



Best Practices for Deploying Al at Scale



The Al adoption gap

- Business leaders agree that AI will define the future of work. Today, organizations are actively engaging with AI in at least one business function, and a significant number plan to increase their AI investments over the next three years.
- Yet despite widespread adoption and investment, most organizations still lack guidance to ensure successful execution and struggle to translate investment into meaningful returns—a proposition that becomes more daunting when executed at-scale.
- Executives report
 that the vast majority
 of gen Al initiatives
 remain far from fullscale rollout, and
 many CXOs lack
 confidence in their
 current capabilities.

72%

of organizations report using AI in at least one business function¹

92%

of organizations plan to increase their Al investments over the next 3 years¹ 71%

report significant adoption challenges²

12%

of companies are truly reaping the rewards of their Al investments today³ 1%

of executives describe their gen Al rollouts as "mature"⁴

22%

of CXOs feel "very confident" in their gen Al capabilities⁴

How to use this eBook

This eBook aims to close the Al adoption gap by helping organizations navigate these challenges and continue their Al journey with confidence. Google Workspace spoke with leaders from 20 organizations recognized as "Al Adoption Leaders" and drew on our own experiences to surface 10 best practices that any organization can adopt to drive ROI-positive Al activation at-scale.

For each practice, we will:

- 1 Explain why it matters
- Share real-world examples of successful implementation
- Where relevant, highlight firmographic considerations

Taken together, you'll have a clear, actionable framework for successful deployments of AI at-scale. We hope this eBook sparks a deeper conversation about how Google Workspace can partner with your organization as we move into a new era of work.

Real examples of the best practices in action from:









































Best practices for successful Al adoption at scale

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Anchor in culture

WHY IT MATTERS

Embedding Al into your team's existing cultural fabric makes deployment feel organic and aligned with how teams already work

TO MAKE IT HAPPEN

- Connect each Al rollout to existing norms so changes feel seamless
- Create company-wide mechanisms (e.g., roundtables, tiger teams, usage awards) to:
 - Help implement Al-driven improvements into workflows
 - Recognize creative solutions that keep the organization at the forefront of gen Al adoption
- Celebrate employee gen Al outputs, reinforcing that Al is an extension of users and tools— not a replacement

Research by CulturePartners and Stanford University found that companies with full alignment of purpose, strategy, and culture saw greater revenue growth by

炒319%[°]

WHAT YOU WILL ACHIEVE

- Organic familiarity
 Builds awareness naturally
 by embedding gen Al information
 sharing into existing norms
- Fosters a sense of technology ownership among employees by aligning to organizational values
- Pre-deployment anticipation
 Builds excitement and readiness,
 ensuring smoother adoption when
 a new solution launches
- Long-term orientation
 Positions gen Al to remain relevant
 over time while also mirroring
 the company vision
- Continuous innovation
 Encourages employees to adapt
 and enhance future solutions
 over time, driving improvement

ADOREME

Adore Me's VP of Strategy explains how they embraced Gemini as part of their work culture:⁶

"We've held image generation 'prompt-offs':
Two people wrote prompts for Gemini,
shared the results, and others voted for
their favorites. It's helped teach more
of our users how to effectively use or
build on prompts in our existing library."

Assign a clear owner or champion

WHY IT MATTERS

A strong champion can secure buy-in and create a rallying point for change and feedback

TO MAKE IT HAPPEN

- Identify your most capable teams, assign responsibilities, and set clearly defined goals
- Deputize champions across business units and regions to break down silos and tailor use cases
- Define governance policies and best practices prior to deployment to ensure consistency company-wide

49%

of employees have been left to figure out AI on their own²



WHAT YOU WILL ACHIEVE

SMALL BUSINESSES



C-level support

Increases visibility, alignment with leadership priorities, and executive advocacy



Expedited roadblock removal

Speeds up decision-making and eliminates company barriers

ENTERPRISE



Team-specific champions

Empowers team leaders to promote the solution within their business unit(s)



Allocated personnel

Assigns staff to solely focus on gen Al rollouts and adoption



Gabriel Munoz, Architecture Director at Admiral, shared tips for adoption of Gemini for Workspace across the organization:

"A pilot will help you better understand how this technology works and how you can benefit from it. Involving people from all areas of your organization will help you identify all the potential use cases, and involving enthusiastic people will help you keep pushing when some problems arise. In our case that means involving people from IT, data, finance, compliance, legal, and people services."

Set governance guidelines

WHY IT MATTERS

Balancing compliance with flexibility builds trust among security-conscious teams and ensures safe experimentation without exposing the organization to undue risk

TO MAKE IT HAPPEN

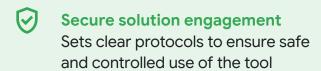
- Document policies and procedures around gen Al at the start of the process to address organizational concerns related to data privacy, security, and sector-specific compliance
- Clarify which actions are strictly forbidden and which are explicitly endorsed
 - Provide concrete scenarios to show risk-averse employees real, governed examples of how they can experiment securely
- Address unique regulatory considerations that can steer usage from organizations in heavily supervised sectors

Though **95%** of organizations are investing in Al,⁷

only 11% 🥸

say they've implemented responsible Al practices across their organizations⁸

WHAT YOU WILL ACHIEVE





Team member reassurance
Empowers risk-averse
users to engage and adopt
gen Al with confidence

Google

At Google, we've developed

"10 Safety Guardrails for
Al Marketing" that address critical
areas like data privacy, algorithmic
bias, transparency in Al-generated
content, and ethical use of
predictive analytics. For example:

GUARDRAIL #3

No Stereotypes or Biases Al models are trained on diverse datasets and regularly audited for discriminatory outputs.

GUARDRAIL #6

Authenticity in Al-Generated Content Dictates clear disclosure when public-facing content is Al-created, fostering trust with our audience.

Focus on specific use cases & business outcomes

WHY IT MATTERS

Organizations that anchor on solving specific use cases can more clearly articulate the benefits attributed to gen Al tools beyond topline profitability

TO MAKE IT HAPPEN

- **Assess** success across multiple categories beyond topline profitability
- Frame strategic benefits like 'employee upskilling' and 'workplace enhancements' as talent retention and brand reputation drivers to ensure they're recognized as strategic benefits, not secondary perks

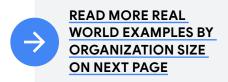
Google

At Google, our approach to AI is about fundamentally reimagining the "best way to do something" and building from the ground up, even if it means overhauling current workflow.

A prime example is gated landing pages, which traditionally involved weeks of iteration across multiple teams. With gen Al Gated Content Pages, we've re-envisioned the entire process in a matter of hours. We rebuilt the martech stack from end-to-end—from content and design to CRM and analytics—ensuring all components work together.

WHAT YOU WILL ACHIEVE

- Increased output capacity Scales production without requiring additional headcount or manual effort
- 57 Streamlined integration Allows users to rapidly include the new tool given familiarity with the existing product suite
- Well-defined use case Showcases a clear example of how the solution achieves a pre-set creative objective
- **Sector-tailored solution** Enables more comprehensive user buy-in as the tool is designed for creatives & artists
- 人 **Executive recognition** Clarifies to leadership the exact outcomes the tool achieves, helping to justify the investment



Focus on specific use cases & business outcomes

CONTINUED

The right use case for the right-sized organization

Pairing the right gen Al use case to an organization's size and needs, and defining clear success metrics, transforms gen Al from an experiment to a proven business driver.

REAL WORLD EXAMPLE

SMALL BUSINESSES

Gen Al as a force-multiplier for each FTE

- Key Metric: Incremental roles fulfilled per FTE, attributable to gen Al assisted upskilling
- Impact: Org gaps filled without headcount

OUTCOME



Resource maximization

Augments the limited number of FTEs by examining how one employee can fit many roles

MIDSIZE BUSINESSES

Headcount efficiency reduces hiring needs

- Key Metric: Increases in FTE output quantity and associated quality of life improvements
- Impact: Limited incremental labor spend

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Workforce streamlining

Ties output gains back to FTE salaries assigning a dollar value to gen Al investments

ENTERPRISE

Current time-savings will unlock future value

- Key Metric: Time saved in key processes
- Impact: Early gains show long-term potential and proxy metrics tie to profitability uplifts



Evolving justifications

Tracks early success indicators with confidence so that profit uplift will be clear in the future

Define proof points and metrics

WHY IT MATTERS

Establishing clear metrics before rollout ensures you can validate success, justify further investments, and scale responsibly

TO MAKE IT HAPPEN

- Establish a pre-deployment baseline with measurable criteria (e.g., time savings, output volume, etc.) for impacted workflows
 - Document existing workflows in detail to set a reference point for post-deployment evaluation
- **Define** success thresholds (e.g., time saved by process, % increase in weekly outputs) and agree on a realistic timeline for achieving them
 - Center on a clear output standard to allow leaders to evaluate solution performance and scaling more appropriately
 - Chart out a reasonable timeline for threshold attainment to set organization expectations

of companies struggle to measure the true impact of their Al initiatives¹⁰

WHAT YOU WILL ACHIEVE



Use case validation

Highlights a clear ability to perform the desired use case



Performance-based scaling

Conditions investments in an organization-wide rollout on the tool achieving pre-set expectations

Sports 🐬 Basement

Proving Al's impact relies on clear metrics. By leveraging Gemini, Sports Basement's customer service team crafts responses nearly instantaneously with Gemini, reducing drafting time by 30-35%.



Google Workspace's recent white paper, "Adopting Google Workspace with Gemini in your organization," provides a framework and a dedicated section to potential metrics. Read it here ☑

Balance business impact vs. rollout complexity

WHY IT MATTERS

Guarding against unnecessary complexity and prioritizing feasibility ensures early wins that build confidence and pave the way for broader gen Al adoption

TO MAKE IT HAPPEN

- Evaluate solution benefits against rollout challenges to select tools that both maximize impact and manage feasible deployment
- Determine which features provide meaningful value to employees, ensuring effort spent on deployment is justified
 - Prioritize easily deployable features first, even if they're not the highest-impact, to secure quick, confidence-building wins
 - Table more nuanced capabilities to later phases to streamline the initial rollout process

READ KEY TACTICS BY ORGANIZATION SIZE ON NEXT PAGE

WHAT YOU WILL ACHIEVE

SMALL BUSINESSES



Deployment efficiency

Enables an optimized rollout as effort is spent on areas with the maximum relative return



Go-forward options

Tables a set of additional tool nuances for future examination

ENTERPRISE



Broad applicability

Allows teams of all function areas to see gen Al benefits



Prevention of wasted effort

Helps deployment leaders allocate bandwidth to the most widely applicable areas

Google

At Google, many teams use a simple prioritization matrix plotting potential Al use cases by business value, actionability, and technical feasibility. Quick-win projects go live first to prove ROI, while "big bet" initiatives follow once foundational systems and user confidence are in place.¹¹

Key tactics by organization size

Medium and small businesses can leverage leaner teams to quickly deploy and iterate with gen AI, while larger enterprises should selectively scale while prioritizing stability.

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Deployment tactics		SMB	ММ	ENT	
HIGHER	Establish clear governance policies/ practices up front				Organizations with less mature gen Al governance frameworks should place added emphasis on establishing clear policies prior to deployment
Overall importance of deployment best practice	Place responsibilities with the most adept employees				Limited resources may inhibit building out a full CoE; ensure new gen Al responsibilities rest with the most capable teams and are clearly understood
	Deputize champions across business units & regions				Organizations can break down structural and geographical silos by recruiting solution champions to informally evangelize across the organization
	Be selective in which tools proceed to pilot				Adequate diligence around solutions and vendors is essential for ensuring that employees only pilot tools with clear potential value for the organization
	Refrain from license reallocation in the pilot				Pilot licenses should remain with their initially selected users to give a more realistic adoption perspective
	Leverage organizational agility to rapidly iterate				Solution value can be assessed easier at leaner players leading to faster iteration of adoption strategies and success criteria
LOWER	Lean into generally available resources				Smaller organizations without a dedicated solution representative can take advantage of free resources to help aid in trainings (e.g., online videos, whitepapers)

SMB = 50-99 employees, MM = 100-999 employees, ENT = 1,000+ employees

Impact of best practice on gen Al deployment HIGH MOD

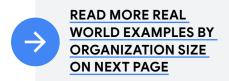
Invest in communications, training, and rewards

WHY IT MATTERS

Proactive awareness-building, targeted training, and ongoing recognition create momentum for gen Al adoption, reducing friction, smoothing integration, and sparking experimentation

TO MAKE IT HAPPEN

- Announce upcoming gen Al tools with clear, engaging pre-launch comms
- Train users both before and after rollout through hands-on sessions, demos, and Q&A forums
- Leverage free resources (tutorials, videos, blogs) when a dedicated solution representative is not available
- Gamify usage with purpose-driven challenges that advance solution familiarity and encourage experimentation
- Reward early adopters and high-impact contributors with shout-outs, prizes, or career development opportunities



WHAT YOU WILL ACHIEVE

- Drives more users to interact with the solution due to the limited downside and promoted upside
- Prompt engineering education
 Allows users to more clearly
 understand how their prompts
 impact solution outputs
- Purpose-driven gamification
 Gamifies a way that achieves
 valuable side objectives along with
 boosted user involvement
- Celebration of gen Al outputs
 Fosters a culture of awarding those
 who use gen Al most effectively
- Helps users think in new and interesting ways regarding alternate potential use cases

ATB

ATB Financial's team created a short video and recorded learning series to show how "Gems" in the Gemini app streamline quarterly performance reviews.¹²

"Our recorded training has been watched by over 900 team members —and that number keeps growing."

ALEX MANDRUSIAK

Tech Advancement Performance Coach

07

Invest in communications, training, and rewards

CONTINUED

Tailored training strategies

Organization size dictates nuanced training strategies for AI, so consider the most effective solution to achieve desired outcomes, such as:

REAL WORLD EXAMPLE

SMALL BUSINESSES

External facilitator with a customized plan

- Dedicated expertise on building tool interest
- Custom playbook for ongoing education
- Use case-centric, org-wide training sessions

OUTCOME



Tailored education regime

Creates a unique training package for the company centered on key use cases

MIDSIZE BUSINESSES

Maximization of publicly available materials

- Compilation of blogs, YouTube videos, etc.
- · Easily accessible employee resources
- No additional financial investment required

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Low-cost instruction

Minimizes financial investment in training while still delivering educational results

ENTERPRISE

Vendor support + dedicated internal resources

- Consistent, hands-on vendor involvement
- Curriculum crafted by a specialized team
- Investment allocated for ongoing education



White glove assistance

Leverages established relationships to maximize adoption support

Align with team and user needs

WHY IT MATTERS

Tailoring gen Al rollout to different teams' skills and openness to change ensures no one gets left behind and maximizes overall adoption

TO MAKE IT HAPPEN

- Anchor communications and training in team-specific contexts to maximize relevance and engagement
- Factor in user traits such as software proficiency to ensure education resources are customized and relevant
- Understand different hesitations that can inform messaging and guidelines

WHAT YOU WILL ACHIEVE



Positive word-of-mouth

Drives enthusiasm and advocacy as users share success stories



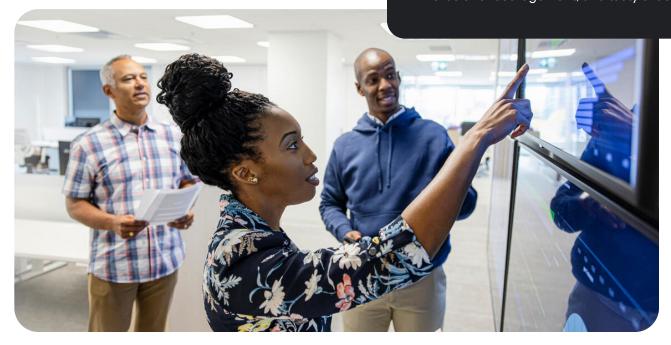
Prevention of siloing

Fosters collaboration to ensure solution awareness is not restricted to only certain teams



When Pepperdine University launched a change management program to address questions and concerns, champions delivered support—and donuts!—as they introduced Gemini into their organization.

They worked their way through each department, sharing Gemini training tools, words of encouragement, and tasty snacks.¹³



Refine frameworks continuously

WHY IT MATTERS

Continuously fine-tuning gen Al strategies and objectives helps organizations stay on the long-term path towards holistic transformation in a rapidly changing Al landscape

TO MAKE IT HAPPEN

- **Incorporate** lessons learned from prior deployments to enhance frameworks for future solution selection and rollouts
- Gather additional metrics and tool assessments to better attribute value to existing gen Al deployments
- Cultivate a culture of innovation by spotlighting creative experiments and surfacing new use cases
- **Keep** pace with the rate of change

WHAT YOU WILL ACHIEVE

- 莊 Methodology optimization Sharpens an organization's gen Al practices to remove deployment roadblocks and adoption barriers
- Actionable insights Supplies a series of tangible points for leaders to iterate on when developing future frameworks
- **~ Disposition toward progress** Cultivates an attitude focused on continuous development and the pursuit of better gen Al outcomes
- Perpetuated gen Al focus Allows deployment leaders to continue to hold executive interest in gen Al for future tools
- Flexibility integration Helps organizations understand the need to stay agile to adapt to the ever-changing gen Al space





TELUS team members leverage Workspace's frequent updates to encourage continuous exploration of new functionalities.

"New capabilities come along every quarter which helps our team members be more productive and conditions our team to constantly experiment and try new things. That's something that we have to keep alive for long-term success."13

STEVE BANICK

Vice President, Enterprise IT Services & Enablement

Define a transformation roadmap

WHY IT MATTERS

A clear, staged roadmap instills belief in gen Al's promise, building trust, aligning expectations, and guiding teams through each phase of transformation

TO MAKE IT HAPPEN

- Outline key gaps, activities, milestones, and timelines—from pilot to full-scale deployment
- Communicate the roadmap so employees understand what's coming and why each phase matters
- Advocate for innovation while addressing potential workforce concerns to build trust and champion utilization
- Embed flexibility so organizations can remain agile while gen Al is in its infancy

Only 35%

of senior leaders say their organizations have a fully scaled Al implementation roadmap in place¹⁴

WHAT YOU WILL ACHIEVE



Future expectations alignment

Builds user awareness for how gen Al is set to impact the organization in the near future



Focused execution

Centers efforts to a handful of top priority gen Al action items



Common pitfalls by organization size

Organizations of all sizes often face challenges stemming from not setting clear expectations or baselines, which inhibit assessments of solution value.

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Deployment tactics		SMB	ММ	ENT	
HIGHER	Failure to set accurate expectations for gen Al				Relevant stakeholders are not fully aware of what the new gen Al solution will provide or are unfamiliar with the timeline for seeing results
Overall repercussion of deployment pitfall	No established baselines prior to deployment				Key metrics (e.g., time to complete, cycles per week) from the workflows impacted by gen Al are not well captured for future comparison
	Inability to adapt to the changing gen Al space				Organizations that deploy gen Al but fail to continuously refine policies and process risk stifling adoption and losing ground to more adaptive peers
	Solution promotion does not reach all employees				Efforts to inform employees about the solution are inadequate due to coordination barriers leading to pockets where there is limited solution awareness
	No 'human-in- the-loop' to validate gen Al outputs				The more users of a solution, the elevated the risk of a user placing blind trust in a potentially inaccurate output without proper validation
	Limited access to solution usage data				The organization does not employ a sophisticated method for tracking solution usage, preventing adoption analysis and strategy iteration
LOWER	Over-commitment to initially deployed solutions				Given the high investment, some organizations fall behind as they are less open to exploring other tools or pursuing future evolution following rollout

SMB = 50-99 employees, MM = 100-999 employees, ENT = 1,000+ employees

Impact of common pitfall on gen Al deployment HIGH MOD

Training resources to get you started with Google

- The Google Workspace Learning Center, which provides the latest how-to content on key topics such as:
 - · Gemini in Gmail, Docs, and more
 - Gemini app, including how to create Gems
 - NotebookLM
 - Google Vids, our latest video-creation app and more
- The Google Workspace webinar library, where you can get expert advice on Workspace, its apps and features, use cases, and more
- The Gemini at Work web hub, which includes detailed role-specific use cases so teams can find tailored guidance
- The Google Cloud Skills Boost, which has on-demand courses for learning about key features of Workspace with Gemini
- The Google Workspace eBook, where you can read in-depth about Workspace's Al-powered apps and how they transform productivity and collaboration
- The Google Workspace guide for using Al at work, where we show you, app by app, how you can use Al across Workspace



Register here for our complimentary "Al in Action" digital series

Google Workspace

Transforming your organization

- Read the blog
- · Read the prompt guide
- Read Adopting Google
 Workspace with Gemini in
 Your Organization
- Read Help Center articles
- Sign up for our newsletter and learn more about Gemini at Work
- Visit <u>Admin Help Center</u> to learn more about adoption best practices
- Learn more about how businesses are using Gemini to unlock new growth opportunities
 - Customer stories
 - 50 stories from 50 states

Get started

Contact sales

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