



# How to Implement an Agent Community in 90 Days



# Introduction

## Executive Summary

Building an **Agent community** within 90 days can rapidly drive enterprise AI adoption by turning passive interest into active agent-building. This whitepaper provides a **practical 30-60-90-day roadmap** to launch and scale an Agent community, aligned with Microsoft's best practices for Power Platform and M365 adoption.

In the first 30 days, you will establish the foundation – securing executive sponsorship, defining the community's purpose and goals, assembling a core team, and rolling out initial communication channels. By 60 days, you will activate the community through kickoff events and training, onboard early adopters (makers), and build momentum with champion involvement and quick-win projects. By 90 days, you will scale up with larger events (e.g. hackathons), showcase success stories, and have a sustainable program with metrics in place to track ongoing impact. This accelerated approach ensures tangible results within one quarter, which boosts stakeholder confidence and sets the stage for long-term growth.

The following phased implementation plan breaks down key actions, owners, and success criteria at 30, 60, and 90-day milestones. By following this guide, adoption leads and champions can confidently stand up an engaged Agent (Agent builder/Copilot Studio) community in 3 months, turning enthusiastic employees into skilled "*agent makers*" and establishing a self-sustaining engine for ongoing Copilot success.

## 30-60-90 Day Plan Overview

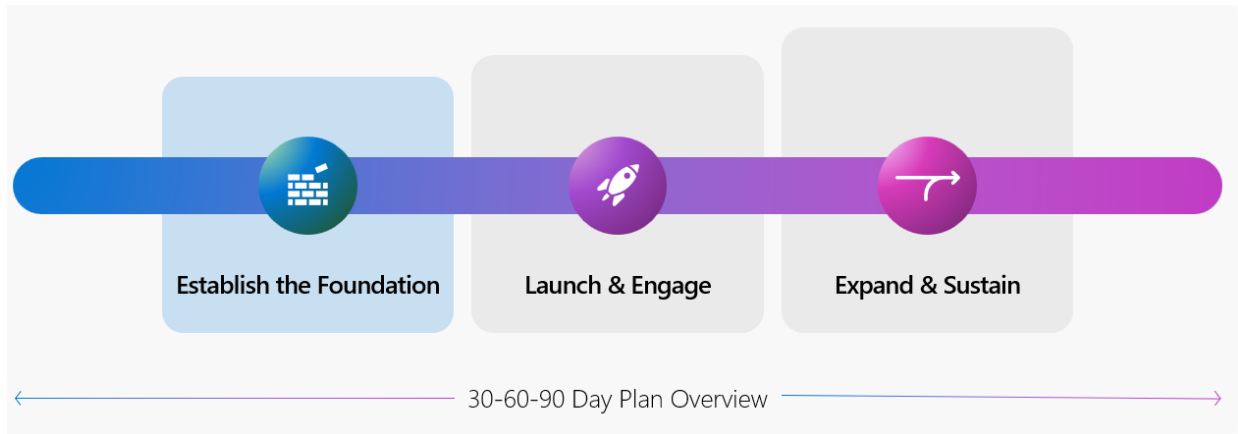
Below is a high-level summary of the phased implementation plan, mapping core focus areas to each milestone. Detailed actions and guidance for each phase are provided in subsequent sections.

Phase & Timing	Key Actions (Focus Areas)	Owners / Leads	Success Criteria (Milestone)
<p><b>Phase 1: Days 1–30</b></p> <p><i>Establish the Foundation</i></p>	<ul style="list-style-type: none"> <li>• <b>Define community purpose &amp; goals</b> aligned to business priorities.</li> <li>• <b>Secure executive sponsor</b> and buy-in from key stakeholders.</li> <li>• <b>Form core team</b> with clear roles (e.g., program lead, comms lead, event lead, champion lead).</li> <li>• <b>Set up infrastructure:</b> Create a Viva Engage (Yammer) group, SharePoint site, Teams channel for community.</li> <li>• <b>Initial comms:</b> Sponsor announcement, save-the-date for kickoff event.</li> <li>• <b>Identify early champions</b> (enthusiasts in different departments) and involve them in planning.</li> </ul>	<p>Community Lead (program mgr); Executive Sponsor; Comms Lead; Champion Lead</p>	<p><b>By Day 30:</b> Sponsor publicly endorsing community; core team in place; community platforms live (forum &amp; site); ~50+ members joined online; Kickoff event scheduled; 2–5 champions engaged.</p>
<p><b>Phase 2: Days 31–60</b></p> <p><i>Launch &amp; Engage</i></p>	<ul style="list-style-type: none"> <li>• <b>Community Kickoff event:</b> Host launch meeting (sponsor welcome, Copilot Studio demo, how to participate).</li> <li>• <b>Training Workshop:</b> Run “Copilot Studio 101” hands-on lab for first cohort of makers.</li> <li>• <b>Active engagement:</b> Open Q&amp;A forum discussions, start weekly “office hours” (live help session).</li> <li>• <b>Champion activation:</b> Champions help answer questions, support events, and mentor new makers.</li> <li>• <b>Early use cases:</b> Encourage a mini-hackathon or challenge to build first AI agent prototypes addressing real business needs.</li> </ul>	<p>Event Lead; Comms Lead; Champions (mentors); IT support for tools</p>	<p><b>By Day 60:</b> Launch event executed (attendance, feedback <math>\geq 4/5</math>); at least 1 training completed (e.g. 20–30 people trained); community Q&amp;A activity evident (e.g. daily posts); ~100–150 members in group; ~3 agent ideas or prototypes in progress; initial success story identified (e.g. an agent that saved time in a pilot) for leadership update.</p>

<p><b>Phase 3: Days 61–90</b></p> <p><i>Expand &amp; Sustain</i></p>	<ul style="list-style-type: none"> <li>• <b>Broaden training:</b> Offer an advanced session or multi-track learning (target specific use cases or departments).</li> <li>• <b>Hackathon or “Agent Build Day”:</b> Host a larger event for teams to develop AI agents addressing business challenges.</li> <li>• <b>Showcase success:</b> Hold a “demo day” or include community-built agent demos in a town hall to recognize contributions and impact.</li> <li>• <b>Measure &amp; report:</b> Implement tracking (Forms survey data, CoE kit dashboards) to assess active makers, agents built, time saved, etc. Present a 90-day impact report to sponsors (including metrics and testimonials).</li> <li>• <b>Scale operations:</b> Formalize champion program (roles, recognition, and expectations).</li> </ul>	<p>Community Lead; Champions (project leads); Exec Sponsor; Data/CoE Lead for metrics</p>	<p><b>By Day 90:</b> ~200+ community members; multiple teams or departments represented; 2–3 fully developed Copilot agents in pilot or production; clear metrics on adoption (e.g. # of agents built, hours saved); 10+ active champions; leadership agrees to continue program (budget or mandate for next phase).</p>
--	---	---	--

# Phase 1: Establish the Foundation

Days 1-30



In the first 4 weeks, focus on **planning and setup** tasks that will set your community up for success.

- **Define Community Purpose & Goals:** Outline why the Agent community exists and what outcomes you expect. Align these goals with business objectives for AI adoption. For example, the purpose might be *"to enable employees to build AI agents that streamline business processes."* Set 2–3 specific success metrics, such as "Train 50 makers in 3 months" or "Develop 3 pilot agents by end of quarter." Having clear goals helps earn leadership support and guide all activities.
- **Secure Executive Sponsorship:** Identify a senior executive (e.g. CIO, Head of Digital Transformation) to champion the community. Gain their buy-in on the goals and ask them to actively support – for instance, by sending the launch announcement email and speaking at the kickoff. Executive sponsors provide credibility, resources, and help remove roadblocks. *Success criteria:* A named sponsor is committed by week 2, and visibly endorses the initiative (e.g., in a staff meeting or email).
- **Assemble the Core Team & Governance:** Form a small **community core team** to plan and run the program. Define roles and responsibilities clearly (one person may cover multiple roles if needed):
  - a) *Community Lead (Program Manager):* overall project manager, accountable for execution and reporting progress.
  - b) *Communications (Comms) Lead:* manages the SharePoint content, Yammer/Teams posts, and email/newsletter updates.
  - c) *Event Lead:* plans and executes events (workshops, hackathons, etc.), coordinates logistics and agendas.

- d) *Champion Lead*: recruits and engages community champions; coordinates mentoring and feedback from the community.
- Meet with the core team weekly to track tasks. Draft a **community charter** document capturing the purpose, scope, team roles, and ground rules (e.g., code of conduct for community interactions). This charter ensures alignment and can be shared with stakeholders to formalize the initiative.
- **Set Up Communication Channels**: Launch the essential platforms your community will use:
  - a) **Viva Engage (Yammer) Group**: Create an open or invite-only Yammer community (or a Teams public channel if that fits your culture better) named for your Copilot initiative (e.g., “Copilot Studio Builders”). Post a **welcome message** stating the purpose and how to participate. Enable features like polls or #topics to organize discussions. This group will serve as the day-to-day discussion forum for Q&A, tips, and announcements.
  - b) **SharePoint or Teams Site**: Create a **SharePoint communication site** (or use an existing intranet page) as a one-stop shop for resources. Populate it with initial content: getting-started guide (how to access Copilot Studio), links to Microsoft Learn or docs, an FAQ, and the community charter. Keep it simple at first – you can expand content later – but ensure new members know where to find key info (e.g., “Copilot Studio installation steps,” “agent best practices”).
  - c) **Teams for Internal Coordination**: If the core team and champions are in your org, set up a private **Teams channel for the community leadership** to collaborate. Also, consider a separate Teams channel for real-time support during live events (so organizers and IT helpers can coordinate behind the scenes).
  - d) **Power Platform CoE Starter Kit**: If not already in place, work with IT to deploy the Copilot Studio [guidance](#) and [toolkit](#) components. This can provide tools like automated emails to new makers, analytics on maker activity, and a template for a leaderboard or badges – useful as your community grows (not critical in month 1, but good to plan for).
- *Success criteria*: By end of week 3, the Yammer group and SharePoint site are live and have initial content posted. People can join the group and find basic resources easily (test this with a friendly user or champion).
- **Community Announcement & Invitations**: Draft a launch announcement from the executive sponsor for all M365 users or pilot departments. Briefly explain Copilot Studio, the community’s purpose, and next steps—such as joining on Viva Engage and saving the kickoff event date. Use email, intranet news, Yammer, and tech

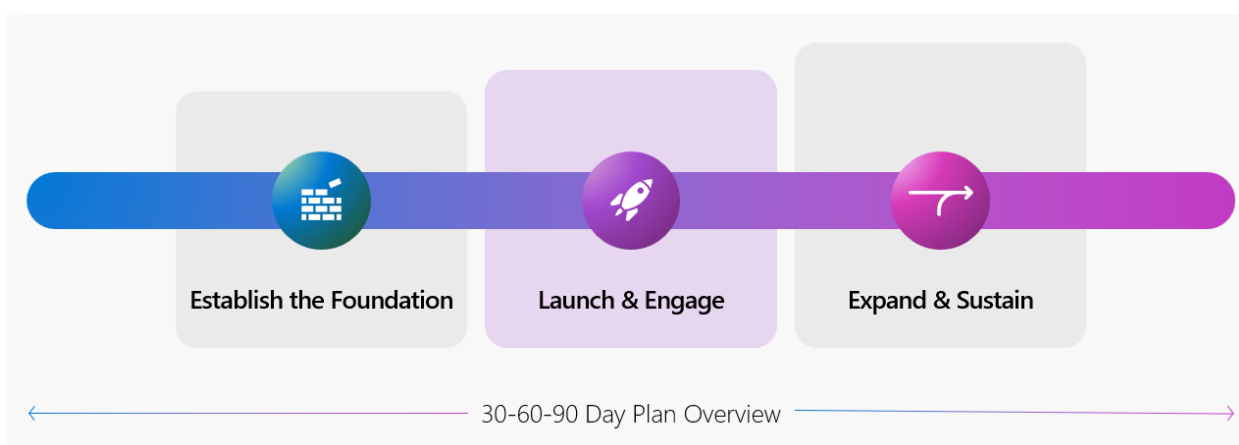
champion networks to maximize visibility and encourage participation through manager endorsements.

- **Identify Early Adopters and Champions:** Through discussions with managers and by observing who shows interest after the announcement, start a list of potential **champions**. These are enthusiastic individuals likely to be early builders or evangelists (they might be known “power users” of Power Platform, or simply tech-savvy folks keen on AI). Reach out to them personally: explain the community vision and invite them to play a leading role (such as helping run the kickoff or moderating the forum). Early champion engagement is crucial for peer-to-peer support and scaling efforts. Also identify any existing **Power Platform champions or user group leads** in your org – coordinate with them, as they have relevant experience in community building and can be allies from day one.
- **Plan the Kickoff Event:** Set a date in the latter part of this phase (around day 21–30) for the **Community Kickoff meeting**. Determine the format (likely a 60-minute Teams Live Event or all-hands style meeting). Basic agenda:
  - a) **Leadership Introduction:** Sponsor explains why the company is investing in Copilot Studio and encourages everyone to participate (5 min).
  - b) **Copilot Studio Overview & Demo:** Show a quick example of building a simple agent in Copilot Studio (10–15 min). This gives attendees a concrete idea of what an “AI agent” means.
  - c) **Getting Involved:** Community Lead or Champion explains how to join the community channels, highlights upcoming events (like the first training session), and maybe shares a short success story of what’s possible (if someone has already built an agent in a pilot, or use a public example).
  - d) **Q&A:** Open the floor for questions (via chat or live). Have champions or experts on hand to help answer.
- Schedule a dry run of the event with presenters. Publicize the event on all channels (email invite, calendar hold, Yammer reminder). Aim for strong attendance – this is your big launch splash. Success criteria: Kickoff invite sent to all target participants; target at least 50–100 attendees (or more, depending on org size).

By the end of **Phase 1**, you should have laid the groundwork: leadership backing, a core team, communication platforms, and an initial buzz of interest. A successful Phase 1 is indicated by a growing member count in your community group and firm commitments for the upcoming Phase 2 activities. You’re now ready to turn this foundation into active engagement.

## Phase 2: Launch & Engage the Community

Days 31-60



With the foundation in place, the next 30 days are about **activating the community** – getting people to show up, learn, and start building.

- **Kickoff Event (Week 5):** Run the event as planned, using a live demo and polling to engage participants. Have the executive sponsor connect the kickoff to company strategy. Prepare answers for questions about accessing Copilot Studio (including licensing/trials) and where to find more info (SharePoint, training). Success = high attendance or a recording available, increased forum activity, and more than 80% positive feedback from a quick poll or form.
- **Onboard New Members Immediately:** Right after the kickoff, capitalize on interest:
  - Send a **“Welcome Kit” message** on the Yammer/Teams community: thank everyone for joining the event, and list next steps (like “Sign up for our first workshop, join this forum thread to share what agent you’d like to build,” etc.).
  - **Onboarding Guides:** Ensure your SharePoint has a simple “Getting Started with Copilot Studio” guide (or link to Microsoft’s official documentation and learning paths for Copilot Studio). New community members should have a clear path to set up their environment and try a hello-world agent example. Consider using Microsoft’s **Learn modules** or the “Copilot Studio scenario library” as structured learning content.
  - Use the Power Platform adoption best practice of assigning a **mentor or buddy** for new makers. For example, champions can each take a few names of interested attendees and follow up personally (“Hi, saw you joined – do you need help getting started?”). This personal touch accelerates activation.

- **First Copilot Studio 101 Workshop (Week 6):** Now that people are excited, offer a practical training to channel that energy. Host a hands-on workshop focusing on building a simple agent:
  - Target it to approx. 20–30 attendees (you may need people to register, first-come-first-served, or run multiple sessions if interest is high).
  - The content can follow a standard **“Agent in a Day”** format: brief intro, then guided building of an example agent (e.g., a FAQ bot or time-off request assistant). Provide a step-by-step lab manual. Ideally, use a real use case relevant to participants to make it meaningful.
  - Involve champions and IT support as **proctors** to help troubleshoot during lab time. Ensure everyone has access to a Copilot Studio environment (coordinate with IT beforehand to provide trials or licenses for the participants or use the Developer tenant sign-up guides).
  - *Owner:* Event Lead and Champions. Success criteria: At least 70% of attendees complete the lab successfully (measure via a Form asking “Were you able to build the agent?”). Gather feedback – e.g., *“Confidence to build on my own”* – to identify who might become your next champions or what follow-up training is needed. Also, check that many participants have now created their first agent in the Copilot Studio platform (if CoE kit is set up, you can track new makers created).
  
- **Foster Ongoing Engagement:**
  - **Community Forum Activity:** Seed the Yammer/Teams community with discussions. For example, post *“What would you like your first Copilot agent to do? Share your ideas!”* and have champions answer or react. Encourage those who attended training to post a screenshot or comment about their first agent. Recognize those who do (a simple “great job” from the sponsor or lead can be motivating).
  - **Weekly Office Hours:** Announce a regular time (e.g., every Thursday at 3 PM) when community leads or champions will be live on Teams to answer questions or help with agent-building problems. Even if turnout is small initially, consistency is key.
  - **Tip of the Week:** Start a weekly post highlighting a Copilot Studio feature or a best practice (e.g., “Tip: Use **templates** in Copilot Studio to jump-start your agent, such as the Q&A bot template for FAQs.”). Keep it short and invite discussion (“Have you tried this? Reply with how it helped you!”).
  
- **Empower and Expand Champions:** By mid-phase, you’ll notice a few individuals emerging as very active – some of whom you tapped in Phase 1, others who show enthusiasm now. Loop them in:

- Hold a **champions huddle** (an informal meeting) around Day 45. Let champions share their experiences so far and ask what support or resources they need. Encourage them to lead something in Phase 3 (maybe one will run the next workshop or lead a breakout at the hackathon).
  - Give them tools: perhaps create a private Yammer/Teams chat for champions to discuss amongst themselves and with core team (a “brain trust” for quick questions or coordinating answers to tougher forum questions).
  - Recognize their efforts publicly: e.g., tag champions in a “Thank you to our Community Champions for helping our new members!” post, or have the sponsor mention them by name at a meeting – this recognition goes a long way to keeping them engaged.
- **Initiate a Use Case Challenge (Week 7–8):** To stimulate real-world projects, run a low-pressure “Agent Idea Challenge”:
    - Invite community members to submit a short description of a business problem that an AI agent could solve in their team. Set up a simple Forms survey for submissions and/or a discussion thread for ideas.
    - Offer a small prize or simply recognition for the top idea (the core team or a panel of champions can select it). The “winner” could get dedicated help to build that agent in Phase 3, effectively creating your first internal success story.
    - Alternatively, if readiness is high, organize a one-day **mini-hackathon** for interested volunteers to actually build prototypes for some of these submitted ideas (perhaps focusing on one department or process). Keep it informal and learning-oriented. Even a few participants building something is a win; the goal is prototypes, not polished solutions.
    - *Outcome:* By Day 60, strive to have at least one or two concrete agent projects underway (beyond the training lab). For example, a sales team working on an FAQ bot for products, or HR developing an onboarding Q&A agent. These will feed Phase 3’s success stories.
- **Promote Cross-Team Partnerships:** Throughout Phase 2, interface with related initiatives:
    - Work with **IT/CoE** to ensure all technical prerequisites are handled (licenses, environments are ready for more users, monitoring in place). Their early support prevents roadblocks as adoption grows.
    - If a **Power Platform CoE or champions network** exists, present an update there: e.g., share that your Agent community has launched and invite Power

Apps/Power Automate champs to join or co-host events (since they have adjacent skills and interest).

- Connect with **business unit leaders** where initial use cases are brewing. Keep them informed (if their employee is spending time on an agent project, the manager appreciates that effort helps). If possible, get a manager or two to publicly endorse the agent idea their team is working on – this signals that building agents is valued, not just a side-hobby.
- Consider external support: leverage Microsoft’s resources like the **FastTrack or Customer Success** team assigned to your company – they might offer in-house training sessions or guidance on Copilot Studio. Microsoft’s Learn and Adoption portals also have community building tips you can reuse (like guidance on running hackathons, champion programs).

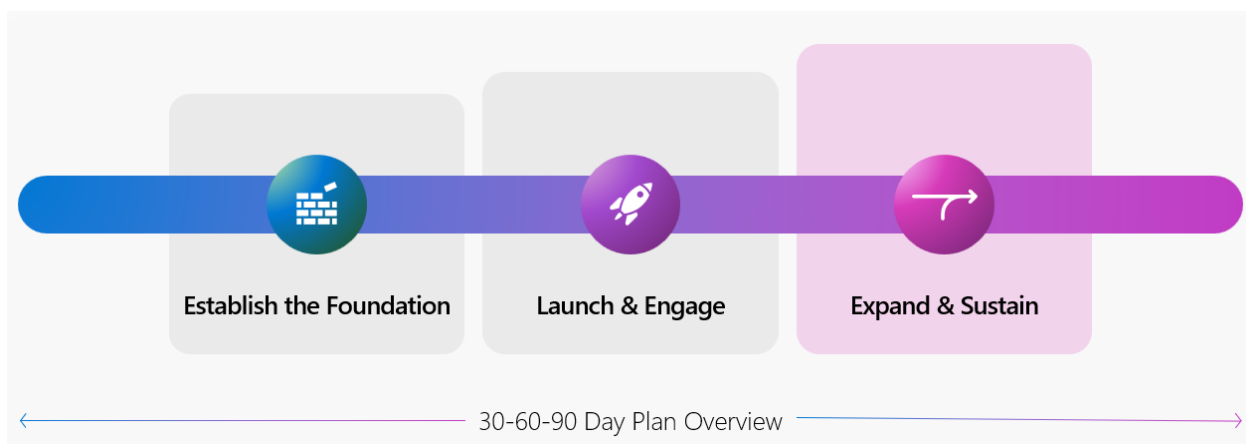
**By Day 60**, the community should be fully in motion. You’ll know Phase 2 is successful when you see:

- Active dialogue in the community forum (members asking questions, sharing progress, and champions responding – a shift from one-way communication to peer-to-peer help).
- A cadre of newly skilled makers: count how many people have built an agent or completed training – for instance, “35 employees have now built their first Copilot agent” (pull this from training attendance and any telemetry available).
- Growing management buy-in, evidenced by other leaders mentioning the community or volunteering their teams for Phase 3 activities (e.g., a department head says “we’d like to host the next workshop for our group”).
- Perhaps even early **metrics**: If you can, use the CoE kit to quantify things like active maker count or number of agents created in the environment. Even if small, baseline metrics will show growth later. For example, “Agents created in tenant: 0 → 5 in last month” – modest but it’s a start of an upward curve.

The stage is now set to **scale up and solidify** the community in the next 30 days with bigger events and formal structures.

# Phase 3: Expand, Demonstrate Impact, & Sustain

Days 61-90



In the final phase of the 90-day plan, the focus is on **scaling the community's reach and cementing its value**. Now you'll turn successful pilot efforts into visible wins, broaden participation, and put in place mechanisms to sustain momentum beyond the initial launch.

- **Organize a Hackathon or "Build Day" (Around Day 75):** Leverage the interest and confidence built in Phase 2 to host a larger event that produces tangible solutions:
  - Scope the hackathon to a manageable theme aligned with business priorities (e.g., "AI agents for Customer Support" or a company value like "agents to improve employee productivity"). This ensures outputs will resonate with leadership and have clear use cases.
  - Make it inclusive: encourage cross-functional teams (mix business users with developers or power users). Aim for 4–8 teams if possible, but even a couple of teams building agents is fine if your org/unit is smaller. If in-person, book a space and provide whiteboards, snacks, etc.; if virtual, use Teams breakout rooms and a shared dev tenant for collaboration.
  - Provide **judging criteria** that tie to value (e.g., usefulness, creativity, feasibility) and recruit a few judges (could be the executive sponsor, IT architects, or senior managers from relevant departments).
  - Publicize the hackathon results: have each team demo their agent briefly. Award fun prizes (or at least bragging rights). More importantly, secure commitment that promising prototypes will be evaluated for production or next steps by their business owners. *Outcome:* multiple agent prototypes

addressing real needs, and participants more deeply skilled. This also often uncovers new champions (team leads who drove the project, etc.).

- *Tip:* Use Microsoft's **hackathon toolkit** guidance for Power Platform communities – many principles apply (clear problem statements, executive kickoff, recognition for participants, etc.). This event can also generate buzz: share photos, quotes, or a summary of results on the Yammer group and intranet.
- **Showcase Success Stories (by Day 90):** People need to see the impact to remain engaged and to convince management this community is worth continuing. Identify 1–3 **success stories** from your first 90 days:
  - It could be a functional agent that a team is now using (e.g., an IT support bot answering 50 FAQs a week, reducing helpdesk load), or a person who significantly upskilled (e.g., a finance analyst who knew nothing about AI built a working agent and got recognition from their manager).
  - Write up these stories in a short, compelling format (problem → solution → benefit) and include testimonials if possible. For example: *“Our HR Copilot Agent now answers new employees’ questions instantly, saving the HR team ~10 hours a week and improving new hire satisfaction.”*
  - Share these stories widely: post on the SharePoint site’s news section, the Yammer group, and in any IT or departmental newsletters. Also, present them in meetings: ask your sponsor to highlight them in a leadership team meeting or all-hands. Storytelling will reinforce the value of the community to both potential new members and skeptical executives.
  - If feasible, create a short demo video of a top agent in action to show “this is what our people can do with Copilot Studio.”
- **Measure and Communicate Impact:** At the 90-day mark, compile a **Community Impact Report**. Use data and anecdotes:
  - Report on metrics like **membership growth** (e.g., “Community grew from 0 to 250 members in 3 months”), **training throughput** (number of people trained or certified), **agent production** (# of agents built or in development), and any **business KPIs** affected (hours saved, faster response times, etc. from those early solutions).
  - Include user feedback: e.g., quote a champion saying “I never thought I could create an AI agent until this program – now I’ve built two that my team uses daily.” Such qualitative data illustrates cultural impact (increased innovation, empowerment).

- Present this to the executive sponsor and relevant stakeholders (perhaps as a slide deck or one-pager). Make it clear how the community contributed to **tangible outcomes** (tie back to the goals set in Phase 1). For instance, if a goal was to have 50 trained makers and you achieved 60, call that out – “120% of target”.
- This report not only proves success but sets the stage for what you need next (continued support, resources, maybe expansion to more divisions). It should include a request or plan: e.g., *“In the next 90 days, we aim to double the number of agents in production – to do so, we will need... (continued exec support, maybe budget for a larger hackathon or more licenses, etc.)”*
- **Formalize Ongoing Structures:** Transition the community from “project mode” into “operational mode”:
  - **Champion Program:** Now define what it means to be a community champion long-term. Possibly create a Champions Charter or simply a list of responsibilities (e.g., host one event per quarter, answer forum questions weekly, mentor X new makers) and benefits (recognition, direct line to product team, maybe a certificate or a link to apply to Microsoft MVP in future). Announce the initial set of champions (those who have been active so far) to everyone. This not only rewards them but also signals to others that there’s a path to leadership in the community.
  - **Governance and CoE Integration:** Align the community with the Power Platform or AI governance processes. For example, ensure there’s a mechanism for community-built agents to be reviewed and moved into production (work with the IT CoE on a lightweight governance workflow so good solutions aren’t stuck in dev). Update IT on any needs for environments or connector approvals as more makers build things. Essentially, embed the community into the organization’s technology roadmap – perhaps by having the Community Lead join the Power Platform CoE monthly calls to represent Copilot Studio adoption.
  - **Resource Hub Maintenance:** Expand the SharePoint site as needed (perhaps add a “Gallery” of community-built agents with descriptions, so others can get inspired or reuse components). Keep an updated events calendar there too. If you have a budget, consider creating a **Yammer bot or Teams app** that can welcome new community members automatically with key resources – as the community grows, onboarding automation helps maintain the personal touch at scale.
  - **Continuous Learning:** Schedule future training sessions (maybe an intermediate “Agent Advanced Techniques” workshop in 2 months, etc.) and invite Phase 1–2 participants to attend. Encourage champions or newly skilled

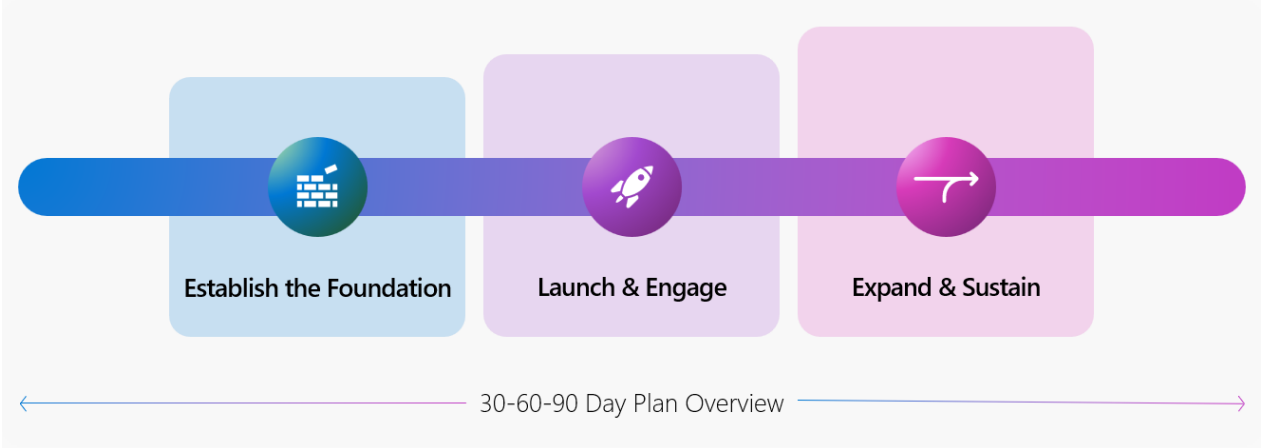
makers to lead these— distributing leadership prevents burnout and increases buy-in. Leverage Microsoft’s continual learning content: like new Copilot Studio features (the product will evolve; make it a habit to cover “what’s new” in occasional posts or meetups).

- **Extend Partnerships & Outreach:** In Phase 3, you can also **widen the circle**:
  - Bring in additional teams or regions that were not in the pilot scope. For example, if the first 90 days focused on the headquarters office, consider running an intro session for satellite offices in the next wave. Use your success stories to pitch the value to their local leadership.
  - If applicable, connect with external communities. For instance, encourage members to join the **public Microsoft 365 Copilot or Power Platform community forums** to exchange ideas outside the company. They might learn best practices to bring back. Also look at Microsoft’s “User Groups” – maybe some of your champions could attend or speak at industry user group events about your company’s Copilot journey (which also serves as employee recognition).
  - Internally, consider linking the Agent community with other communities like the **Power BI** or **SharePoint** user groups if those exist. Many organizations have separate productivity tool communities; finding synergies (like joint show-and-tell sessions) can break silos and enrich all communities.

By **Day 90**, you should have:

- **Validated Achievements:** Did we meet the initial goals? (e.g., 3 pilot agents – yes, achieved; 50 people trained – yes, 60 trained; community satisfaction high – yes, 90% would recommend to colleague, etc.). If there are shortfalls, note lessons learned and adjust goals for next phase rather than hiding them.
- **Executive Endorsement to Continue:** Ideally, your sponsor and perhaps other leaders are openly praising the community’s impact. This could be as straightforward as a quote: *“This community has enabled our employees to automate processes and save hundreds of hours – it’s exactly the kind of innovation culture we want,”* which you might include in the 90-day recap communications.
- **Plan for the Next 90 Days:** While outside the scope of this whitepaper, have a high-level plan ready for how you’ll keep the community thriving. (Often it will be to **rinse and repeat**: train more people, tackle bigger cross-team agent solutions, scale champion program, integrate with more business processes, etc.) Gently communicate this to members so they know the journey continues – for example, end with a call-to-action: *“Stay tuned for Q2: a new Agent Challenge is coming, and we’ll focus on advanced AI integrations!”* Sustained excitement is key.

Finally, **celebrate** the community’s launch journey. Thank all participants, champions, and leaders. Highlighting individuals (like “maker of the month” or “best helper”) adds a human touch. Acknowledge that what’s been achieved in 90 days is just the beginning of a larger transformation. By creating a supportive community, you’ve made AI adoption not just a mandate, but a grassroots movement – one that will continue to grow organically as more employees experience the power of Copilot Studio.



By using this phased approach, Copilot Studio will become a lively, people-centered program within three months. You’ll build a community that encourages collaboration and sparks fresh ideas for AI improvements. This intensive 30-60-90 day launch quickly creates critical mass, helping the initiative become an integral part of the company. With executive backing and active champions, your Agent community is set to grow and drive ongoing innovation and automation, keeping your organization competitive in the AI era.