AI ADOPTION FRAMEWORK CASE STUDY

TOURISM A.I. NETWORK

Community Futures BC: Network-Wide AI Adoption with Tourism AI Network

In partnership with **Tourism AI Network (CIPR Communications Inc.),** Community Futures BC launched a multi-phase AI Adoption Framework and Intuition Sprint to embed artificial intelligence across its network of 34 offices. This initiative increased operational efficiency, enhanced client service, and created a strong governance foundation to ensure sustainable and responsible AI integration.

Key Actions

AI Adoption Framework Implementation

- Executed a 3-phase framework: AI Literacy, Masterclasses, and Deep-Dive Roadmapping.
- Delivered 10+ workshops across BC, reaching over 75 staff members.
- Established an AI Council to guide long-term governance and integration.

Hands-On Training & AI Enablement

- Held live enablement sessions tailored to each office's workflows and community needs.
- Focus areas included: grant writing, admin automation, data visualization, and client engagement.
- Developed prompt libraries, how-to guides, and ongoing peer support structures.

Responsible AI Use & Strategic Alignment

- Created ethical use policies and introduced leadership to mission-aligned AI planning.
- Ensured every office retained human oversight, prioritizing community values and data integrity.

Key Wins

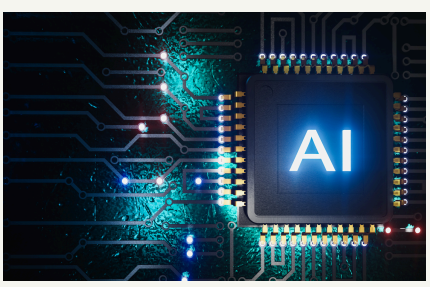
- **75% of Staff Trained in AI Tools** – Network-wide AI literacy boosted staff confidence and readiness.

- **AI Council Formed** – Governance structure ensures long-term alignment and oversight.

- **13 Additional Offices Reached** – Project scope expanded beyond initial goals.

- **Custom Roadmaps Created** – Tailored strategies supported real-time adoption.

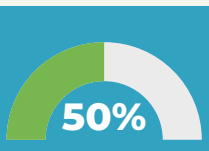
- **Cross-Office Collaboration Boosted** – Shared resources, prompt libraries, and templates.



- **High Satisfaction & Momentum** – Participants reported increased confidence in applying AI tools to daily tasks.

50%
projected reduction in documentation & administrative time

of staff completed AI literacy training



projected increase in cross-office collaboration and knowledge sharing

87%
of staff rated workshops 4 or 5 out of 5

expressed interest in further AI training

Why AI Adoption with Tourism AI Network?

- Deep tourism and non-profit sector expertise
- Role-based training tailored to real workloads
- Phased approach grounded in strategic impact
- Hands-on AI Intuition Sprints & peer-supported enablement
- Proven change management frameworks for tech-resistant teams

See how your network can benefit from AI adoption at www.tourismainetwork.com