

# The 15-Day AI Adoption Challenge

*A replicable program for building AI confidence and capability across an entire organization*

## The Story

In March 2025, Rokt ran a 15-day company-wide AI challenge. The goal was simple: get every employee regardless of role, seniority, or technical background comfortable using AI tools through daily, bite-sized exercises that took 15 minutes or less.

The program was designed around three principles: make it a movement (not a mandate), stack skills progressively (each week built on the last), and make participation visible (share what you learn, not just what you build). Over 300 individual contributions were shared across the company during the three weeks.

This document captures the full program in a format any organization can replicate.

## Program Design

The 15 days are organized into three progressive weeks. Each week has a theme that builds on the previous one:

Week	Theme	Goal
Week 1 (Days 1–5)	Exploring AI-powered search and knowledge tools	Build foundational comfort with the tools. Explore ChatGPT, Perplexity, Gemini, and internal AI products. End the week by connecting tools to real workflows.
Week 2 (Days 6–10)	Expand your understanding	Push beyond the basics. Explore voice interfaces, advanced features (Canvas), expert discovery, and workflow auditing. Challenge assumptions about what AI can do.
Week 3 (Days 11–15)	Sharpen skills, strengthen foundations	Refine technique. Learn prompt engineering, Deep Research, critical evaluation of AI outputs, and personal AI life hacks. Reflect on what sticks.

## The 15 Daily Challenges

### Week 1: Explore

Day	Focus	Challenge	Skill Built
1	ChatGPT	Sign in and experiment with questions, image creation, and web search. Create and share an AI-generated image that represents your company.	Tool familiarity, creative prompting

2	Perplexity	Explore Perplexity's different modes (Pro, Reasoning, Deep Research). Share a surprising insight you discovered.	Research, model comparison
3	Gemini	Use Gemini to help with an email or presentation. Try the @gemini Chrome bar and Google Drive integration.	Workspace integration
4	Internal AI tools	Explore your organization's internal AI knowledge base. Ask questions about products, policies, and operations.	Internal knowledge discovery
5	Real-world use cases	Review use case libraries for each tool. Share one new way you'll use AI next week.	Practical application

## Week 2: Expand

Day	Focus	Challenge	Skill Built
6	Day-to-day tasks	Use AI for a task you do every day: draft an email, summarize meeting notes, or outline a presentation. Push one step further than before.	Task integration
7	Voice interfaces	Have a voice conversation with ChatGPT about something you're learning. Review the transcript afterward.	Verbal reasoning, speed of thought
8	Expert discovery	Ask Gemini to summarize knowledge on a topic and identify internal experts who can help. Use Google Drive integration.	Knowledge networking
9	Advanced editing	Use ChatGPT Canvas to iterate on a piece of writing or code. Highlight sections for targeted feedback.	Iterative refinement
10	Workflow audit	Map your own workflow and identify where AI can add the most value either as an assistant or as automation.	Self-assessment, strategic thinking

## Week 3: Sharpen

Day	Focus	Challenge	Skill Built
11	Prompt engineering	Learn prompt structure (context, task, format, constraints). Revisit a conversation from last week and improve your prompts.	Prompt quality

12	Deep Research	Formulate a Deep Research prompt on a complex topic relevant to your work. Compare outputs across tools.	Complex research synthesis
13	AI life hacks	Find a personal use case meal planning, trip itineraries, gift ideas, learning tools. Share your best hack.	Creative application, fun
14	Critical evaluation	Identify a case where AI gave you an incorrect or biased response. How did you validate it? How would you handle it?	Judgment, verification
15	Reflection	Reflect on which tools were most useful for your role. Share the single most useful takeaway from the program.	Metacognition, habit formation

**What Made It Work**

**Movement, not mandate.** Participation was encouraged, not required. The daily challenges were framed as an invitation. The energy came from peer sharing, seeing colleagues post their results created social proof that pulled in even the skeptics.

**Progressive skill stacking.** Week 1 was pure exploration (just try the tools). Week 2 was application (use them for real work). Week 3 was refinement (get better at how you use them). Nobody was asked to do something they weren't ready for.

**15 minutes or less.** Every challenge was designed to fit between meetings. No hour-long workshops. No mandatory training modules. The format respected that people are busy and proved that small daily reps compound faster than big occasional sessions.

**Visible participation.** A shared channel where everyone posted results created a flywheel. Over 300 individual shares across the program meant that even people who didn't participate directly absorbed ideas from their peers.

**Functional fixedness as a concept.** In Week 2, the program explicitly introduced the idea that people have pre-set mental models of what AI can do and challenged them to push past those limits. Naming the bias made it easier to overcome.

**Results**

Metric	Result
Individual contributions shared	300+ across 15 days
Tools explored	ChatGPT, Perplexity, Gemini, internal AI tools, Canvas, Voice, Deep Research
Organization size	800 employees across all functions
Program duration	15 business days (3 weeks)
Daily time investment per person	~15 minutes
Post-program outcome	120+ documented AI use cases built across the organization within 12 months

## How To Replicate This

This program is designed to be tool-agnostic and replicable. The specific tools (ChatGPT, Perplexity, Gemini) can be swapped for whatever your organization uses. What matters is the structure:

- 1. Choose your three-week arc.** Week 1 = explore the tools. Week 2 = apply them to real work. Week 3 = refine your technique. This progression works regardless of which tools you use.
- 2. Create a shared channel.** Visibility drives adoption. People need to see their peers participating. A dedicated Slack channel, Teams space, or Google Chat room where participants share daily results is essential.
- 3. Keep challenges under 15 minutes.** The moment you ask for an hour, you've lost half the audience. Daily micro-challenges build habits faster than weekly deep dives.
- 4. Name the biases.** Functional fixedness, automation anxiety, over-reliance: name them explicitly so people can recognize and push past them.
- 5. End with reflection, not celebration.** The final day should be about what sticks, not what was completed. The goal is lasting behavior change, not a participation metric.