**FractionalExec**

# AI Adoption Case Study

Overcoming Doubt Through Experiential Training

## Challenge

A mid-size insurance company was exploring AI, but executives had widely varying levels of experience and mixed sentiment around the topic. Leadership wanted to empower teams to explore AI responsibly, without creating fragmented experimentation, unnecessary risk, or loss of control.

The core challenge was not selecting tools, but answering one question:

How should executives enable AI adoption without organizational chaos?

## Approach

FractionalExec designed and facilitated an executive AI workshop grounded in empowerment with governance, helping leaders build shared understanding and confidence before action emphasizing:

- Plain-language explanations over technical deep dives
- Real business examples over abstract theory
- Facilitated discussion that encouraged questions and dissent
- A casual, inclusive delivery style that reduced intimidation
- Balanced framing of opportunity, risk, and operating discipline

## Engagement Milestones

| Phase | Key Activities |
|---|---|
| First 2 Weeks | Defined desired outcomes and success metrics, launched stakeholder interviews. |
| Next 2 Weeks | Delivered Readiness Audit, governance framework, and Insurance-specific training plan. |
| Final 2 Weeks | Hands-on training workshops with extended leadership including next steps guidance. |

## Lasting Impact

Leaders reported the session was highly beneficial, particularly those with limited prior AI exposure. Participants felt comfortable engaging openly, including remote employees, and appreciated the approachable format.

The organization moved from uncertainty to measured confidence, with leadership aligned on how to explore AI intentionally, without pressure to rush or perform. AI shifted from a source of anxiety to a structured leadership conversation grounded in clarity and governance.