

AI Enablement Stakeholder Map

Who matters in an AI adoption effort, what they care about, and the message each one needs

AI adoption is a change-management effort, and change succeeds or fails on stakeholders. This map identifies the groups whose support (or resistance) determines whether an enablement program works, what each group cares about, where resistance tends to come from, and the message that earns their buy-in.

The map

Stakeholder	What they care about	Likely resistance	Message they need
Executive Sponsor	ROI, strategic advantage, risk to reputation	Unclear value, fear of a costly misstep	A phased plan with measurable wins and built-in safeguards
IT / Security	Data protection, system integrity, visibility	Shadow AI, ungoverned tools, breach exposure	Governance and approved tools are built in from day one
Legal / Compliance	Regulatory exposure, especially HIPAA	Data leakage, unverified third-party tools	Clear data rules, human verification, no PHI in unapproved tools
Managers	Team productivity, hitting their goals	More work, disruption, unclear benefit	AI frees the team for higher-value work; here is how to lead it
Power Users	Doing more, faster; recognition	Being slowed by rules or bureaucracy	You are the champions; help shape and spread what works
Skeptics	Quality, accuracy, job security	Distrust of AI output, fear of replacement	AI augments, never replaces; you stay in control and accountable
Frontline Users	Doing their job well without extra hassle	Fear of looking incompetent, change fatigue	Small, safe wins that make your day easier, with support to learn
SMEs	Accuracy and credibility of the work	AI getting their domain wrong	You verify; AI drafts, you remain the expert of record
Trainers / L&D	Effective, sustainable capability-building	Tools outpacing training, no support	A structured program and reusable materials, not a one-off

The throughline: each group needs a different message built on the same honest foundation, AI as augmentation, governance from the start, and measured, supported adoption. Tailoring the message to what each group actually cares about is the difference between a program that is tolerated and one that is championed.