



What It Is

The AI Change Adoption Lab™ is a live, fully virtual, three-day applied professional practice experience for experienced change and transformation professionals. Working in peer teams inside a continuously evolving AI adoption scenario, participants build the judgment required to adapt, pivot, and interpret signals from stakeholders, systems, business conditions, and leadership as those conditions shift in real time.

Why It Matters Now

McKinsey & Company's 2026 State of AI research found that nearly nine in ten organizations report regular AI use in at least one business function, while only 44% report that AI is scaling across the enterprise ([research report](#)). The constraint is not technology deployment — it is organizational judgment. AI adoption is a connected system of business, technology, leadership, human, and organizational decisions. The Lab builds the capability to see that system, act within it, and know when to adapt as it shifts.

What Participants Take Away

- Sharper judgment for interpreting incomplete, changing information — knowing what matters, what is noise, and how strategy should respond
- Applied practice adapting change strategy as stakeholder, leadership, governance, and technology conditions shift in real terms, not in theory
- A concrete grasp of how different change levers — governance, trust, decision rights, workflow, culture — affect different stakeholder groups differently
- Comfort making decisions with incomplete information, without waiting for certainty that may never arrive
- A global professional peer network of advanced change and transformation professionals, and continued connection to the Change Management Review™ (CMR) learning community

How It Works

Before

Participants complete pre-work to establish shared context and arrive ready to work.

During

Short, live, instructor-led briefings; applied practice in peer teams; facilitated cross-team debriefing after each round.

After

Individual online certification examination, followed by a facilitated follow-on cohort call.

AT-A-GLANCE

Format

Live, fully virtual · 3 days, 9:00 AM–5:00 PM Eastern Time (ET) each day

Class Size

Limited to 25 participants per cohort

Founding Cohort

December 1–3, 2026 · \$1,595

January Cohort

January 26–28, 2027 · \$1,995

Founding pricing applies only to the December 2026 cohort.

Credential

Certification in Applied AI Adoption™ (CMR) — earned by exam and attendance

Prerequisite

None — methodology-agnostic

The Certification in Applied AI Adoption™, issued by Change Management Review™ (CMR), is awarded to participants who successfully complete the Lab and pass the required individual online certification examination. **This is not a certificate of completion.** It is evidence — to the profession, employers, and clients — of demonstrated, assessed judgment in leading AI adoption under changing conditions.

Who Should Attend

Experienced change and transformation professionals working with complex organizational change, transformation, and AI adoption — including those in consulting and advisory work, enterprise transformation, project and program leadership, organizational development, Human Resources (HR), strategic communications and stakeholder engagement, or internal transformation and adoption roles. No technical AI background is required; the Lab is intentionally methodology-agnostic.

Faculty

Theresa Moulton

Chief Executive Officer (CEO) and Editor-in-Chief of Change Management Review™ (CMR). A serial entrepreneur who has founded four professional services companies, Theresa built and led a boutique change management consulting firm in Boston for seventeen years and has served for more than 25 years as a trusted advisor to senior executives on change and transformation, and as an executive coach. She holds a Master of Business Administration (MBA) from Babson College and a Prosci Certified Change Practitioner credential, developed and taught a graduate certification program in Personal and Professional Coaching, and authored the “Formulating Change Management Strategy” process group of the ACMP Standard for Change Management.

Edwina Pike

Co-Founder of Irrational Change and Pike Squared, and creator of BeSci AI Labs, applying behavioral science to how people and organizations adopt change. Edwina holds a Master of Business Administration (MBA) and brings more than 30 years of global experience in business transformation and leadership development — including senior corporate leadership roles guiding culture and behavioral change through major mergers and acquisitions. She developed Behavioural Intelligence and created “Izzy,” an AI thought partner with an adaptive change and leadership toolkit, and has presented on behavioral science and AI adoption at ChangeTech Rising™ and Lead Change™, and for corporate clients and universities, bringing a tool-agnostic focus on the psychology of adoption to her faculty role in The AI Change Adoption Lab™.

Investment

Cohort	Dates	Format	Investment
Founding Cohort	December 1–3, 2026	Live virtual, 25-participant cap	\$1,595
January Cohort	January 26–28, 2027	Live virtual, 25-participant cap	\$1,995

Founding pricing of \$1,595 is available only for the December 2026 cohort. Investment includes all Lab sessions, the follow-on cohort call, and the certification examination. Registration is a straight checkout. All registrations are final; cancellation and session-transfer terms are available upon request.