How to **pick teams** for the Team-Level AI Adoption Program?

Below are high-level guidelines; as part of your relationship, Teamraderie's services team will help you with team selection, metric identification, and communication.

Select teams that are proficient with AI tools such as Copilot, Claude, Gemini, or ChatGPT, but whose workflows still look the same as a year ago. These teams have cleared the toolset and skillset hurdles—what's missing is the mindset shift. The program helps these teams move from "using AI" to redesigning how work gets done with AI.

1. Pick Teams Already Using AI — But Ready to Move Beyond Efficiency

Select teams whose members already use tools such as Copilot, Gemini, or ChatGPT for individual productivity but whose core workflows haven't yet changed. They've cleared the toolset and skillset hurdles; what's missing is the mindset shift that leads to redesigning work itself.

How to know you picked a good team:
- Team members mention AI spontaneously ("I use ChatGPT for summaries") but can't name a single process that has changed.
- They say AI "helps me go faster," not "we work differently now."
- They can see possibilities but haven't codified new ways of working.

Example
Finance FP&A team: Uses AI for slide drafting and variance narratives but still runs the same monthly close cycle as 2023.
Product-marketing team: Uses AI for copy generation yet hasn't re-engineered its go-to-market review flow.

Univ of California's research shows that teams make progress when they move from ***substitution*** (doing the same tasks faster) to ***recomposition*** (rethinking task boundaries and collaboration).

2. Choose Teams with Measurable Business Outcomes

Each team should own or strongly influence a quantifiable metric — such as cycle time, customer response rate, project delivery speed, or internal NPS. Avoid loosely formed "communities of interest" or development cohorts without a shared output.

How to know you picked a good team:
- There is a clear statement for the team: "We succeed when ____."
- They can translate **process time saved** into business impact (e.g., faster hire cycle, shorter claim resolution, quicker product quote).

Example
Talent Acquisition team: *Measures elapsed days from requisition to offer acceptance.*
Call-center ops team: *Tracks resolution speed and customer satisfaction.*

MIT research on transformation shows Time savings alone is too soft — look for metrics that show how workflows improve business performance.

3. Include Teams Facing Real Pressure to Evolve

Select teams under visible business pressure — tight timelines, growth goals, or backlogs. Behavioral change is most likely when AI is applied to pain points that matter today.

How to know you picked a good team:
- Their leaders say "I need a way to scale output without adding headcount."
- Their work affects revenue, customer experience, or cycle time.

Example
Claims adjudication team: *Facing rising volume with flat staff.*
Product launch squad: *Under deadline to shorten development cycles.*

Univ of Penn (Wharton) experiments show that teams under moderate performance pressure are the fastest to adopt AI creatively — because they see clear stakes for improvement.

4. Target Teams with Supportive and Curious Leaders

Pick leaders who model curiosity and company-first mindset. They should be willing to experiment, share failures, and treat AI as an enabler — not an audit tool.

Harvard's Amy Edmondson shows that leader-modeled experimentation is the strongest predictor of collective AI learning.

5. Select Teams That Can Dedicate Modest but Focused Time

Each team commits ≈ four hours total for two live learning sessions and surveys.The real change occurs as they apply what they learn to ongoing projects.

How to know you picked a good team:
- They meet regularly and can easily schedule a 55-minute session.
- Their leader can commit to two sessions and brief follow-ups.
- They see the program as helping current goals, not "extra work."

6. Mix Teams Across Functions for Organizational Learning

Include diverse functions — HR, Finance, Operations, Product, Marketing. Note that this is not required – the program has enough teams that all functions are well-represented. That said, a cross-section creates (for you) more organizational insight into where AI most accelerates performance.
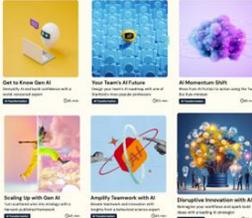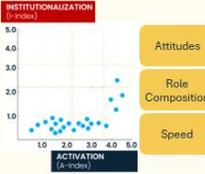
Univ. of California research on "boundary spanners" shows that AI diffusion is fastest when people work across functional lines and share learning informally.

7. Think of Each Team as an Experiment

Expect a distribution of results — some teams will transform quickly, others will struggle. That variation is useful data. The collaboration across companies will reveal the conditions create the largest shift in behavior and business impact.

How to know you picked a good team:
- They cover different contexts (e.g., frontline + corporate).
- At least one is cross-functional.
- At least one has high visibility so you can showcase impact internally.

Timeline

January 15	January	Jan - Apr	April/May	May
AI Adoption Research Event — Exposure to research to help teams to reframe work, roles, and processes in ways that improve KPIs	**Baseline Five (5) Teams** — Enrolled teams baseline current practices and status	**Teams Complete Two (2) Sessions** — Select among experiences that move team "right-and-up" on the AI adoption curve	**Track Teams** — Enrolled teams baseline current practices and status	**All Company Debrief** — Tracking of enrolled teams and control group to track performance and attitudes

Question	Yes = Good Fit	No = Consider Other Team
Does the team work on a defined business process or deliverable?		❌ (Too conceptual)
Can we measure an output that changes if they work differently?		❌ (No clear metric)
Has the team already experimented with AI tools individually?		❌ (Needs AI training first)
Is the leader curious and willing to model AI use?		❌ (Resistance will stall progress)
Will the team stay intact through May 2026?		❌ (Reorg risk)

Example Teams Enrolled by Peer Companies

Function	Description	Business Metric	Why It Works
Claims Processing (Insurance)	Re-engineers document review with AI	Avg. days to close claim	Clear metric; routine workflow ripe for AI
Talent Acquisition	Uses AI to draft candidate outreach and screen FAQs	Time-to-hire; candidate NPS	Frequent repetition + human judgment mix
Marketing Ops	Automates campaign post-mortems	Cycle time to insight	Knowledge work ready for recomposition
Finance Planning	AI for variance narratives and forecast summaries	Forecast accuracy / speed	High leverage output; data rich context
Product Development Squad	Integrates AI into user-story generation	Sprint velocity / bugs resolved	Tech-adjacent; collaborative workflow