



# The Great Copilot Journey for Microsoft 365 Copilot Chat

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



# The Great Microsoft 365 Copilot Journey for Copilot Chat

## Change management can be challenging

### Learning a new technology needs guidance

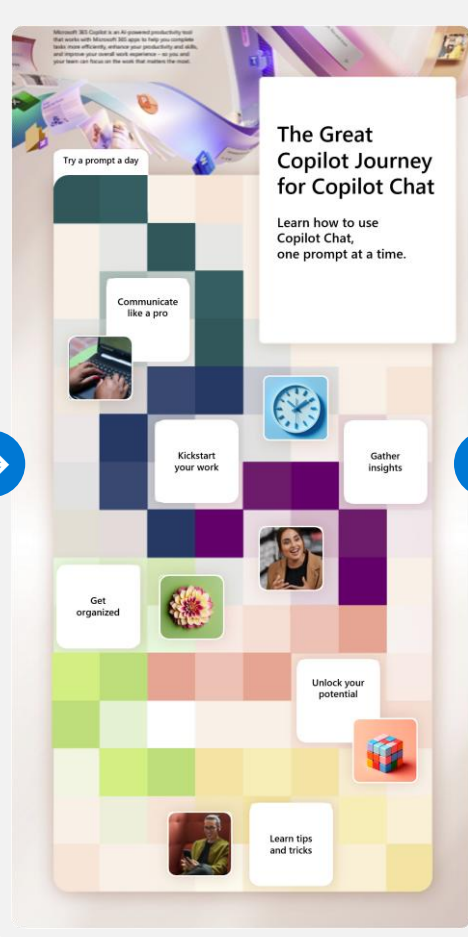
Many users may have no comparable experience. Understanding how generative AI works is not self-explanatory and needs additional guidance.

### 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>.



## Learn how to use Copilot, one prompt at a time

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

It offers a fun and engaging way to learn practical skills with Copilot Chat 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.

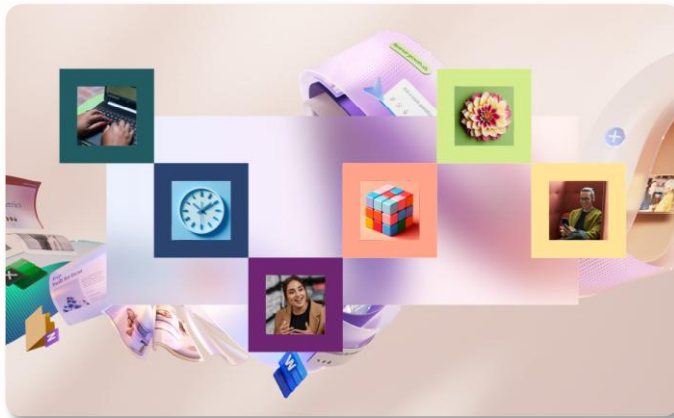
<sup>1</sup> Source: Enterprise Early Adopter Insights for Microsoft 365 Copilot, May 2024.

# Choose from three ways to execute the program

Available now

## The Great Copilot Journey kit

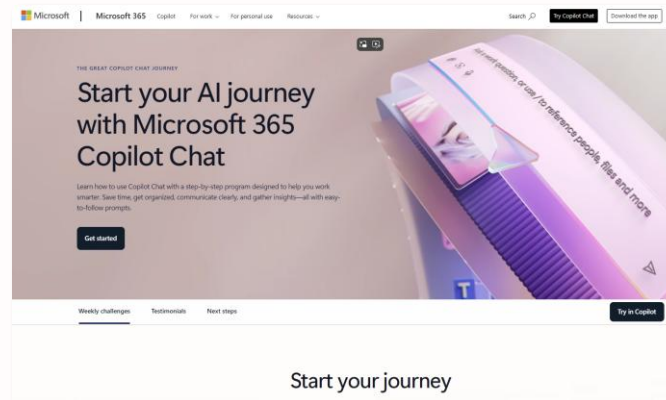
Bring the Great Copilot Journey to your organization with customizable email templates.



[Download the kit](#)

## Web experience

Explore the Great Copilot Journey at your own pace through the web experience.

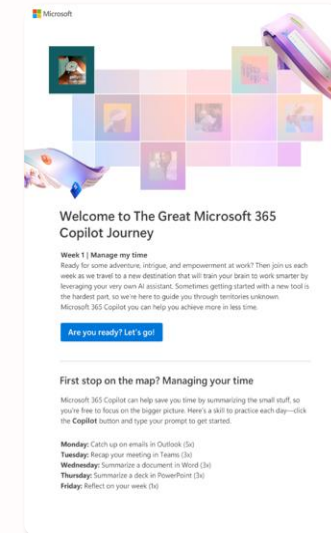


[Visit the page](#)

Coming in summer 2025

## Microsoft emails to end users

Opt your end users into receiving four weekly emails sent directly to their inbox. Turn it on in the admin center.





# 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 sent weekly emails with five prompts to focus on throughout their week. Use these templates as they are or customize them to fit the need of your organization.

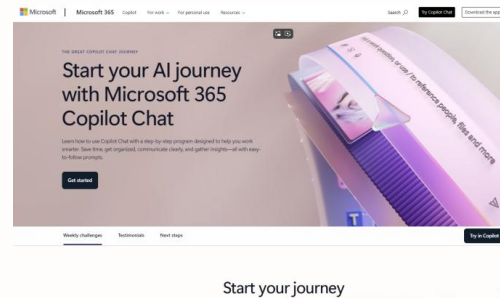


## Daily email Templates



## 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.



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

- Each week focuses on a specific benefit of Copilot Chat
- 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 Communicate like a pro	Week 2 Kickstart your work	Week 3 Gather insights	Week 4 Get organized	Week 5 Unlock your potential	Week 6 Get tips and tricks
Monday	Rewrite text	Summarize documents	Explain terms	Collaborate better	Learn skills	Learn best practices to improve your prompts
Tuesday	Translate	Create first drafts	Create charts	Stay organized	Learn about topics	Learn how to build your own agents
Wednesday	Draft emails	Get key takeaways	Prepare briefings	Get advice	Learn best practices	Get inspiration through the scenario library and Copilot Prompt Gallery
Thursday	Improve text	Bring ideas to life	Brainstorm	Create images	Gain deeper insights	Dream up a destination with this fun project
(Fun) Friday	Create coloring pages	Inject humor	Get fun facts	Prepare for vacation	Get unconventional advice	You made it! Get your completion badge

# 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 emails.
- Recommended: Preschedule the emails.



02

## Kick-Off

- Recommended: Have leadership send a welcome note and introduce the journey program to target users.
- Recommended: Ask end users to answer a simple pre-journey survey to measure user perception of their Copilot experience 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.

