



POWER CAT KICKSTARTER



Measure Agent Value and Drive Adoption

Workshop overview & agenda

Description

Explore the value of AI systems using an agent classification framework, identifying different types of value, and learning how to assess, capture, and communicate value outcomes at scale. The workshop covers strategies for successful AI adoption, including securing leadership buy-in, building a strategic adoption roadmap, establishing an AI council and interactive exercises to learn and apply Microsoft's Responsible AI principles.

20 mins Welcome

Participant introductions and workshop logistics, discussing your organization's agent adoption concerns and use cases, and an introduction of the role of Copilot Studio in the AI transformation journey.

45 mins Agent classification framework

Get familiar with the agent classification framework, outlining key agent types—such as assistants, advisors, and orchestrators—and their distinct behaviors. It provides a foundational understanding of how different agents contribute value, setting the stage for deeper exploration of their roles in various contexts.

15 mins Introduction to value benefits

Explores the different types of value agents deliver—both tangible and intangible. Learn about common value benefits and see real-world examples of how agents achieve them. Get clarity on the distinction between strategic and tactical value, helping you understand how agent actions connect to meaningful business outcomes.

15 mins Break

60 mins Assessing and communicating value at scale

Get equipped with strategies to assess and quantify value across multiple agents using scalable measurement techniques. Learn about a responsible intake process for new agentic ideas—evaluating feasibility, value, and risk before development—to support sound decision-making. Explore how to capture and communicate value outcomes effectively. Learn to craft compelling value narratives, align metrics with strategic goals, and tailor messages to resonate with different stakeholders, including leadership.

1 hour Lunch

20 mins Identify your team and secure leadership buy-in

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| | Reflect on current sponsorship gaps within your organization, identify and engage team members and executive sponsors by understanding their role and responsibilities. |
| 30 mins | Establish an AI Council |
| | Understand Responsible AI principles, and learn how to embed them into adoption efforts by forming an AI Council and integrating responsible practices into maker onboarding |
| 45 mins | Build a thriving maker community |
| | Discover what energizes your teams and learn how to cultivate a vibrant maker culture by combining community-building, tailored training, and events. Identify and empower champions, design inclusive learning journeys, and use creative events to sustain momentum. |
| 45 mins | Build a strategic adoption plan |
| | Assess your organization's Copilot Studio adoption maturity and develop a phased Copilot Studio rollout strategy by building a process to identify high-value use cases and addressing common adoption barriers. Through interactive exercises develop a tailored action plan by identifying key stakeholders, setting initial priorities, and establishing success metrics. |
| 15 mins | Wrap-up |
| | Ownership and timelines for next steps are discussed and notes and photos are shared out after the workshop closes. |