

AI Adoption Is a People Problem Before It's a Technology Problem

Founder & CEO of Momentum Group, LLC explores why meaningful AI transformation depends on workflows, leadership, human judgment, and the way people actually work

ST. PETERSBURG, FL, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- Influential Women welcomes Jackie Cook for a new masterclass, [AI Adoption Is a People Problem Before It's a Technology Problem](#), exploring why providing employees with AI tools and training does not automatically lead to meaningful adoption.

Cook is the Founder & CEO of Momentum Group, LLC, where she helps leaders and organizations navigate what's next across leadership, change, career, and AI. Drawing on more than 20 years of experience spanning organizational transformation, operations, product strategy, talent development, and leadership enablement, she brings a practical, human-centered perspective to the challenge of integrating AI into the workplace.



In the masterclass, Cook distinguishes between AI deployment and AI adoption. Deployment means an organization has made the technology available through tools, licenses, policies, and training. Adoption, she explains, occurs when the way people actually work begins to change, from the decisions they make to the tasks, processes, and workflows in which AI becomes meaningfully involved.

To illustrate that progression, Cook introduces her Adoption Path, consisting of four stages: Access, Ability, Application, and Adoption. While organizations often invest heavily in the first two stages by providing technology and teaching employees how to use it, Cook identifies application as a critical bridge. Employees need not only to understand how AI works, but where it belongs within the context of their specific roles and responsibilities.

The masterclass also challenges leaders to reconsider what they may interpret as resistance to AI. Employees navigating questions about privacy, accuracy, accountability, job security, and appropriate use may not necessarily be resisting change. They may be waiting for greater clarity. Cook explores the role leaders play in establishing trust, permission, confidence, and accountability so employees can understand how they are expected to work with AI responsibly.

Cook builds on this idea with her Four Ps: Permission, Practice, Protection, and Purpose. The framework encourages leaders to provide clear boundaries for experimentation, create opportunities for employees to practice AI within real work, establish enough safety for people to learn from appropriate mistakes, and communicate why changing the way work gets done matters in the first place.

Another central question of the masterclass is not simply whether AI can perform a task, but how much authority it should have. Cook introduces a three-level model of Recommend, Initiate, and Execute, giving leaders a way to consider AI agency based on factors such as risk, reversibility, human judgment, trust, and the point at which human escalation becomes necessary. Rather than treating maximum automation as the goal, Cook encourages organizations to determine the appropriate role for AI within each individual workflow.

Drawing from her own experience building AI-enabled tools and workflows, Cook demonstrates how these principles can be applied to real work. Her approach begins not by asking what AI product can be added, but by identifying where friction, lost context, unnecessary repetition, or slow decisions already exist and determining whether AI can meaningfully improve that process.

Ultimately, Cook encourages leaders to rethink where AI transformation begins. Rather than starting with the technology and searching for places to use it, she argues that organizations should begin with the work, the people doing it, and the problems worth solving. The goal isn't to make every workflow AI-powered, but to use AI deliberately where it can create better work, better decisions, and meaningful value.

The masterclass *AI Adoption Is a People Problem Before It's a Technology Problem* is available through Influential Women.

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