

ROKT

AI Playbook

AI April 2025

Embedding AI deeply into day-to-day roles and workflows

PROGRAM OVERVIEW

AI April 2025: From Experimentation to Embedding

Following a company-wide AI adoption challenge in March that generated strong cross-functional engagement and surfaced a broad range of use cases, AI April shifted focus to embedding AI more deeply into day-to-day roles and workflows — moving momentum from awareness and experimentation to meaningful, sustained application across the business.

The program ran across all ROKT offices (NYC, Sydney, Seattle, Calgary, London) with all sessions recorded and housed in an internal AI Academy. The month featured seven distinct program formats, each designed to meet people at different stages of their AI journey.

The Program Formats

AI in Action

A fortnightly series where team members from each function share their best AI tips, tricks, and workflows. Sessions covered GTM, RPD, Support, mParticle, and AfterSell teams — ensuring the learnings were practical, relevant, and immediately useful.

Ask Me Anything

Fortnightly sessions for real-time answers, new ideas, and practical problem-solving. Four specialized tracks: General, Build, Design, and Data & Analytics — ranging from getting started to deep technical dives.

AI Open Mic

A relaxed, informal format where anyone gets five minutes to share something that worked, something that flopped, or something still in progress. No slides, no pressure — just a space to swap insights over food.

AI Keynotes

Leading AI thinkers, builders, and disruptors sharing bold perspectives, cutting-edge use cases, and tangible lessons. Deep, technical, and practical insights on how AI is reshaping industries and competitive advantage.

AM AI Coffee Hit

15-minute morning sessions delivering crash courses on specific AI tools — covering platforms like Perplexity, n8n, Replit, and OpenAI APIs. Fast learning, immediately applicable.

Pause: Reset & Refuel

Sessions designed to help people recharge during an intensive learning period. Breathwork, guided meditation, stretching, and mental resilience — because great ideas need fresh energy.

Scale and Reach

The program ran daily across four weeks with multiple sessions per day in each office. NYC alone hosted 40+ sessions across the month, with live streams connecting remote offices. Every session was recorded and made available asynchronously through the AI Academy.

What Came Next

AI April culminated in the ROKT'athon: The AI Edition — a 24-hour cross-functional hackathon where teams of four tackled real business problems using AI. The month of embedding led directly into a day of building, closing the loop from learning to application.

How to Replicate This

The program structure is designed to be replicable. The key elements: multiple formats meeting people at different stages (beginners through builders), functional sessions so learnings are immediately relevant to people's actual roles, a mix of structured and informal (AMAs alongside Open Mics), wellness programming to sustain momentum, and recording everything for async access across time zones.