

The AI Adoption *Gap.*

*Why HR is being set up to fail,
and the playbook to rewrite that.*

Alex Simmons

CEO, Boon · boon-health.com

KEYNOTE / 45 MIN

Your CEO just asked you *one thing*.

Hands in the room. Be honest. How many of you have heard this question in the last 90 days.

CEO, 9:02am, Tuesday

"So, what's our *AI strategy?*"

What did you say?

HANDS UP

The tech isn't the bottleneck. It never was.

The bottleneck is change management.

WHAT THAT MEANS

HR is sitting on the *most
valuable problem* in the room.

Not the least technical. Not the least strategic.
The most valuable.

If you need proof, here it is.

95%

of enterprise GenAI pilots are failing to deliver *any measurable P&L impact.*

MIT Media Lab · The GenAI Divide · State of AI in Business, 2025

SPEND **\$30–40B** poured into enterprise GenAI.

RETURN **5%** of projects show any P&L impact.

SAMPLE **300+** deployments. 150 leader interviews.

AND THE 5% THAT WORK?

Led by *line managers*, not central AI teams.

The setup for *failure*.

Three beats I hear in every HR org. You tell me if this isn't your life right now.

01

“Go figure out AI.”

No budget. No playbook. No mandate.
But you own the outcome.

02

IT picks the tools.

You're asked to drive adoption on
systems you weren't consulted on.

03

“Why aren't people using it?”

Because change management was
never scoped. It wasn't in anyone's
budget.

Where are you *really*?

Four questions. Answer for yourself first.
Then we talk.

15 MINUTES, TIGHT

5 min

SOLO

Score yourself 1–5.

5 min

TABLE

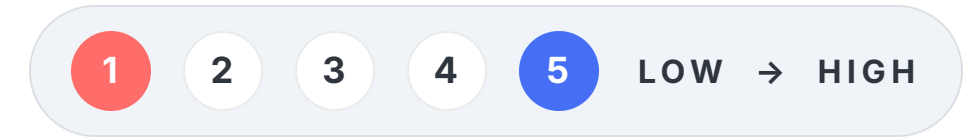
Compare scores. Pick a
spokesperson.

5 min

ROOM

Share the sharpest gap at
your table.

Score each 1–5.



1 Where does AI strategy actually live?

1 IT owns it and tells HR

5 HR has a seat and a voice

2 When your CEO has an AI question, who gets the call first?

1 IT, every time

5 HR is the first call as often as IT

3 What's our change management spend per AI initiative?

1 Zero

5 Scoped and funded from day one

4 Who in HR owns AI adoption outcomes?

1 No one / everyone

5 A named leader with authority

What did *you see?*

PROMPT 1

Where did scores *cluster low?*

And what does that tell us about where HR is losing the AI conversation before it even starts?

PROMPT 2

Where did tables *disagree?*

Two HR leaders in the same company can score these very differently. That gap is where the real work is.

15' *Fifteen minutes. Let's hear what the room is seeing.*

Here's the truth nobody will say out loud:

If HR doesn't lead this,
IT will.

And they will do it badly.

You are the only person in the building who does *behavior change* for a living.

*That's not a pep talk. That's
the org chart.*

Three moves for *Monday morning*.

01

Name an owner.

One person in HR owns AI adoption outcomes. Not a committee. Not "everyone." One name, with air cover from you.

02

Scope change management *into every AI spend*.

If IT is buying a tool, HR gets a line item for enablement. Non-negotiable. If that's 10% of the budget, take it.

03

Train *managers*, not end users.

End-user training fails. Manager enablement is where adoption lives or dies. Your managers are the change agents. Equip them.

What's your *first move?*

Go around the room. One sentence. What are you doing this week that you weren't doing before you walked in here?

You don't get to leave without saying one.

Alex Simmons

alex@boon-health.com · boon-health.com