



# The Great Microsoft 365 Copilot Journey

A guided experience to help your users learn and adopt Microsoft 365 Copilot through engaging daily tasks.



# Introducing the Great Microsoft 365 Copilot Journey

## Insights to help drive adoption for Microsoft 365 Copilot

### Learning a new technology needs guidance

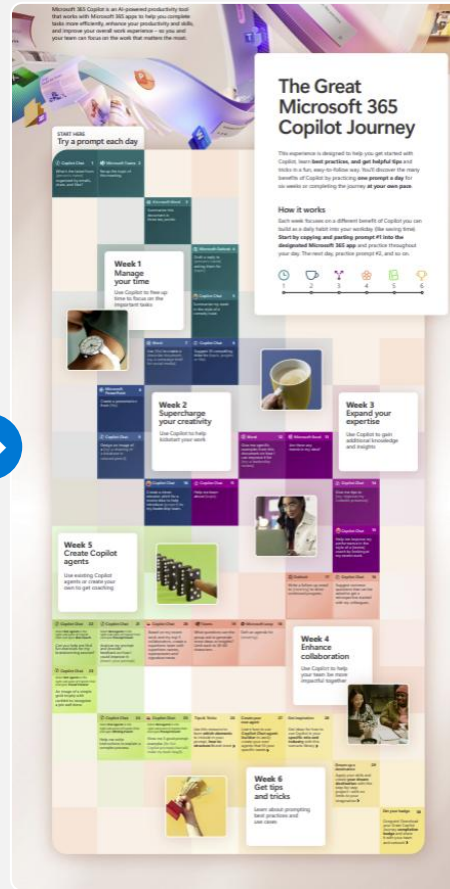
Many users may have no comparable experience. Understanding how Generative AI works is not self-explanatory and needs additional guidance.

### Existing habits can be hard to break

Learning a new muscle is hard and without immediate and consistent successes old habits are hard to break.

### Make learning low-lift and fun

62%<sup>1</sup> of users say lack of time is the main barrier to learning how to use Copilot. Experiencing fun and delight is the top driver for Copilot adoption<sup>1</sup>.



## Join the Great Copilot Journey

The Great Copilot Journey is a 30-day guided experience for end users to learn how to use Copilot, one prompt at a time.

It offers a fun and engaging way to learn practical skills with Copilot through continuous positive successes every day.

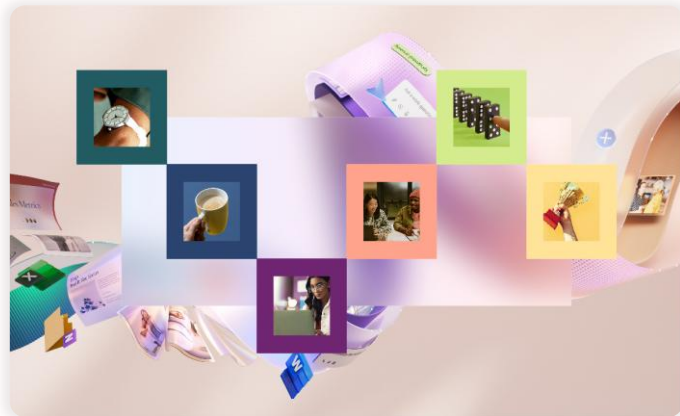
Each day has a single, easy-to-follow task for users to practice throughout their day, without the need to set aside dedicated time or disrupt their workflows.

# Choose from three ways to execute the program

Available now

## The Great Copilot Journey kit

Bring the Great Copilot Journey to your organization with customizable email templates, a web experience and more.

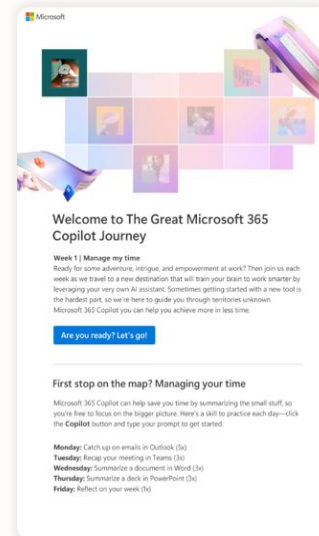


[Download the kit](#)

Coming in March 2025

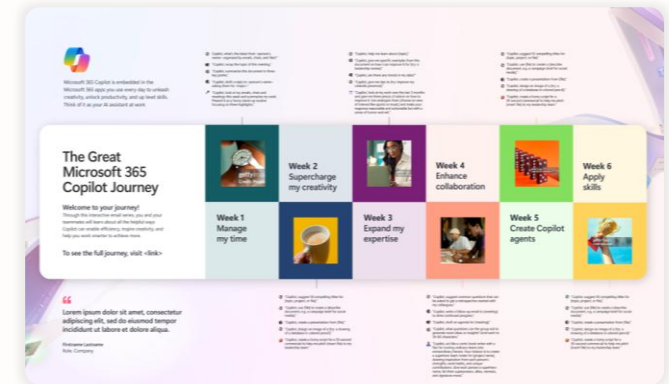
## Microsoft emails to end users

Opt your end users into receiving six weekly emails sent directly to their inbox.



## Virtual training event

Attend and invite your end users to a virtual training to get inspiration and learn tips and tricks.

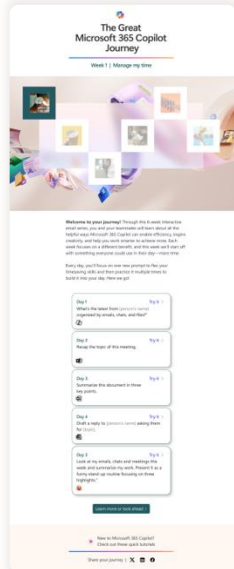


# What's included in the Great Copilot Journey kit

## Weekly email templates

Send your users short, daily emails with a single prompt to practice each day or weekly emails with five prompts to focus on throughout their week.

Use these templates as they are or customize them for your organization.



## Daily email Templates



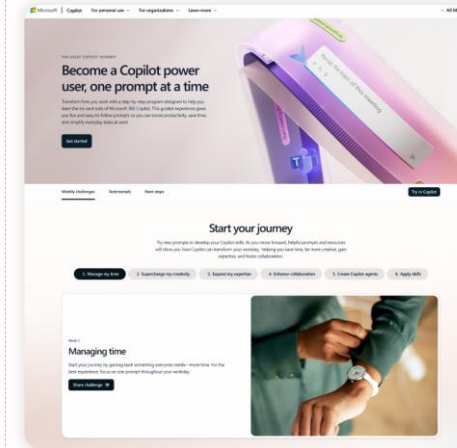
## Infographic

Share this infographic with your end users to show the full journey, including all the prompts and links to resources.



## Web experience

Share the link to the web experience which includes how-to videos for each of the thirty prompts and resources.



## Completion badge

Congratulate your users for completing the Great Copilot Journey with a badge to share with their network, add to their email signature or display as a Microsoft Teams background.



# The Process (pilot phase)

01

## Setup

- Define your target group, start time and duration (Default: 6 weeks).
- Download [The Great Copilot Journey kit](#) and customize the email templates (if needed).
- Optional: Setup a dedicated mail account or alias to send daily exercises.
- Recommended: Preschedule the emails.

02

## Kick-Off

- Recommended: Have leadership send a welcome note and introduce journey to target users.
- Recommended: Ask end users to answer a simple pre-journey survey to measure user perception before the journey.
- Send your first email.
- Measure daily active usage (DAU) baseline from the Microsoft [Copilot usage report](#).

03

## Daily or Weekly Tasks

- Users will receive daily or weekly prompts to complete throughout their day.
- Monitor emails open rate (if available) and daily usage.



05

## Follow Up

- Continue to monitor daily usage and analyze journey impact.
- Review perception change based on the survey results.
- Identify engaged users to start your own Copilot Champion Community to drive further adoption.
- Expand the target group.

04

## Closing

- With the last emails, users will receive a completion badge.
- Recommended: After the last email, send closing note asking users to fill out a post-journey survey and encouraging them to share and display their badge to drive further adoption.



# 30 days of easy-to-follow, engaging Copilot tasks

- Each week focuses on a specific benefit of Copilot
- Each day has a single, easy-to-follow task for your users to practice throughout their day.
- Fridays combine all skills learned that week in a fun activity.

	Week 1 Manage my time	Week 2 Supercharge my creativity	Week 3 Expand my expertise	Week 4 Enhance collaboration	Week 5 Create Copilot agents	Week 6 Apply your skills and best practices
Monday	<b>Copilot Chat</b> Get the latest information	<b>Copilot Chat</b> Brainstorm with Copilot	<b>Copilot Chat</b> Boost your knowledge	<b>Copilot Chat</b> Find the right questions	<b>Copilot Chat</b> Get prompt feedback with <a href="#">Prompt Coach</a>	Learn best practices to improve your prompts
Tuesday	<b>Teams</b> Summarize what happened	<b>Word</b> Draft a document	<b>Word</b> Improve a document	<b>Outlook</b> Follow up strong	<b>Copilot Chat</b> Brainstorm with <a href="#">Idea Coach</a>	Learn how to build your own agents
Wednesday	<b>Word</b> Summarize a document	<b>PowerPoint</b> Create a presentation	<b>Excel</b> Spot trends in data	<b>Loop</b> Draft an agenda	<b>Copilot Chat</b> Create an image with <a href="#">Visual Creator</a>	Get inspiration through the scenario library and Copilot Prompt Gallery
Thursday	<b>Outlook</b> Reply to an email	<b>Copilot Chat</b> Bring your ideas to life	<b>Copilot Chat</b> Get coaching	<b>Teams</b> Keep things moving	<b>Copilot Chat</b> Get writing help with <a href="#">Writing Coach</a>	Dream up a destination with this fun project
(Fun) Friday	<b>Copilot Chat</b> Summarize the week as a comedy roast	<b>Copilot Chat</b> Create a script for a movie pitch	<b>Copilot Chat</b> Get advice to improve your work	<b>Copilot Chat</b> Discover your superhero team	<b>Copilot Chat</b> Create your own fun with <a href="#">Prompt Coach</a>	You made it! Get your completion badge