



# Insights from the OpenAI Enterprise Champion Network

The Evolving Role of AI Champions

Champions are people who influence AI adoption within their organizations.

01

## Leading

Setting AI direction, priorities, governance, or value goals.

02

## Deploying

Rolling out AI across teams and driving adoption.

03

## Enabling

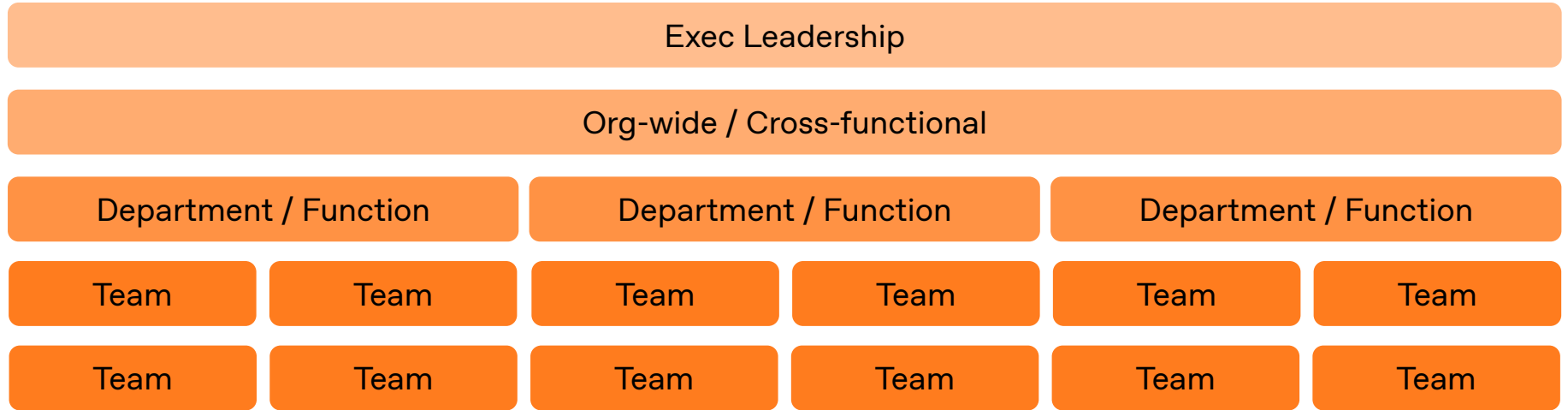
Building skills, guidance, and programs that help people use AI effectively.

04

## Integrating

Embedding AI into workflows, business processes, and systems.

## Driving AI adoption requires coordination across levels



## Identify your role in your organization's AI adoption journey

Exec

Set AI strategy, priorities, governance, and value goals in alignment with business goals.

Org-wide / Cross-Functional

Manage coordinated rollout efforts, governance, and change management across teams.

Department / Function

Connect AI adoption to real business processes and outcomes.

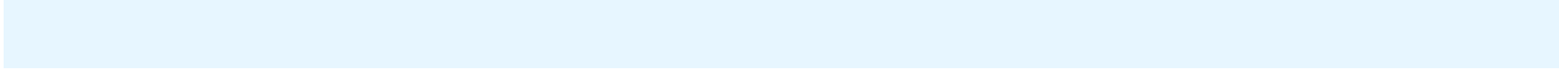
Team

Design AI workflows for real work and integrate them into business systems and processes

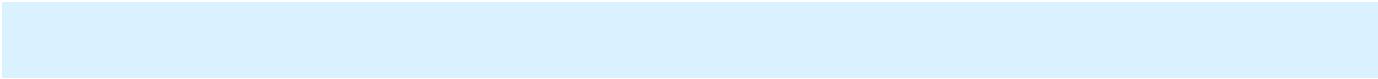
OpenAI

Training is essential, but not sufficient on its own

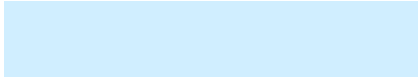
**TRAINING**



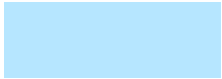
**FIRST USE**



**REPEAT USE**



**DURABLE ADOPTION**



OpenAI

AI transformation requires hands-on workflow builders



# OpenAI

## One person cannot run the entire motion

### Champion

Discover and test use cases

Capture use cases

Connect use cases to  
business goals

Set strategy

Build AI workflows / agents

Define governance

Define and approve use  
cases

Secure resources

Support teams

Own change management

Train on proven workflows

Reinforce priorities

Surface feedback and blockers

Measure progress and value

Make impact visible

Define success

# OpenAI

## One person cannot run the entire motion

### Team Activation & Workflow Integration

Discover and test use cases

Build AI workflows / agents

Support teams

Surface feedback and blockers

### Deployment & Change Management

Capture use cases

Define governance

Own change management

Measure progress and value

### Prioritization & Enablement

Connect use cases to business goals

Define and approve use cases

Train on proven workflows

Make impact visible

### Executive Sponsorship & Reinforcement

Set strategy

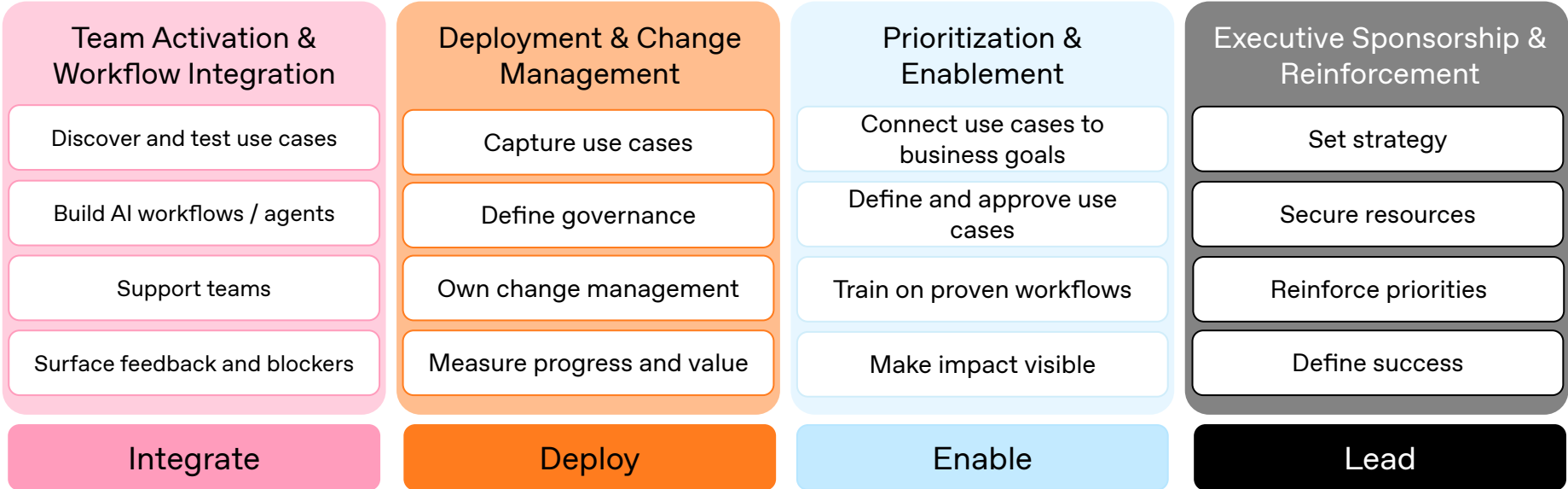
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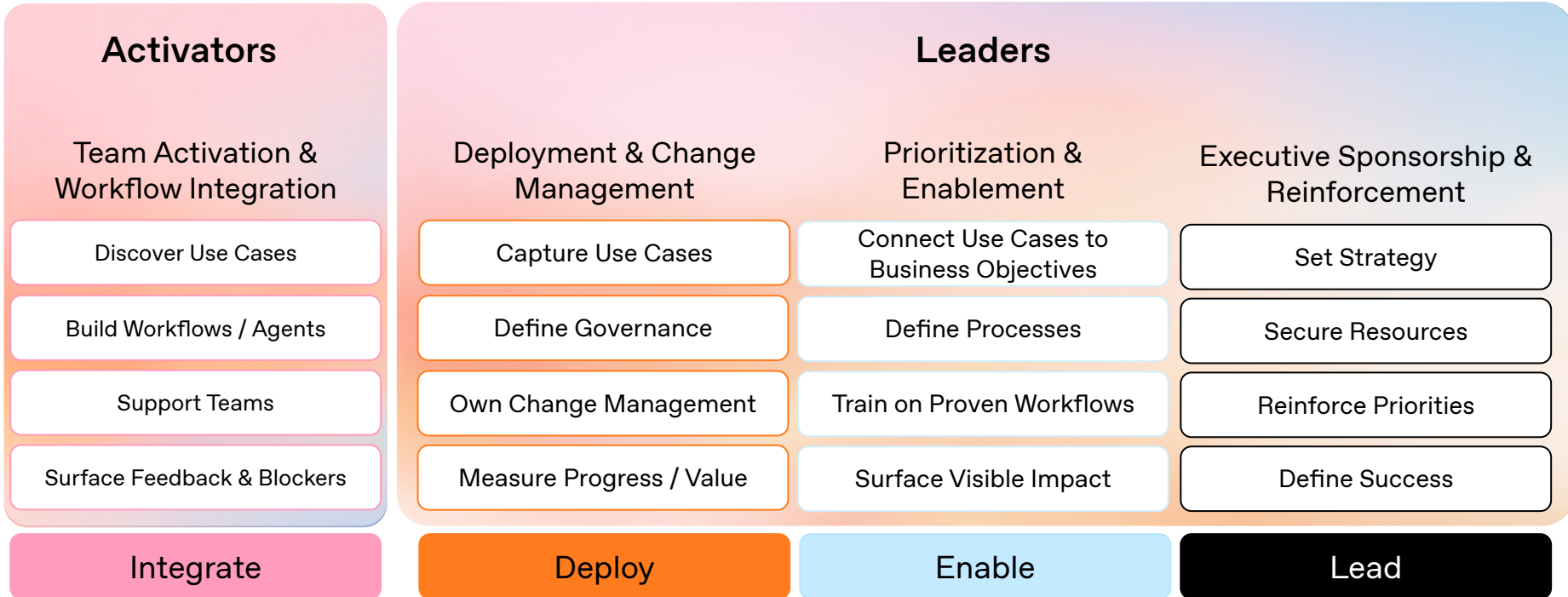
# OpenAI

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# OpenAI

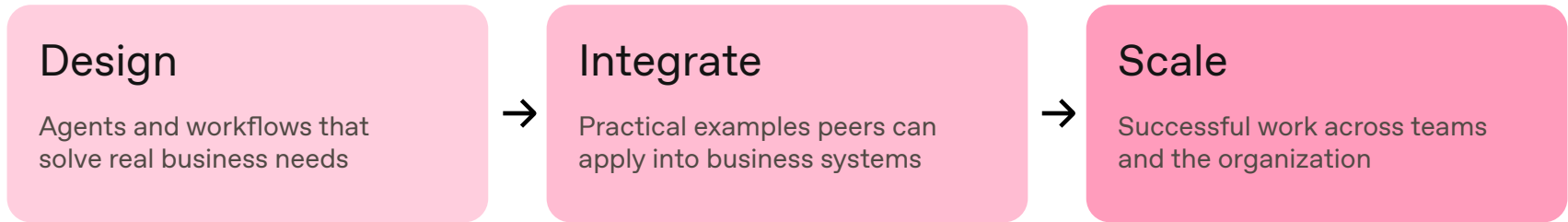
Successful AI adoption requires coordination between cross-functional leadership and localized activators.



# OpenAI

## OpenAI Champion Programs are **expanding** to support the people creating AI workflows for their teams: Activators!

How Activators influence adoption:



This expansion brings practical team workflows into the same broader community as leaders shaping adoption decisions.

OpenAI

## Champion Programs

### Champion Community

An academy for AI Activators building and sharing AI-powered workflows and automations to help teams adopt new ways of working.

### Enterprise Champion Network

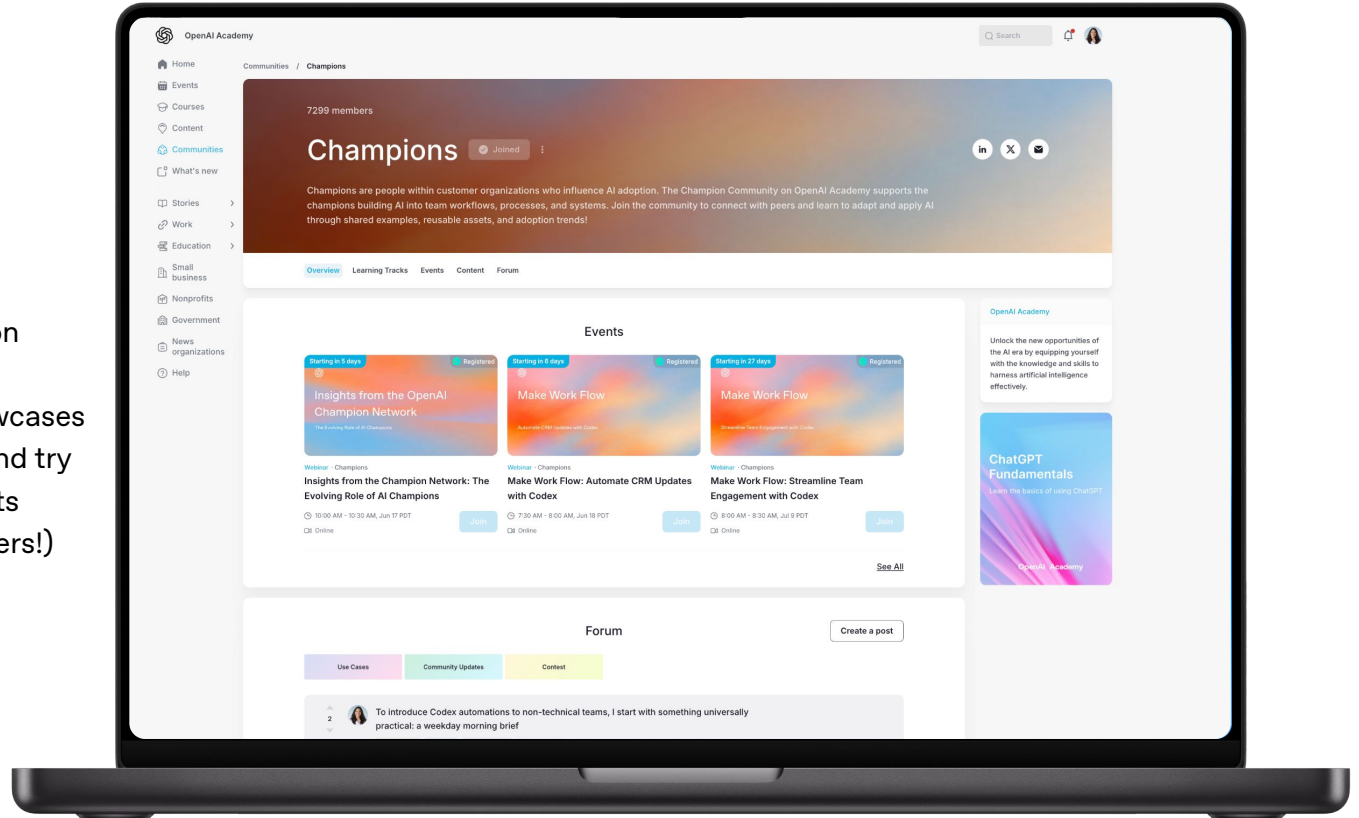
*Must be on OpenAI Enterprise plan*

A curated, high-trust network for AI Leaders guiding strategy, enabling teams, driving change management, and building workflows and automations across their organizations.

# Champion Community

## Programs include

- Insights from OpenAI Champion Network webinars
- Make Work Flow use case showcases
- Workflow examples to adapt and try
- Practical tools & reusable assets
- Monthly Activations (and winners!)

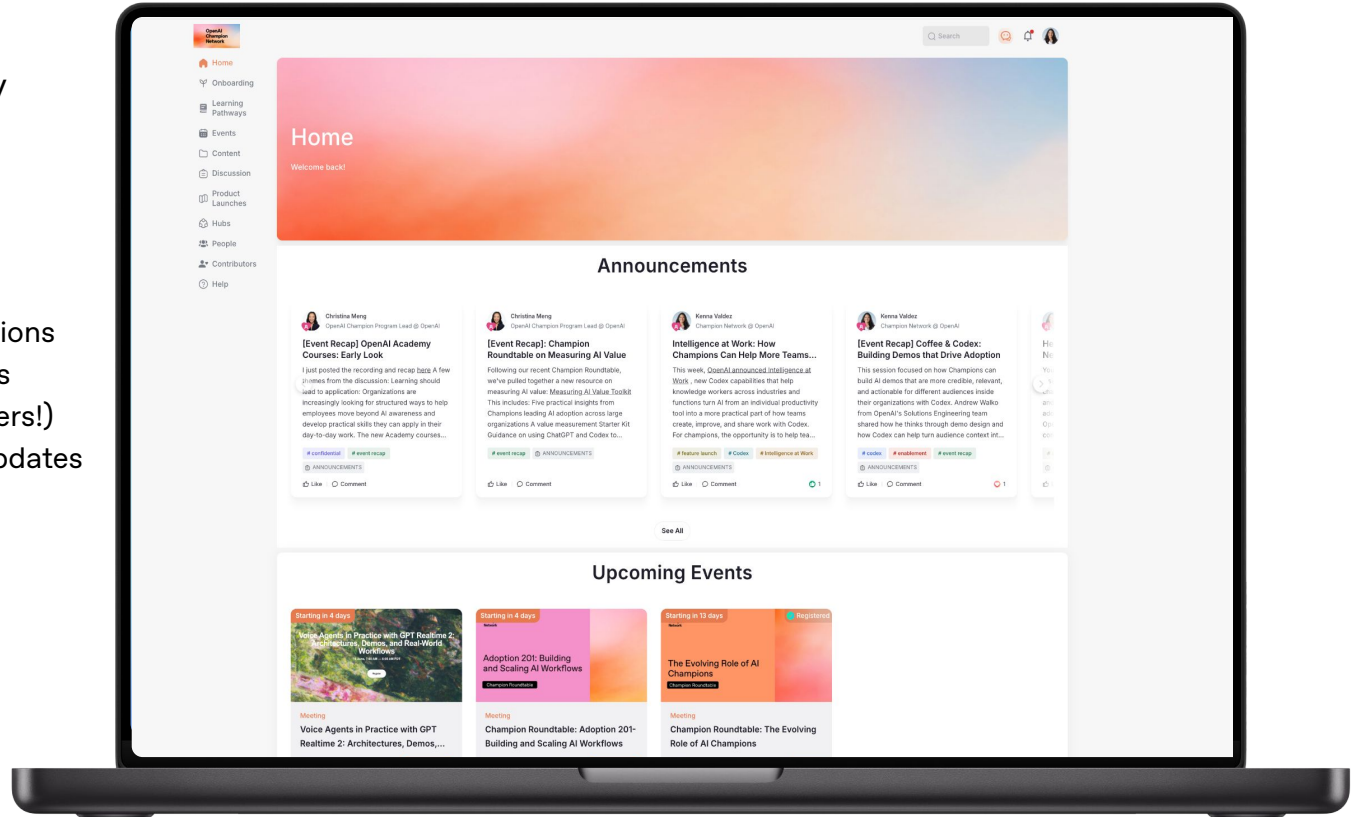


# Enterprise Champion Network

As of today, Leaders and Activators are invited to apply to join the network!

## Programs include

- Champion Roundtable Discussions
- Product Feedback Roundtables
- Monthly Activations (and winners!)
- ChampionXChange Product Updates
- Champion Dinners
- In-Person Workshops & Events



# Thank you

