



Microsoft 365
Copilot

The Superpower Behind AI Is You



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The driving force behind AI success

AI is revolutionising the way businesses operate, but the true catalyst for this transformation isn't the technology itself – it's you. As a business leader, your vision, strategy and decisions are what turn AI into a powerful tool for success.



AI can dramatically boost productivity, spark creativity and free up valuable time. But these benefits can only be achieved by you, the business leader, with the right perspective and approach from the top down. Recognising AI as a critical asset for your organisation and employees enables you to do more than just keep pace with change – it allows you to drive it. Building AI into your organisation allows you to serve every employee in every department with solutions that empower them to focus on impactful work and drive significant business growth.

This eBook will introduce you to some of the strategies and actionable insights to help you guide your employees in maximising the potential of AI for your organisation. You'll discover how AI can enhance productivity, automate processes and reduce costs while securing your business data. By the end, you'll be ready to begin the AI journey and elevate your company's performance.

Dive into the future of business, where the true superpower behind AI is you.



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AI is going to adapt to each individual. It's going to help bring teams together to work better together. It's going to give everyone a superpower they've never had before.

Jon Friedman

Corporate VP of Design and Research at Microsoft²

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Unlocking the potential of AI in your organisation

In this rapidly evolving business landscape, AI is more than just a buzzword. AI tools have become pivotal elements of growth. Organisations that effectively integrate AI are seeing increased efficiency, creativity and agility across departments. But the key to maximising that impact lies in how you – the business leader – chooses to implement it.



AI excels at processing large datasets, identifying trends and automating routine tasks, making it an invaluable assistant that amplifies human potential. By freeing your team from repetitive tasks, AI allows them to focus on strategic, high-impact work that drives your business forward.

However, the effectiveness of AI hinges on your leadership and strategic vision. As a business leader, your role in guiding how AI is implemented isn't just important – it's essential to its success. To truly unlock what AI can do, start by setting clear and measurable goals that align with your broader business objectives. These goals are the foundation for every AI initiative, ensuring that each application is purposeful and focused on driving real results.

Context is also key. AI works best when it understands the specific challenges and opportunities your business faces. By sharing your industry knowledge, insights into market trends and the unique needs of your organisation, you enable AI to deliver solutions that are not only innovative, but also highly relevant to your business.

Your ability to make informed decisions throughout the AI adoption process will ultimately determine how well these technologies integrate into your existing operations. This includes selecting the right tools, identifying the areas where AI can have the most impact and continuously monitoring the performance of AI-driven initiatives. By actively overseeing these processes, you make sure that AI not only meets its potential but also continues to support your strategic goals.

In the end, it's your leadership that will define the role AI plays in your company's future. With your guidance, AI can become a powerful driver of sustainable growth, innovation and competitive advantage. Without your direction, that potential remains untapped – but with it, AI can be a cornerstone of your business success.

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You can use AI to jump-start the creative process, so you never start with a blank slate again.

Jared Spataro

Corporate VP of Modern Work and Business Applications at Microsoft³

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Empower your team with responsible AI

As you integrate AI into your organisation, effective change management is essential. Encourage a culture of learning and experimentation, where your team feels supported as they adapt to new workflows and technologies. Clear communication and ongoing training will ease the transition and empower your team to use AI to its maximum potential.



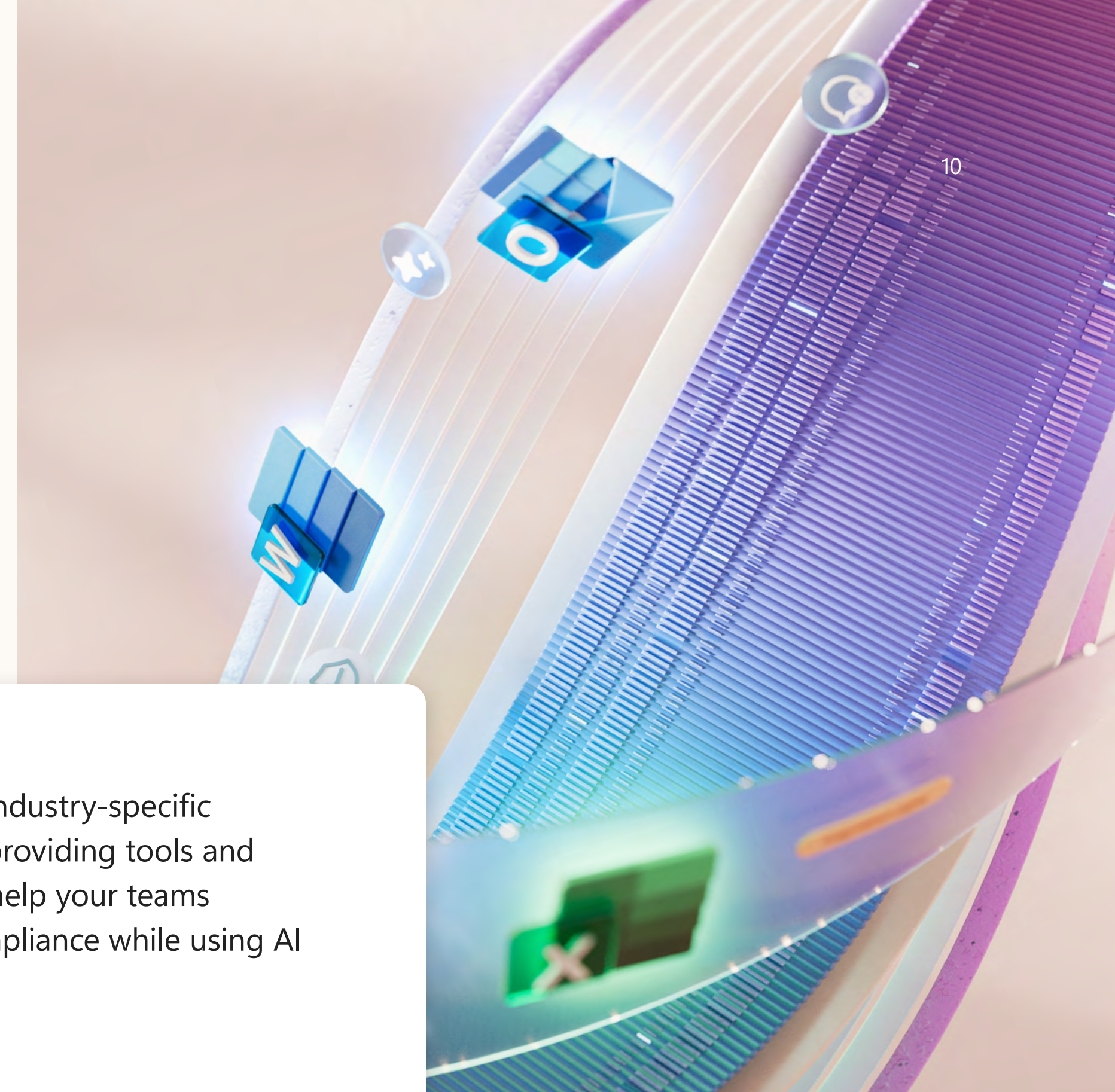
AI offers immense benefits, but it's crucial to implement it ethically and in compliance with regulations specific to your location. To ensure ethical use, Microsoft Copilot:

Adheres to Microsoft's AI principles of fairness, inclusivity and operational transparency

Operates within enterprise-grade security boundaries, safeguarding sensitive information and complying with data protection requirements

Aligns with industry-specific regulations, providing tools and guidance to help your teams maintain compliance while using AI

Security and privacy are equally important to any successful AI deployment. Your business relies on the trust and protection of sensitive data. Microsoft's framework for robust, comprehensive security and data protection naturally extends to Copilot, ensuring organisation-wide protection.



Empowering your team with AI is about more than just adopting new tools with responsibility and security in mind.

- **Experiment and be curious**
Don't be afraid to try different prompts or styles – Copilot adapts to your needs. Play around to see what works best.
- **Try different points of view**
Adjust the perspective of your prompts – Copilot can deliver anything from a simple summary to an in-depth analysis.
- **Keep the conversation going**
Interact with Copilot as you would in a conversation with a colleague. Provide details and feedback to refine the results.
- **Understand AI is often 'usefully wrong'**
Copilot's suggestions might not be perfect, but they can spark new ideas. Use them as a starting point.
- **Always fact check**
Verify the information Copilot generates, especially for accuracy and tone, to maintain credibility.

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Time is our most precious resource, and Copilot helps me reclaim some of that time at work. During a busy day, my most frequently used prompts start with *find me*.

Colette Stallbaumer

General Manager of Microsoft 365 and Future of Work⁴

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Transform your business with Microsoft Copilot

Microsoft Copilot, as your organisation's AI assistant, can transform the way your business operates across every department, from customer service to marketing and operations.



The impact of Microsoft 365 Copilot

A Copilot-enabled customer service team, for example, could respond to inquiries 24/7, providing instant support and freeing up your human agents for more complex tasks. In marketing, Copilot can quickly analyse huge amounts of data to identify trends and predict customer behaviour so your teams can create more personalised, effective campaigns. With Copilot-driven process automation, operations can be optimised and simplified, reducing errors and cutting costs while improving efficiency.

But how do you measure the impact of Copilot? Understanding there is enormous potential for ROI is essential. Microsoft Copilot Dashboard is designed to help you track and measure the tangible business value of Copilot – in real time. It provides insights into productivity gains, cost savings and overall efficiency improvements, allowing you to quantify the benefits and make informed decisions about expanding your AI investments in the future.

As you lead your organisation through this transformation, look beyond the immediate gains and consider the long-term impact – quantitative and qualitative. How will AI reshape your industry and the way your business operates within it? What new opportunities can you create with AI? Your leadership plays a pivotal role in navigating these changes to position your business for sustainable growth and success.

Microsoft 365 Copilot, your AI assistant built to enable powerful AI capabilities within Microsoft business applications, can reduce expenditures by up to

USD 56.7M

over three years.⁵

Results are based on a three-year projected value for a composite organisation comprised of 25,000 employees and USD 6.25 billion in annual revenue.

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Don't wait for the future – shape it

By integrating AI solutions like Microsoft Copilot, you're leading change and adapting to it at scale. Copilot is designed to be your organisational partner in this journey – to empower your team, safeguard your data and achieve measurable results. With the strategies and insights you gain from this eBook, you're ready to begin making AI a core part of your business strategy.

AI has the potential to drive new levels of success for your business, and you are in control of the limits of that potential. AI can boost productivity, optimise operations and uncover innovative opportunities in every department of your organisation. But to achieve those objectives, you need to be the leader who embraces AI and turns its possibilities into reality.

Sources

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