Safe, Structured Enterprise AI Adoption Starts With AI Literacy

Building confident, safe, business-led AI adoption in a national healthcare organisation.

Challenge

Like many large organisations, our client had already invested in enterprise AI licences with high expectations of future value. Microsoft Copilot and ChatGPT were available across the business, alongside strong data foundations and established governance. The ambition was clear. The realised value was not.

AI usage was inconsistent and largely dependent on individual curiosity rather than organisational capability. A small number of employees were experimenting and seeing personal productivity gains, while the majority struggled to see how these tools applied to their own day-to-day work. For many, AI felt abstract, disconnected from real workflows, or positioned as something for a future transformation rather than a practical tool for today.

As a result, the organisation was incurring ongoing licence costs without a clear return. Productivity gains were limited, anecdotal and isolated rather than repeatable. There was no shared understanding of what "good" AI use looked like, how to assess value, or how to translate AI capability into meaningful time savings across roles and functions. The gap was not access to technology, but confidence, inspiration, and practical understanding of how to use it effectively in real business contexts to save time, improve quality of outputs, and improve workflows.

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Approach

MomentumIQ designed and delivered a series of **in-person, hands-on AI literacy workshops**, tailored to the organization's operating environment and risk profile.

Workshops included participants from:

- Sales and account management
- Finance
- ICT
- Projects
- Marketing
- Operations
- Supply chain
- Senior leadership

Each session focused on:

- Capability over tools, building understanding rather than prescribing solutions

- Practical application, using Microsoft Copilot and ChatGPT on real workflows

- Clear guardrails, reinforcing accountability, safety, and judgement

Participants were also introduced to a **Meta Agent**, enabling teams to safely and consistently experiment and design their own task-specific agents with the organisation's context and guardrails. A virtual session was also **recorded to extend access and support ongoing learning.**

What Comes Next

With a strong literacy baseline in place, the organisation moved into a second phase focused on high-value AI use case discovery and prioritisation. This phase explores larger, cross-functional workflows, including operational efficiency and improved sales analysis capability, with value, governance, and feasibility assessed before any build decisions are made.

Result

Engagement throughout the sessions was strong, with participants actively questioning, testing ideas, and applying concepts directly to their own roles. The workshops proved effective for both experienced AI users and complete beginners, enabling teams from very different functions to quickly build prompts and simple agents tailored to their day-to-day work.

Participants came away with:
- Clear understanding of AI's limitations and appropriate use
- Greater confidence and enthusiasm applying structured prompt-engineering techniques
- Practical insight into where AI genuinely adds value
- A shared language for discussing AI opportunities across the organisation

Hands-on exercises and clear guardrails were consistently highlighted as the most valuable elements. The organisation's AI policy now actually made sense to its employees.

The overall result is an organisation equipped with the knowledge, confidence, and alignment needed to advance AI adoption safely and intentionally. By building a shared foundation first, it is now better positioned to scale AI use in a controlled, business-led way.

Insights

Starting with AI literacy helped the organisation avoid investing in solutions before people were ready to use them. Key outcomes included:
- More than 100 employees confident to capture immediate productivity gains
- Lower risk through clear guidance on safe AI use
- Practical, business-driven ideas grounded in real workflows
- Early momentum without locking in technology too soon