



The Power of Habit™

BUILD BETTER HABITS TO ACCELERATE AI ADOPTION

While AI tools are evolving quickly, human behavior changes slowly.

According to *Harvard Business Review*, 2 out of 3 corporate strategies fail. With AI taking the world by storm, early results on AI strategy success are even worse.

95%

A 2026 MIT report found 95% of GenAI pilot projects show zero financial return.

The organizations that successfully integrate AI are the ones that intentionally shape the human habits that drive adoption.

That's where The Power of Habit makes the greatest impact.



How The Power of Habit Accelerates AI Adoption

Organizations often approach AI implementation as a technology rollout. In reality, successful AI adoption is a behavior change initiative. Employees bring varying levels of confidence, fear, curiosity, and skepticism to AI tools. Some experiment immediately. Others avoid engagement entirely. Most fall somewhere in between. The organizations that successfully integrate AI are the ones that intentionally shape the habits that drive adoption.

Here are ways The Power of Habit can help.

1. IDENTIFY THE FEAR-BASED HABITS BLOCKING ADOPTION.

The Power of Habit teaches that behavior is the result of a habit loop: cue, routine, and reward. When you identify the cues triggering behavior, you can begin to break unproductive cycles. For many employees, the cue driving resistance to AI is fear:

- Fear of job loss
- Fear of making mistakes
- Fear of looking unskilled
- Fear of learning something new

That fear often creates a routine of avoidance. The short-term reward is comfort and certainty—but the long-term result is stalled adoption. Exchange those fear-based cues for healthier ones and employee behavior will begin to change.

2. CREATE NEW AI HABIT LOOPS.

Sustainable AI adoption requires more than awareness. It requires repeated behaviors tied to meaningful rewards. Identify new cues, routines, and rewards to help your employees consistently use new technology.

3. TURN AI EXPERIMENTATION INTO A SAFE PRACTICE.

Many employees hesitate to engage with AI because they believe they must use it perfectly from the beginning. By creating low-risk opportunities to practice AI tools, organizations help employees:

- Build confidence
- Reduce anxiety
- Discover practical use cases
- Learn through repetition

4. HELP LEADERS MODEL AI HABITS.

Employees watch leaders closely when deciding whether new initiatives are safe, valuable, or temporary. When leaders visibly use AI tools, share lessons learned, and normalize experimentation, they reinforce the behaviors they want others to adopt.

5. SUPPORT CROSS-FUNCTIONAL LEARNING.

AI adoption looks different across functions. The Power of Habit creates structured opportunities for teams to:

- Share successful use cases
- Learn from one another
- Build collective momentum
- Reinforce effective behaviors

6. TURN AI TRAINING INTO APPLIED LEARNING.

Traditional training alone rarely creates lasting behavior change. The most effective AI adoption efforts combine learning with immediate application. Using the The Power of Habit, leaders can help employees:

- Practice AI tools in real workflows
- Build personal habit plans
- Identify barriers to adoption
- Create accountability around new behaviors



AI Adoption is a Human Behavior Challenge

Organizations don't succeed with AI simply because they purchase the right technology. They succeed because their people develop the habits required to use that technology effectively. Invest in the habits that turn AI potential into organizational performance.

“Successful AI adoption doesn't happen when people are forced to use new tools. It happens when new behaviors become everyday habits.”



Next Steps

To bring the habit science of The Power of Habit to your team or organization, visit humanedge.co.za or call **012 345 6281**.

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