

Best Practices for Deploying AI at Scale

June 2025



The AI 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.

72%

of organizations report using AI in at least one business function¹

92%

of organizations plan to increase their AI investments over the next 3 years¹

→ 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.

71%

report significant adoption challenges²

12%

of companies are truly reaping the rewards of their AI investments today³

→ Executives report that the vast majority of gen AI initiatives remain far from full-scale rollout, and many CXOs lack confidence in their current capabilities.

1%

of executives describe their gen AI rollouts as “mature”⁴

22%

of CXOs feel “very confident” in their gen AI capabilities⁴

How to use this eBook

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

For each practice, we will:

- 1 Explain why it matters
- 2 Share real-world examples of successful implementation
- 3 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:



ADORE ME

AIRBUS



.monks



Rentokil



Uber



Best practices for successful AI adoption at scale

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01 Anchor in culture

WHY IT MATTERS

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

TO MAKE IT HAPPEN

- **Connect** each AI rollout to existing norms so changes feel seamless
- **Create** company-wide mechanisms (e.g., roundtables, tiger teams, usage awards) to:
 - **Help** implement AI-driven improvements into workflows
 - **Recognize** creative solutions that keep the organization at the forefront of gen AI adoption
- **Celebrate** employee gen AI outputs, reinforcing that AI 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

 **319%**⁵

WHAT YOU WILL ACHIEVE



Organic familiarity

Builds awareness naturally by embedding gen AI information sharing into existing norms



Employee dedication

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 AI 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

ADORE ME

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 AI 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 AI 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 AI,⁷

only 11% 

say they've implemented responsible AI practices across their organizations⁸

WHAT YOU WILL ACHIEVE



Secure solution engagement

Sets clear protocols to ensure safe and controlled use of the tool



Explicit usage approvals

Steers employees toward gen AI usage by condoning appropriate areas of application



Team member reassurance

Empowers risk-averse users to engage and adopt gen AI with confidence

Google

At Google, we've developed "**10 Safety Guardrails for AI Marketing**" that address critical areas like data privacy, algorithmic bias, transparency in AI-generated content, and ethical use of predictive analytics. For example:

GUARDRAIL #3

No Stereotypes or Biases

AI models are trained on diverse datasets and regularly audited for discriminatory outputs.

GUARDRAIL #6

Authenticity in AI-Generated Content

Dictates clear disclosure when public-facing content is AI-created, fostering trust with our audience.

Focus on specific use cases & business outcomes

WHAT YOU WILL ACHIEVE

WHY IT MATTERS

Organizations that anchor on solving specific use cases can more clearly articulate the benefits attributed to gen AI 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



Increased output capacity

Scales production without requiring additional headcount or manual effort



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



Executive recognition

Clarifies to leadership the exact outcomes the tool achieves, helping to justify the investment

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 AI 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.



**READ MORE REAL
WORLD EXAMPLES BY
ORGANIZATION SIZE
ON NEXT PAGE**

Focus on specific use cases & business outcomes

CONTINUED

The right use case for the right-sized organization

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

REAL WORLD EXAMPLE	OUTCOME
SMALL BUSINESSES Gen AI as a force-multiplier for each FTE • Key Metric: Incremental roles fulfilled per FTE, attributable to gen AI assisted upskilling • Impact: Org gaps filled without headcount	 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	 Workforce streamlining Ties output gains back to FTE salaries assigning a dollar value to gen AI 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



41%

of companies struggle to measure the true impact of their AI 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

30-35%

 LESS TIME SPENT RESPONDING

Proving AI'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 AI 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

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 AI benefits



Prevention of wasted effort

Helps deployment leaders allocate bandwidth to the most widely applicable areas



**READ KEY TACTICS
BY ORGANIZATION SIZE
ON NEXT PAGE**

Google

At Google, many teams use a simple prioritization matrix plotting potential AI 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.

	Deployment tactics	Degree of impact			Commentary
		SMB	MM	ENT	
Overall importance of deployment best practice	HIGHER Establish clear governance policies/practices up front				Organizations with less mature gen AI governance frameworks should place added emphasis on establishing clear policies prior to deployment
	Place responsibilities with the most adept employees				Limited resources may inhibit building out a full CoE ; ensure new gen AI 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 AI deployment

HIGH

MOD

Invest in communications, training, and rewards

WHY IT MATTERS

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

TO MAKE IT HAPPEN

- **Announce** upcoming gen AI 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



**READ MORE REAL
WORLD EXAMPLES BY
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WHAT YOU WILL ACHIEVE



Increased solution engagement

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 AI outputs

Fosters a culture of awarding those who use gen AI most effectively



Use case creativity

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

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	OUTCOME
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	 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	 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

08 Align with team and user needs

WHAT YOU WILL ACHIEVE

WHY IT MATTERS

Tailoring gen AI 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



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



PEPPERDINE
UNIVERSITY

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



09 Refine frameworks continuously

WHAT YOU WILL ACHIEVE

WHY IT MATTERS

Continuously fine-tuning gen AI strategies and objectives helps organizations stay on the long-term path towards holistic transformation in a rapidly changing AI 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 AI deployments
- **Cultivate** a culture of innovation by spotlighting creative experiments and surfacing new use cases
- **Keep** pace with the rate of change



Methodology optimization

Sharpens an organization's gen AI 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 AI outcomes



Perpetuated gen AI focus

Allows deployment leaders to continue to hold executive interest in gen AI for future tools



Flexibility integration

Helps organizations understand the need to stay agile to adapt to the ever-changing gen AI 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 AI'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 AI is in its infancy

Only 35%

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

WHAT YOU WILL ACHIEVE



Future expectations alignment

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



Focused execution

Centers efforts to a handful of top priority gen AI 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.

	Deployment tactics	Degree of impact			Commentary
		SMB	MM	ENT	
Overall repercussion of deployment pitfall	HIGHER				
	Failure to set accurate expectations for gen AI				Relevant stakeholders are not fully aware of what the new gen AI solution will provide or are unfamiliar with the timeline for seeing results
	No established baselines prior to deployment				Key metrics (e.g., time to complete, cycles per week) from the workflows impacted by gen AI are not well captured for future comparison
	Inability to adapt to the changing gen AI space				Organizations that deploy gen AI 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 AI 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
LOWER	Limited access to solution usage data				The organization does not employ a sophisticated method for tracking solution usage , preventing adoption analysis and strategy iteration
	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 AI deployment	HIGH				MOD
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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 AI-powered apps and how they transform productivity and collaboration
- [The Google Workspace guide](#) for using AI at work, where we show you, app by app, how you can use AI across Workspace



[Register here](#) for our complimentary “AI 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 [Admin Help Center](#) 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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