Service Description:

AI Change Management is a comprehensive end-to-end service designed to help government organisations prepare their people, processes, and leadership for the transition to AI-enabled operations. It recognises that AI is not just a technology shift but a fundamental change to how decisions are made, how work is carried out, and how public services are delivered.

This service provides structured support across the entire change lifecycle: from defining the case for change and aligning senior leaders, to building skills, preparing teams for new ways of working, and embedding AI confidently into day-to-day operations. It ensures that staff understand why AI is being introduced, how it impacts them, and what support is in place to help them succeed.

By combining change strategy, communications, capability uplift, stakeholder engagement, readiness planning, and impact assessment, the service helps government bodies move beyond pilots and embed sustainable AI-driven transformation.

Service Features:

Leadership Alignment & Strategic Narrative

- Establishes a compelling case for change aligned to departmental priorities
- Facilitates leadership workshops to confirm vision, roles, and responsibilities
- Creates a clear AI narrative that leaders can consistently communicate

Stakeholder Mapping & Engagement Planning

- Identifies key stakeholder groups, their needs, and expected impacts
- Designs and manages a structured engagement plan across the programme lifecycle
- Provides briefing packs, leadership toolkits, and talking points for senior stakeholders

AI Use-Case & Role Impact Assessment

- Examines how AI affects tasks, workflows, decision rights, and responsibilities
- Identifies high-impact roles and groups requiring deeper support
- Supports operating model and process redesign where needed

Business Readiness & Transition Planning

- Assesses readiness across people, processes, systems, and culture
- Defines interventions to address gaps before AI deployment
- Provides cutover planning, adoption milestones, and readiness dashboards

AI Persona Development & Workforce Segmentation

- Defines user profiles (e.g., decision makers, frontline workers, analysts, support staff)
- Tailors communications, learning, and engagement to specific user groups
- Aligns personas with required skills, risk levels, and maturity

Comms Strategy & Structured Communications

- Develops multi-channel communications aligned to the AI narrative
- Creates messaging that explains benefits, impacts, and expectations in simple terms

- Uses newsletters, intranet content, infographics, videos, FAQs, and targeted messaging

Training Needs Analysis & Capability Planning

- Identifies knowledge gaps across digital, data, AI, and operational skills
- Establishes learning pathways for different personas and job families
- Defines success metrics for capability uplift

Instructional Learning & Training Delivery

- Builds role-based learning including tool walkthroughs, micro-learning, simulations, and guides
- Delivers training via eLearning modules, live sessions, workshops, and self-serve materials
- Provides certification or evidence of competency where required

AI Engagement, Showcases & Community Events

- Runs AI showcases, demos, roadshows, and hands-on sessions
- Establishes online communities of practice and peer learning groups
- Promotes a culture of curiosity, experimentation, and safe innovation

Change Impact Tracking, Issues Resolution & Benefits Enablement

- Monitors real impacts on teams and identifies emerging risks early
- Works with delivery teams to adjust roll-out plans
- Ensures impacts are understood, mitigated, and communicated

Service Benefits:

- **Builds long-term workforce trust and confidence** by explaining AI clearly and proactively
- **Reduces resistance to change** with transparent communication and early engagement
- **Ensures smooth implementation** through structured readiness planning and impact tracking
- **Accelerates effective adoption** by equipping people with the right skills and support
- **Creates a sustainable AI culture** based on community learning, openness, and capability uplift
- **Strengthens leadership alignment and sponsorship**, increasing the likelihood of success
- **Minimises service disruption** by ensuring teams are prepared for new workflows
- **Future-proofs the organisation** through stronger skills, better processes, and ongoing adaptability

1.2 AI Adoption

Service Description:

AI Adoption focuses on ensuring that once AI technology is deployed, it is actively used, delivering measurable value, and continually improving based on real user needs. It provides a structured mechanism to monitor adoption levels, assess user experience, track value, and identify where additional support is needed.

This service helps organisations understand whether AI tools are working as intended for frontline teams, policymakers, analysts, and operational staff. It ensures that AI solutions

are accessible, intuitive, and aligned to real-world workflows — and that feedback reaches programme teams quickly. By combining metrics, user insight, capability support, and continuous improvement processes, the service turns AI deployments into sustainable and trusted services.

Service Features:

Value Case Definition & Baseline Measurement

- Defines expected value (e.g., time saved, accuracy, efficiency, improved citizen outcomes)
- Assesses current baseline performance to measure uplift accurately
- Establishes clear financial and non-financial benefits

KPI Framework & Adoption Metrics

- Sets measurable adoption KPIs including:
 - usage rates
 - task completion
 - time saved
 - error reduction
 - user satisfaction
- Aligns KPIs to policy objectives and departmental priorities

Value Tracking, Reporting & Dashboarding

- Provides dashboards to track value over time
- Monitors adoption trends across teams, roles, and departments
- Highlights emerging issues and adoption bottlenecks

CSAT, Sentiment & User Feedback Monitoring

- Conducts pulse surveys, interviews, and sentiment analysis
- Identifies friction points and areas for improvement
- Feeds insights into product teams and decision makers

Two-Way Feedback Mechanisms

- Establishes structured channels such as user forums, drop-ins, and feedback portals
- Supports continuous refinement of AI tools based on frontline experience
- Encourages ongoing engagement and shared ownership of AI solutions

Capability Gap Analysis & Targeted Support

- Identifies skills gaps hindering adoption
- Recommends targeted training, coaching, and learning interventions
- Ensures staff feel confident and supported when using AI tools

Change Network Support for Sustained Adoption

- Utilises local champions to maintain momentum post-launch
- Provides early issue resolution through community advocates
- Helps embed AI into daily routines and workflows

Service Benefits:

- **Ensures AI delivers measurable operational and strategic value**
- **Improves user experience** through continuous listening and rapid iteration

- **Supports long-term adoption** with clear KPIs and structured tracking
- **Closes capability gaps** through targeted interventions and ongoing support
- **Enables transparent, data-driven decision-making** on future investment
- **Accelerates optimisation** by surfacing real-world barriers early
- **Increases trust and confidence** by demonstrating the real benefits of AI to staff
- **Provides a feedback-driven improvement loop** that keeps AI relevant and effective

2. Key contacts

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