



The AI Briefings

# Change Management

Adopting AI inside your organization can be a big change. Beyond what tools you roll out, how you roll them out can make all the difference.



## Change Management for AI

The change management process means helping your people go from hearing about a change to fully adopting the change.

### Hear it

**People** feel informed.  
**Leaders** are aligned.

### Get it

**People** understand the change.  
**Leaders** are talking about it.

### Ready

**People** feel prepared for the change.  
**Leaders** are using it.

### On it

**People** are adapting to the change.  
**Leaders** are using it to meet business goals.

While the above outlines the usual process, there are a few key shifts in to keep in mind when adopting AI.

## Moment in time → All the time

Most rollouts have a clear before and after. But AI? It never stops rolling. In this new era, you have to be flexible so you can **learn, test, and adapt** as you go.

- Think in short bursts, not hard deadlines.
- Start small and scale up to learn and refine, over time.
- Set clear metrics for success, and measure as you go.

**At LinkedIn**, we're taking a scaled approach to adopting AI, so that employees understand how it impacts their day-to-day work and can evolve their understanding on an ongoing basis.



## Focus on what → Focus on why

Traditional change management is about what's changing, when, and how. But AI brings a lot of uncertainty, requiring you to explain **what's changing – and why**.

- Have a clear change narrative from Day 1.
- Assess your team's feelings to get ahead of barriers.
- Tailor your channels and cadence to meet people where they are.

**At LinkedIn**, we frame our 'why' in a human way to help employees understand how AI can enhance their capabilities and help them use their skills for higher-level problem solving, creativity, and innovation.



## New system → New skill set

Most changes mean learning a new system. But AI means **learning a new system and a new skill set**, expanding your skills as AI evolves.

- Learn in bursts so you can evolve with AI, not against it.
- Identify people to champion the change from the inside out.
- Train, track what's working, and adapt as needed.

**At LinkedIn**, our traditional change management process follows a steady learning curve with a clear definition of success. But when it comes to AI, we opt for an ongoing approach, where our employees learn, apply, and adapt in bursts.

◆ Data Analysis

◆ Prompting

◆ Critical thinking

## Narrow impact → Global impact

Most changes impact specific teams, tasks, and processes. But AI has a much broader effect, with **changes that ripple across your organization**.

- Unite leaders across your organization, not just your executives.
- Consider the impact beyond Talent on IT, Legal, and Operations.
- Gather feedback as you go to make sure the impact is positive.

**At LinkedIn**, we're seeing AI-driven change move beyond individual teams and tasks with implications for global systems and workflows. To account for that our change impact assessment is evolving to capture global shifts in work, dependencies, and processes



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Want to hear more about change management, and how we do it at LinkedIn?  
[See the full AI Briefings](#)

