

THE PEER EFFECT: WHY SOCIAL NETWORKS DRIVE AI ADOPTION

THE POWER OF PEER INFLUENCE

76%

Peers Outperform Leadership Mandates

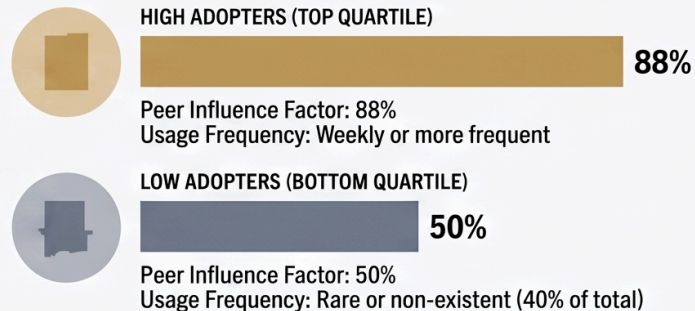
High AI adopters are 76% more likely to cite local colleagues as their primary influence.



The Clustering Phenomenon

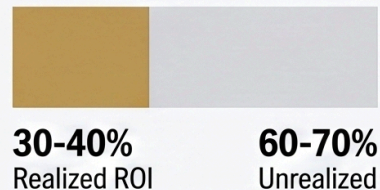
AI adoption spreads through relationship channels, creating high-capability “pockets” rather than uniform organizational diffusion.

Adoption Metric



The Value Gap

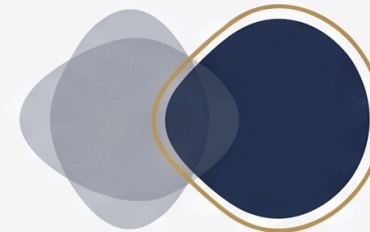
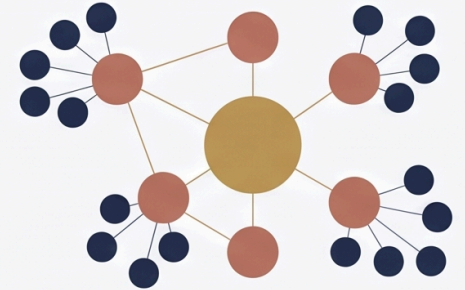
Organizations typically realize only 30-40% of AI ROI due to uneven workforce adoption.



STRATEGIES FOR NETWORK-LED ADOPTION

Activate Natural Network Connectors

Identify credible early adopters who bridge different departments to serve as visible experimentation hubs.



Failed AI Prompts Shared Iterations

Build Psychological Safety

Normalize “productive failure” by having leaders share their own failed AI prompts and iterations.

Contextualize via Role-Specific Playbooks

Shift from “AI 101” to function-specific use cases, similar to Unilever’s department-led playbooks.

