

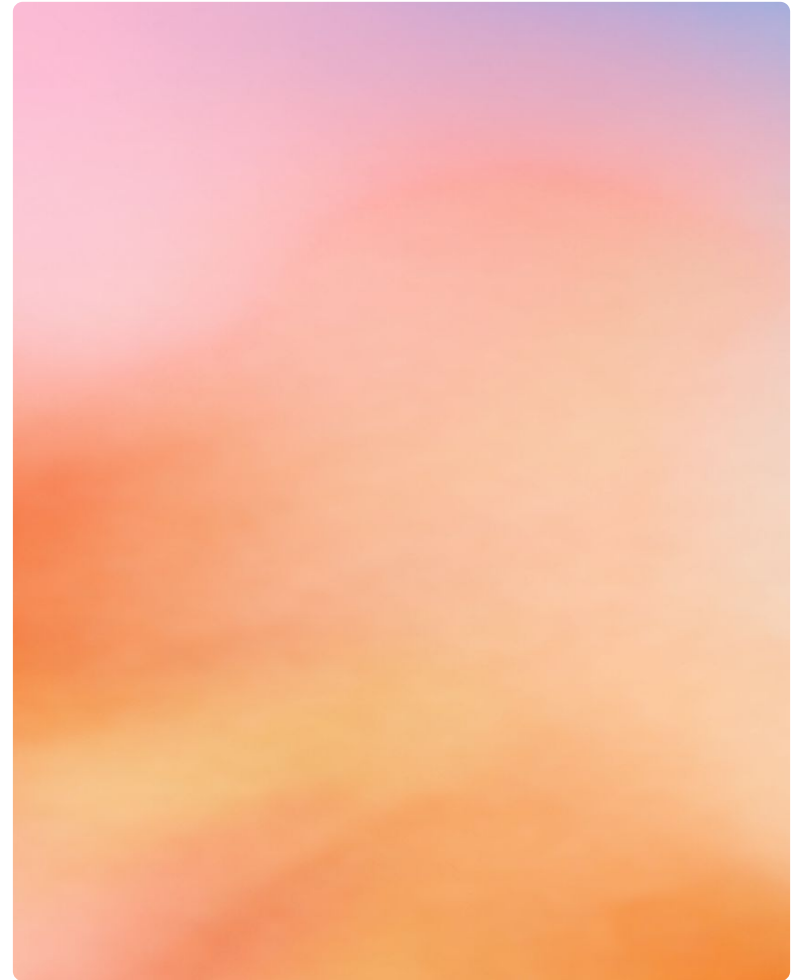
# OpenAI Champion Network

# Who AI Champions are

## OpenAI

AI Champions are trusted leaders who help their organizations transform AI adoption from access into lasting, everyday use.

They apply AI capabilities to real business priorities and workflows, enable others to learn, and surface what works so adoption can grow beyond individual experimentation into organization-wide change.



## Executive Champions

Provide executive sponsorship, set direction and priorities, and ensure AI adoption remains visible, resourced, and aligned to business goals.

## Champion Lead

*Organization level*

Own and coordinate AI adoption across teams by prioritizing use cases, leading internal programs, coordinating rollout, and translating impact to leadership.

## Internal Champions

*Department level*

Apply AI within their function, support teammates, share practical examples, and surface use cases and friction from day-to-day work.

Champion Leads are accountable for driving adoption through systems and people. Their role is to build the system that drives adoption — not to be the system.

# Key Responsibilities

**Sponsor Engagement:** Partner with executive sponsors to align on priorities, surface risks, and maintain momentum.

**Use Case Discovery & Prioritization:** Facilitate identification, prioritization, and iteration on use cases where AI delivers clear business value.

**AI Adoption Roadmap:** Sequence use cases, enablement, and rollout to align AI adoption with business priorities.

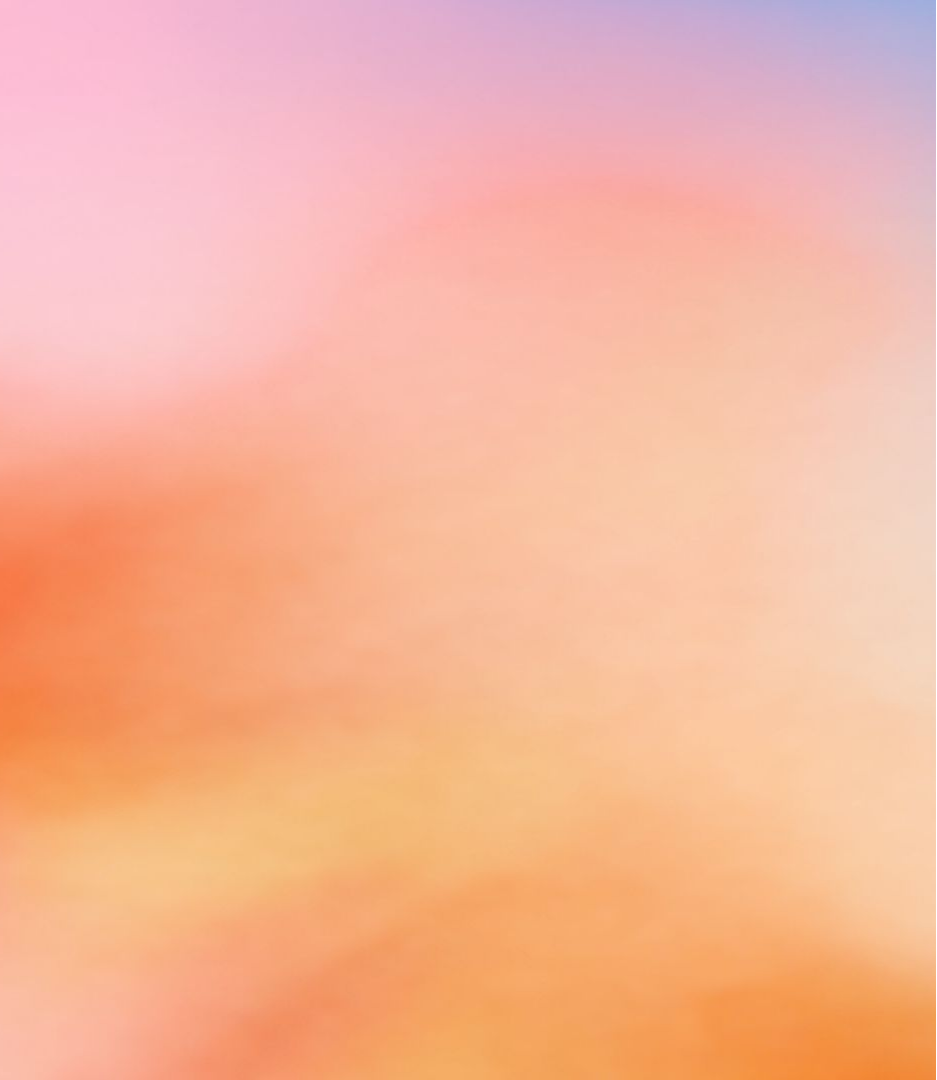
**Enablement:** Enable internal champions and teams to adopt AI within their roles, workflows, and functions.

**Internal Operating Rhythm:** Build the internal programs (e.g. Champion Networks), cadences, and forums that sustain momentum and scale adoption.

**Measuring & Surfacing Impact:** Track and surface impact to inform decisions and reinforce executive alignment.

**Product expertise:** Stay current on OpenAI's capabilities and translate releases into practical guidance.

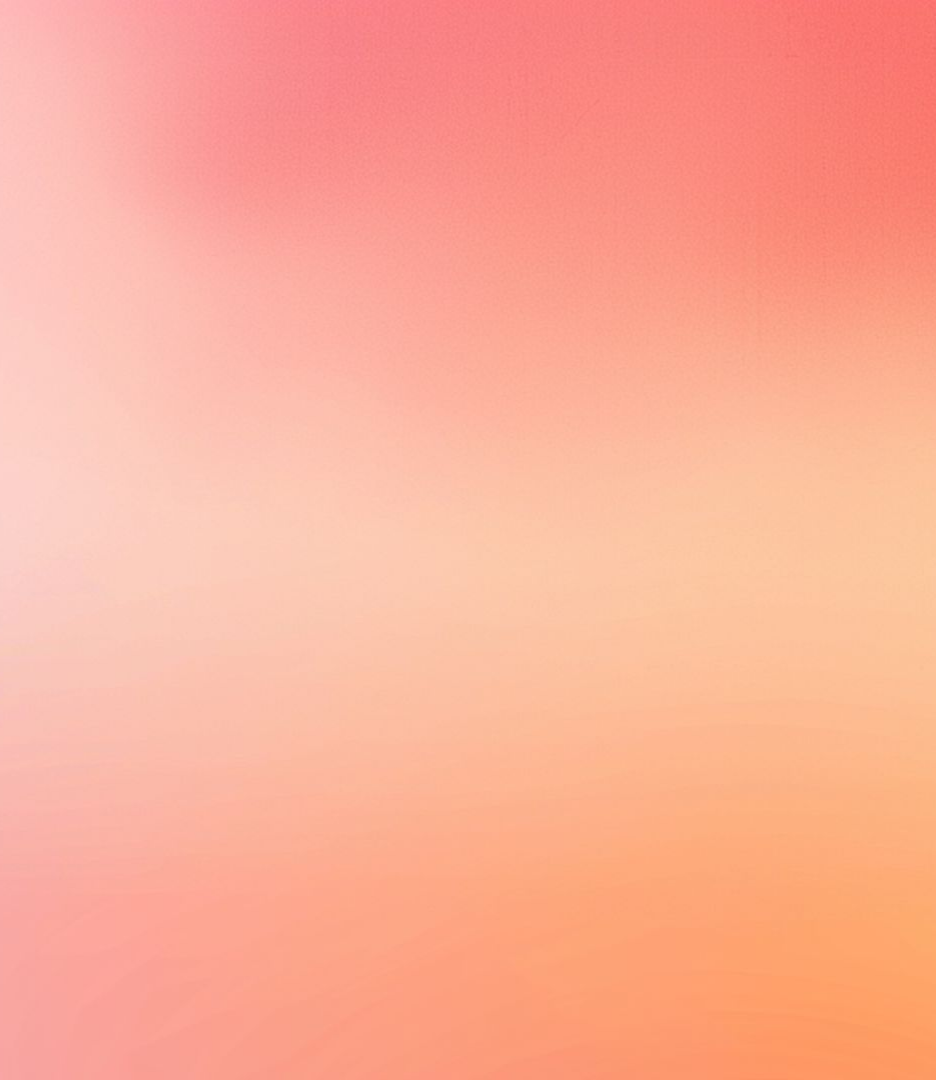
# What makes a great Champion Lead



They design systems and workflows that make progress repeatable.

AI adoption succeeds when repeatable steps transform workflows end-to-end.

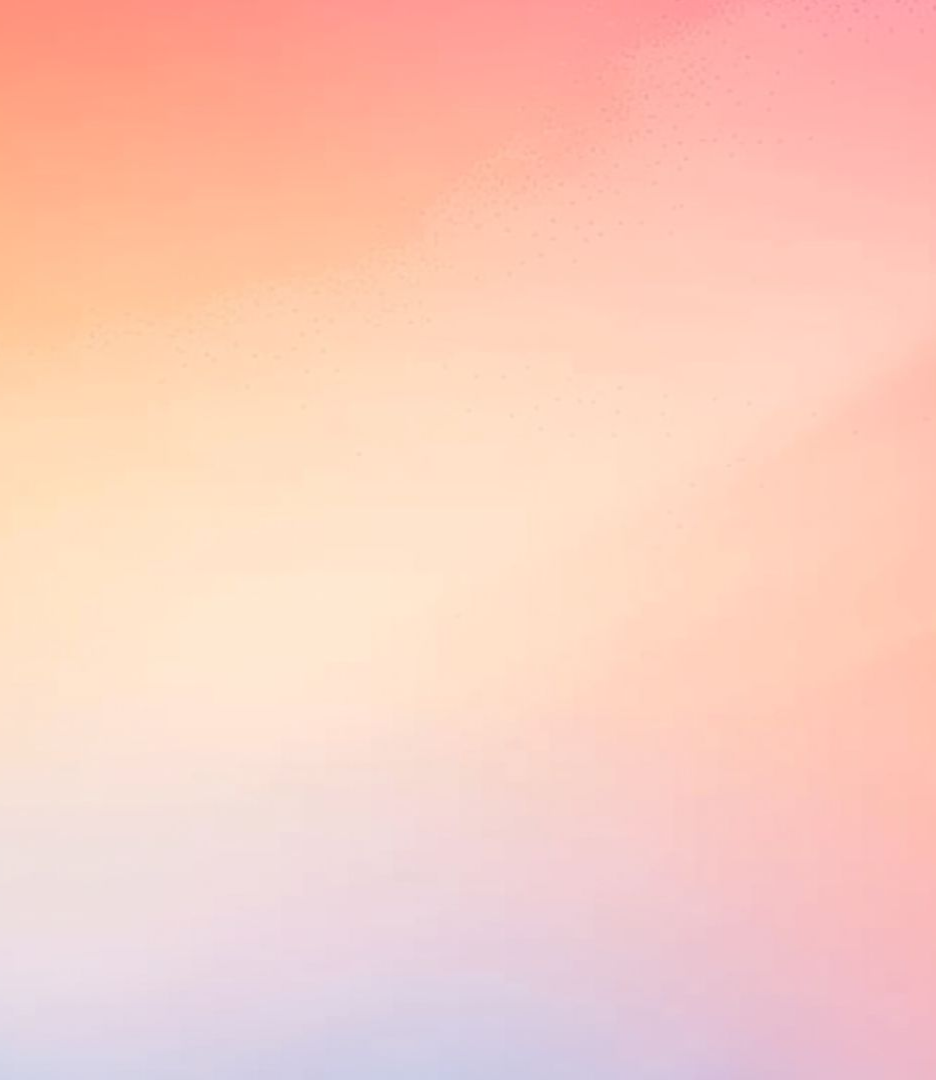
**What this looks like in practice:** We stopped celebrating prompts and started fixing broken workflows.



They focus on how work changes for people, not automation narratives.

The most successful Champions focus on how people, process, and systems evolve together.


**Champions often say:** The value isn't the time saved. It's where that time gets reinvested — strategy, creativity, better decisions.



They build internal networks to amplify impact through peer-led adoption.

Adoption scales through peers, not mandates. Champion Leads enable others to lead locally.

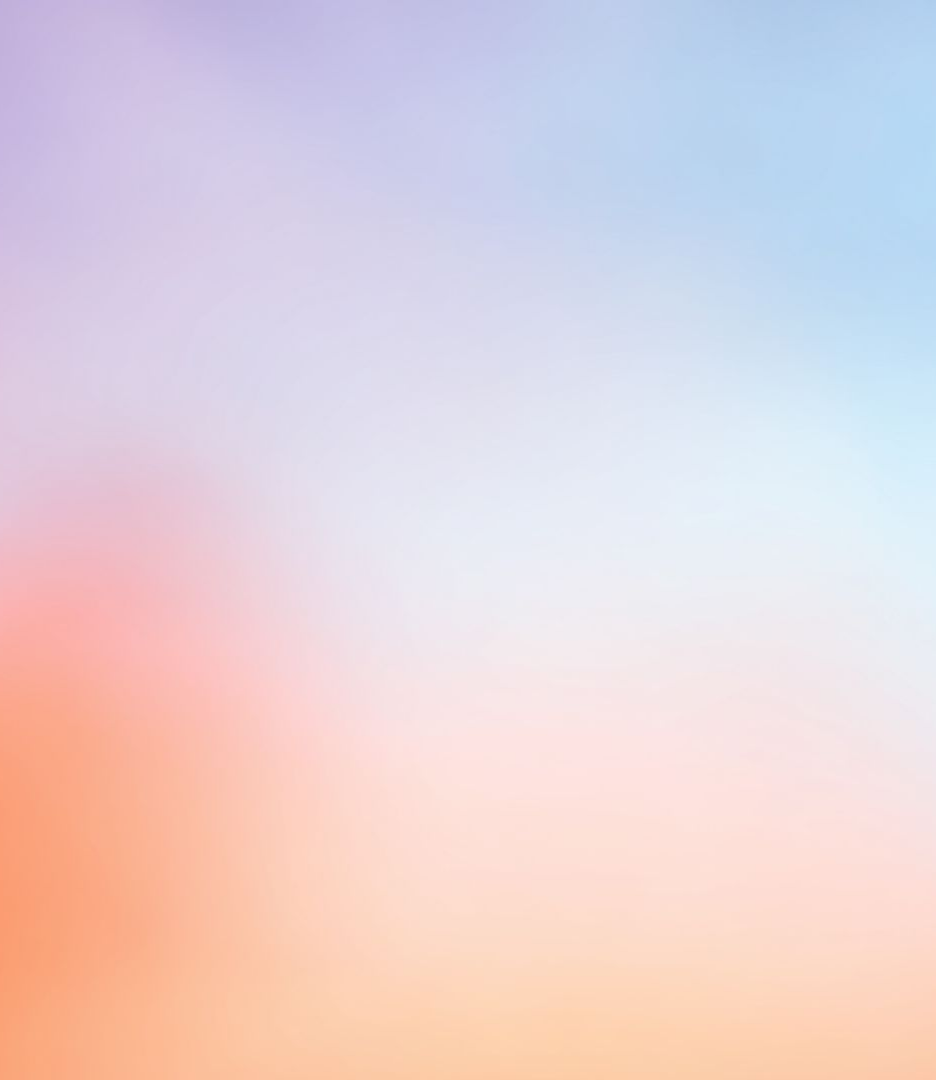
**The Mindset:** It's faster and easier for peers to influence the colleagues they already work with than for a central team to convince the whole org.



They optimize for learning velocity, not perfection.

They move early, measure intentionally, and adapt fast — because waiting stalls momentum.

**What we hear:** We started with spreadsheets and conversations — and proved enough value to earn investment.



They treat AI adoption as a cultural transformation, not a technical rollout.

Normalize experimentation and imperfection. Design spaces where people are safe to learn together.

**What we hear from Champions:** There's a sense of loneliness when you're on the frontier. The network makes it feel shared.

# The OpenAI Champion Network

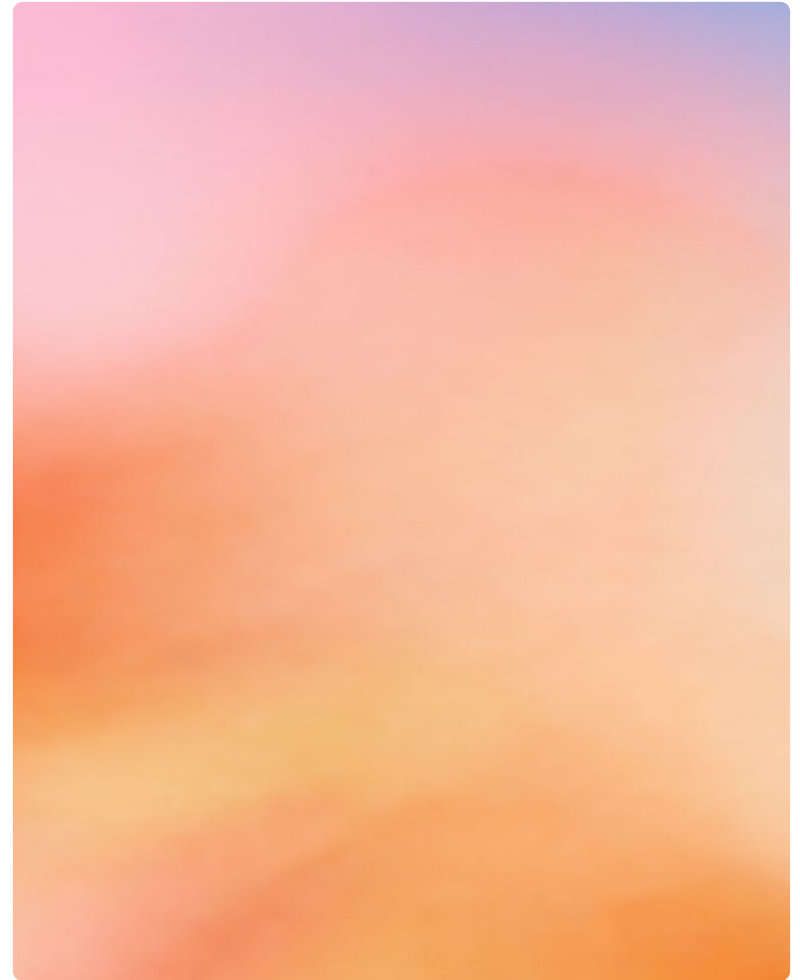
# OpenAI

The OpenAI Champion Network is an apply-to-join online network for AI Champion Leads.

Members gain access to self-led, live virtual, and small group learning programs with:

- Proven approaches for scaling adoption beyond initial launch
- Insight from peers leading AI enablement and change
- Real examples of OpenAI capabilities applied in everyday workflows

The goal is to support our Champions to drive sustained, effective AI adoption over time.



# Who's in the OpenAI Champion Network

The Champion Network includes Champion Leads from OpenAI Enterprise customers across regions.

## Industries Represented

- Financial services
- Healthcare and life sciences
- Technology and software
- Professional services
- Retail, manufacturing, and public sector

## Roles represented

- Strategy and transformation leaders
- Product and platform owners
- AI and data leaders
- Engineering and technology leaders
- Program and enablement leads

Predominantly Director+ with strongest representation from Heads of AI, Product leaders, and exec-adjacent roles.

# How the Champion Network supports this work

## Onboarding

**Purpose:** Understand the role and expectations of a Champion, what the Champion Network is (and how to use it), and how successful champions approach change.

**Programs:** Champion Network Onboarding Course

## Champion Skills

**Purpose:** Equip Champions with the core skills and operating model to drive AI adoption at scale across initial launch, new feature launches, and ongoing rollouts.

**Programs:** Champion Skills Learning Pathway

## Product Readiness

**Purpose:** Equip Champions to lead continued enablement within their Internal Champion Network and organization using the Champion Skills they've learned.

**Programs:** OpenAI Academy, ChampionXChange, Champion Network updates

## Community

**Purpose:** Champions and OpenAI engage through a mix of live and async experiences designed to support real work.

**Programs:** Champion & Product Roundtables, Product Labs, Champion Spotlight, networking events, and more!

# OpenAI

You are eligible to join to the Champion Network at [champions.openai.com](https://champions.openai.com)!

## Privacy & Confidentiality

Creating a trusted environment for open sharing is our priority.

- All members are existing OpenAI customers
- Participation uses corporate email addresses
- Members agree to shared community standards

This helps us keep conversations practical, relevant, and confidential.

