



Make AI Go Viral in Your Organization

A leader's guide to AI adoption

Foreword

Pursuing success with AI can be a bumpy road with 90% of surveyed organizations agreeing that closing skills gaps is critical to GenAI success.¹ However, with the right approach, you can realize incredible results such as 89% of surveyed organizations said GenAI is positively impacting their revenue performance¹ and 70% increase in productivity of GenAI users.²

Achieving AI success starts with creating an integrated, organization-wide strategy driven by leaders and informed by stakeholders to determine what use cases, aligned technologies, and architecture are needed to meet business requirements. Training of employees comes next. When individuals master AI tools, departments evolve into skilled teams and organizations reap force multiplier benefits. Each organization is at a different stage of AI readiness, which is why Dell Technologies and NVIDIA offer a comprehensive suite of solutions designed to meet your unique needs. In this guide, we'll cover three key stages for making AI go viral throughout your organization to accelerate your successful adoption journey including:

Building your AI strategy

Solution definition

Adoption and onboarding

1. ESG Report Assessing AI Maturity, Enterprise Strategy Group, October 2024.

2. From Dell Technologies case study "Accelerating GenAI adoption and productivity with an AI factory," 2024.

Building your AI strategy

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Building your AI strategy



Land your vision of success with AI

AI tools have the capacity to completely transform your business, and it all starts with you, your objectives, and your vision. To align your vision of AI success with results, it's critical that you effectively communicate your strategy. Help your people understand how AI will augment, not replace their current roles to achieve more while continuing to apply their expertise.

Your people want to use tools that they can trust. By spending more time in the strategy and implementation phases to identify what current challenges your teams need to address, you can move mountains in the AI adoption phase. Your goal should be to help them augment their current abilities by:

- **Building habits**
- **Cultivating a growth mindset**
- **Encouraging experimentation**

Successful Generative AI (GenAI) adoption takes commitment from everyone to continuously learn and evolve.

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Your role as a leader

You have an incredible opportunity to shape your organization's future with the power of AI. To be successful with GenAI, you need to engage with business stakeholders and align IT architectures, solutions, and tools with aspirations and expectations. With their input, you can gather various perspectives to ensure alignment from end-users up to the business leaders. Proactive communication helps mitigate risks by fostering a culture of transparency and trust, reducing any apprehensiveness and misinformation. AI is not a one-size-fits-all technology. To find the right fit for you, make sure to assess your **people**, **processes**, and **technology**.



Avoid shadow AI

Shadow AI occurs when people lack the tools necessary to do their jobs and take matters into their own hands. Without the right tools, people may look for unsanctioned AI tools, creating risk, including data leaks, disparate tools and processes, and more.



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Establish governance and risk management

As AI-powered tools and processes rapidly increase the amount of data your organization produces, the importance of robust governance frameworks increases. Governance builds the backbone of trustworthy AI in your business, providing control and monitoring of data and AI systems, privacy, and security. Reputable frameworks, like the National Institute of Standards and Technology (NIST), provide AI risk management guidance.

Many organizations rely on the NIST 2.0 framework. However, governance is a personal decision for each organization that accounts for stakeholder trust, collaboration between technologists and business leaders, and support for responsible AI usage.

NIST 2.0 risk framework for AI³



3. Tabassi, E. (2023), Artificial Intelligence Risk Management Framework (AI RMF 1.0), NIST Trustworthy and Responsible AI, National Institute of Standards and Technology, Gaithersburg, MD.

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Adoption and onboarding

Discover your North Star with AI

AI adoption can create unprecedented value, including growth opportunities, enhanced experiences, optimized productivity, and accelerated innovation. To capture this opportunity, your strategy needs to include early investment in employee onboarding to start developing skills with AI tools. Pursuing this critical path forward will unlock the full potential of your people and your data, presenting you with the ability to be a change agent for transformation. However, everyone in your organization will be at different stages of readiness and require you to thoroughly evaluate where you want your organization to be within realistic timeframes.

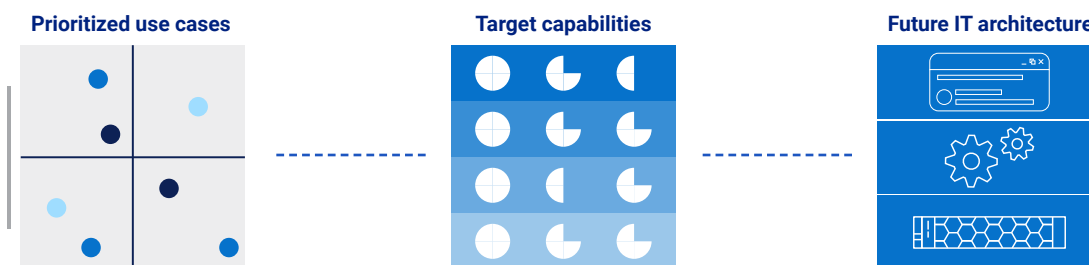
To create a clear direction, look at where your organization is today and define a North Star to look towards and rally behind. The three graphics below show key areas of consideration to help determine your "as-is" and "to-be" states starting by capturing insights of the current state of your key technical systems. With these insights, you can more accurately build towards a proposed future state to share with stakeholders before finalizing your vision.



Your checklist to help create an effective AI strategy includes:

- ☐ Communicate early and often
- ☐ Set reasonable expectations to build trust
- ☐ Invest early in onboarding opportunities
- ☐ Establish governance and risk management
- ☐ Demonstrate your own engagement with AI tools
- ☐ Assess your organization's current state to build toward a desired state

Determine your "as-is" and "to-be" states



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Prioritize use cases tailored to your business

To host your AI models, you'll need to build an infrastructure that's powered by solutions that meet your business needs. While AI may appear exclusive and expensive, opportunities exist at various price points that align with your organization's specific budgets and needs. Options range from AI PCs that are optimized for running inference tasks efficiently to high-performance computing (HPC) servers designed to train complex models.

AI PCs, for example, can provide cost-effective and scalable solutions for smaller language models to give knowledge workers access to AI-infused productivity tools. Meanwhile, HPC servers offer immense computational power for large data sets which can be used to host applications for your customers. Depending on your use cases, the data science required to support your prioritized use cases may differ. Dell and NVIDIA can help you find the right deployment pattern to deliver a higher ROI and support your AI initiatives, right-sizing your infrastructure depending on your use case.

98%

of leading organizations surveyed are investing in research and development to explore GenAI use cases.¹

Yet

41%

of leading organizations reported model selection and architecture design as "very challenging" for their ongoing AI operations.¹

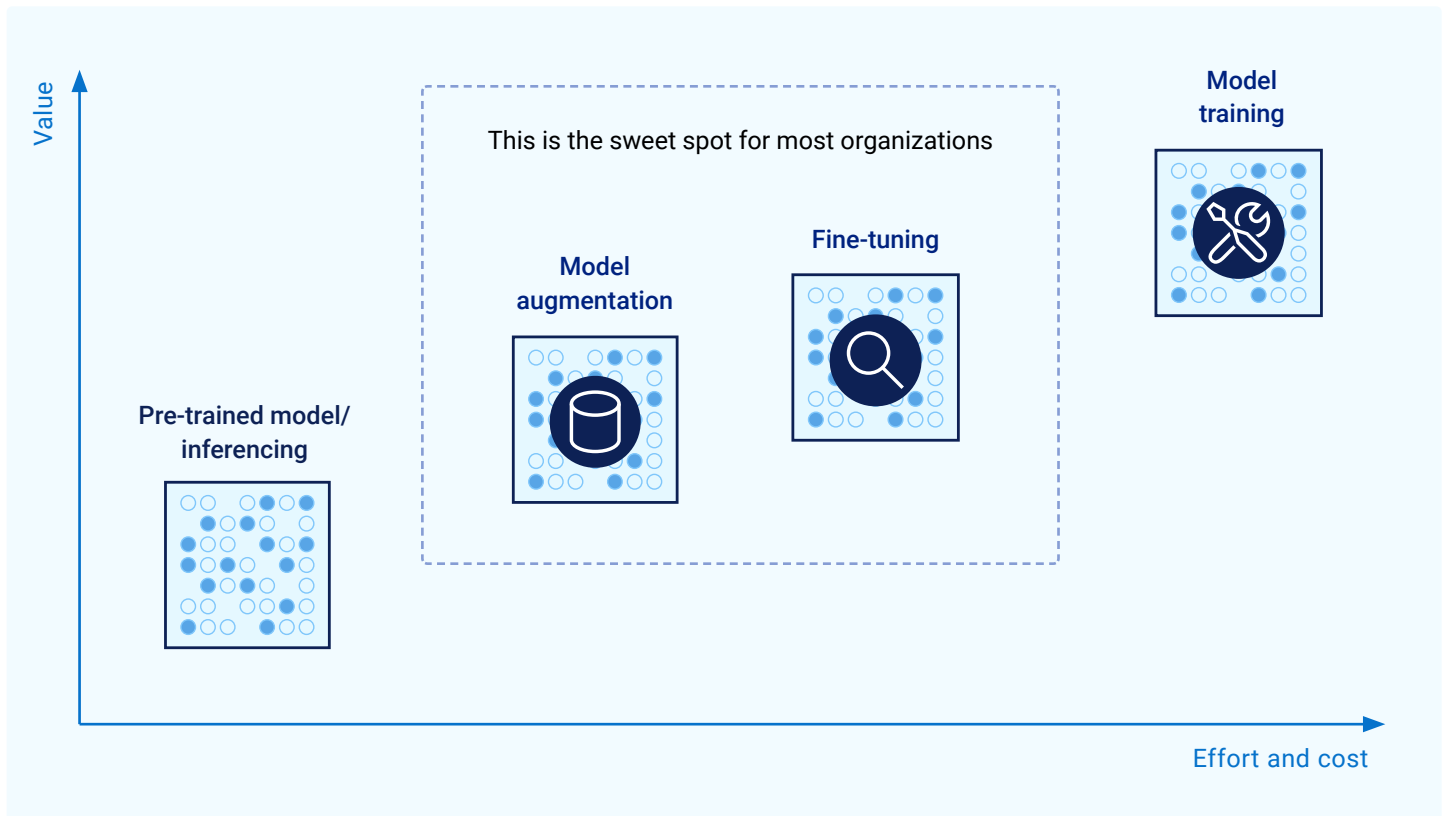


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GenAI deployment patterns and implications



Understand the data science and right-size your infrastructure

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Lean into your business-IT partnership

As you start integrating AI into your operations, you'll be fundamentally reshaping how your business functions. To drive value creation with AI and verify that your initiatives are strategically aligned, you need to foster a close partnership with IT. Without IT collaboration, your workforce may start adopting shadow AI which brings unsanctioned AI tools to your business, exposing your organization to potential data leaks, reputational harm, and more. Similarly, without incorporating business requirements in your solutions definition, employees may not use the existing tools you've made available.

IT will play an important role as an enabler of AI while maintaining a high level of security for the new tools. As a leader, you should be empowering IT to ensure every step you take with AI is done with their full visibility and authorization. Remaining in lockstep with IT along this journey will rally more areas of your business behind AI while delivering solutions that are feasible, cost-effective, and secure.



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Augment your workforce with AI tools

Expectations are high for GenAI, emphasizing the need for clear benchmarks and realistic goals that your people can get behind to build trust. While communicating early and often, it's critical to emphasize that you're not replacing human intellect and creativity, rather you're augmenting capabilities. Reinforce that AI takes mundane, repetitive tasks to support data processing, predictive analytics, and automation, allowing employees to focus on complex tasks that require human intuition and decision-making.

Take a growth mindset to onboarding

Your goal should be to foster an AI-first mentality that prioritizes trial and error and allows your teams to freely experiment, learning from both successes and setbacks. Set reasonable expectations and clearly communicate your goals to all stakeholders to set the stage for sustainable business growth. To understand how Dell and NVIDIA products and solutions support and accelerate the long-term success of your AI journey, explore our Product Guide.



Your checklist to help define AI solutions:

- ☐ Prioritize use cases
- ☐ Build a strong, right-sized infrastructure for AI models
- ☐ Lean into your IT partnership for strategic alignment
- ☐ Implement solutions to augment your organization's expertise
- ☐ Set clear and reasonable onboarding expectations

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Adoption and onboarding



Assess your organization's readiness

While many have mistaken GenAI to be a catch-all solution, adoption can be a complex and arduous process. In this section, we'll cover ways you to communicate your strategy, provide the right tools to foster success, and gain feedback to adapt GenAI to your organization's needs. By visualizing the ideal state of your business and employees, based on your business objectives and employee workflows, you can curate impactful resources to drive systemic adoption. Integrating educational resources such as skills assessments, organized workshops to identify skill gaps, and AI-focused training sessions in your internal communications will help cultivate your idealized state.

Our award-winning team of AI experts from Dell Professional Services can help you navigate strategies, workforce readiness, and more, at every stage of your AI journey to bridge skills gaps and drive long-term AI success. Services works closely with organizations to build personalized roadmaps and implement, train, validate, and deliver support regardless of where you are in your AI journey.

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Create a phased adoption plan

To effectively promote GenAI across your organization, you'll need a strategic, well-executed internal marketing campaign. With various forms of communication, you can build excitement, foster trust and understanding, and encourage participation to receive feedback that's integral to the evolution of GenAI in your organization. People absorb information differently, so applying a multi-faceted approach with structured opportunities can help them effectively interact with and learn about the available AI tools.



Use these sample components to help build a comprehensive internal marketing plan:

- Kickoff email announcement
- Educational newsletter series
- Interactive workshops and webinars
- On-demand tutorial videos
- Engaging intranet campaigns
- Success story sharing
- Internal champions program
- Gamified challenges
- Regular feedback initiatives
- Measure campaign effectiveness
- Office hours

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Encourage participation in various forms

Starting with an email kickoff announcement is an excellent way to create awareness and build excitement around new tools. This is your opportunity to express your excitement, intention, and the purpose of implementing GenAI across your organization. You should aim to build trust in your vision and instill confidence that your carefully thought-out rollout will be followed with clear expectations and supporting communication.

Building on the initial momentum with more information and educational opportunities will help your employees visualize how GenAI will fit into their current workday. Weekly bite-sized updates with an educational newsletter series are an effective way to feature AI benefits in various roles and incorporate information around GenAI's capabilities. Additionally, offering resources such as interactive workshops, webinars, and tutorials will encourage engagement and allow people to slowly become more comfortable with the new tools. Along your journey, ensure you acknowledge and celebrate wins to create a positive atmosphere and encourage further experimentation.

"We're seeing up to 70% improvements in our people's efficiency. The variance comes down to what a person's role is and how they're using the GenAI services."²

Scott Koo,
Corporate EVP, Cloud Service Business Division,
Samsung SDS



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Find new ways to drive engagement

Once you make the announcement, you need to keep it at the forefront of people's minds which is why the planning behind this rollout is pivotal to its success. Frequent communications and reminders via an engaging intranet campaign will allow employees to have fun while learning as you gather insightful feedback. Lean into playful, gamified elements such as polls and quizzes where people can engage directly to earn badges or recognition for testing these tools.

Creating a shared experience among your employees and sharing external successes builds connection and credibility in this initiative. With these efforts, you can identify and elevate "AI champions" that will act as advocates for GenAI to amplify the impacts and encourage deeper usage of GenAI within their departments. Gaining insights from these AI champions and hosting regular feedback initiatives will ensure continuous data-driven improvements. Encouraging honest feedback enables everyone's voice to be heard so GenAI can be designed to fit your business.

Successful AI adoption and onboarding often include these steps:



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Provide personalized training and skills development

In this section, we'll cover ways you can create and offer training programs that build AI competency, track your organization's progress to offer valuable resources, and encourage continued learning to advance adoption.

AI adoption can be very complex as many organizations lack the necessary AI expertise to proficiently tap into its full potential. In fact, according to a recent IDC report, AI skills and talent strategy are a top challenge for enterprises undergoing AI adoption.⁴ Limited capacity and skills in AI technologies can delay, or in severe cases halt, AI-driven business outcomes. Training teams and aligning high-value projects with your business priorities is key. Start by building a community of practitioners to help identify which reliable sources of training and certification programs you should invest in across your partner ecosystem.

Every job role uses specific prompts and have different ways to use AI. You can get more guidance on how AI tools can fit seamlessly into your employees' daily work in our AI recipe books for business professionals and developers, respectively.



4. IDC Report "From Breakthrough Innovation to Impact: Monetizing the AI Moment." Philip Carter, Directions 2024.

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Offer a white-glove, tailored approach to training

To incentivize your employees and accelerate the time-to-value of your AI solutions, you can offer GenAI certification programs to boost team willingness to participate. The training you offer needs to evolve as your organization's aptitude for GenAI evolves by offering a diverse set of training programs to meet differing levels of understanding.

While training the various roles in your organization, every member will need 1:1 prompting training. Set aside dedicated time to address questions directly while reinforcing best practices organization-wide. Creating clear, specific, and contextual prompts for chatbots can enhance interactions to deliver faster results, saving time across roles. Additionally, prompt templates can be created to ensure consistent outputs. For example, with specialized training, developers can leverage chatbots to automatically generate code and reference inline instructions which use your data repository as a guide.

Addressing AI skills gaps

94% of Dell Technologies study respondents believe their organization's employees need to develop skills to fully unlock the potential of AI.⁵

Develop tailored training sessions suited to various roles in your organization with NVIDIA tools, including:

NVIDIA AI Workbench

A pre-configured platform that's validated for optimal performance in a mobile lab and enables developers to experiment with and explore GenAI.

NVIDIA RTX AI Toolkit

A suite of tools and SDKs for developers to customize, optimize, and deploy AI models across RTX PCs and the cloud.

NVIDIA LaunchPad

A free, hands-on experience on an end-to-end platform to help users quickly test and prototype AI solutions.

NVIDIA API Catalog

Leverage an extensive catalog of APIs designed to help you build and deploy GenAI applications more efficiently.

5. Dell Technologies survey of 750 business and ITDMs across the United States, the United Kingdom, Germany, France, and Japan, all segments February 2025.

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Foster a culture of ongoing education

While AI is a powerful tool with immense potential, it's important to remember that AI will not transform your organization overnight. Continuous learning is a mindset you should support, particularly with the introduction of new technologies. Ongoing workshops and seminars on the latest AI developments will gradually equip your employees with the knowledge to be successful. Meanwhile, you should define KPIs and establish natural cadences to validate that your organization is on track to meeting your desired ROI. By tracking progress, you can cater to the right resources based on your organization's evolving needs and justify the expansion of AI with additional initiatives.

To foster ongoing learning, Dell and NVIDIA offer certification programs, incentivizing your employees to stay ahead of the curve and showcase their expertise with certificates acting as tangible evidence of their accomplishments. With courses and modules available for all levels of expertise from seasoned professionals to those just starting, you can engage Dell Professional Services to deliver programs designed to deepen employee understanding, showcase skills, and advance careers with valuable certifications.



Your checklist to help pursue successful AI training and education:

- ☐ Assess the current skill level in your organization
- ☐ Create and deliver a comprehensive internal marketing plan
- ☐ Invest in training programs to build competency
- ☐ Encourage participation with educational resources
- ☐ Provide personalized training sessions
- ☐ Encourage continuous learning

Increase your odds of success with Dell and NVIDIA

The Dell AI Factory with NVIDIA brings together two trusted technology leaders to deliver a comprehensive and secure AI solution customizable for any business. With a portfolio of products, solutions, and services tailored for AI workloads—from desktop to data center to cloud—it paves the way for AI to work seamlessly for you.

Wherever you are in your journey, Dell and NVIDIA can help you plan for AI across these six priority areas:



Strategy



How well articulated is your GenAI strategy?



Data



How will you incorporate and protect data in GenAI models?



AI models



How will you evaluate, select, secure and evolve GenAI models?



Platform



How will you build and run your GenAI platform?



People



Do you have the skills and resources needed for GenAI success?



Adoption



Can you efficiently adopt GenAI into your business?

Take the first step in your AI journey with Dell's fee-waived Accelerator Workshop and let our experts help you align priorities and achieve clarity for your AI vision.

[Get started with AI](#)

[Explore the Accelerator Workshop for GenAI](#)

