



# TechSpark Playbook

Building community ecosystems

# About Microsoft TechSpark

As technology rapidly advances, it creates new opportunities for our workforce, for education, and for economic growth. In many communities, however, access to those opportunities can be limited.

Evolving and adapting to new technologies requires a strong technology infrastructure, pathways to education and digital literacy, opportunities for all jobs, and a community ecosystem that is actively engaged in technological advancement.

## Talent is everywhere. Opportunity is not.

[Microsoft TechSpark](#) was founded in 2017 to foster community collaboration across the United States by working directly with public, private, and nonprofit leaders in communities to break down silos and build new tech ecosystems.

TechSpark's comprehensive approach to education, digital skilling, and innovation equips communities to thrive in the AI Era. The program empowers communities with the resources, knowledge, and partnerships that they need to build their own future.

Microsoft TechSpark is grounded in the belief that thriving communities are key to driving meaningful change. By bringing together local leaders, TechSpark communities—comprised of Regions and Fellows—work to build strong ecosystems that support technological innovation and skill development, fostering economic growth and opportunity.

Since inception, TechSpark communities across the US

- Secured \$700+ million in community funding to support local initiatives.
- Created 4,500 jobs that help individuals and organizations thrive.
- Trained 65,000 individuals in digital skills, opening new career opportunities.

"Strong ecosystems don't just happen—they're built through intentional collaboration, shared vision, and a commitment to unlocking potential in every corner of the community.

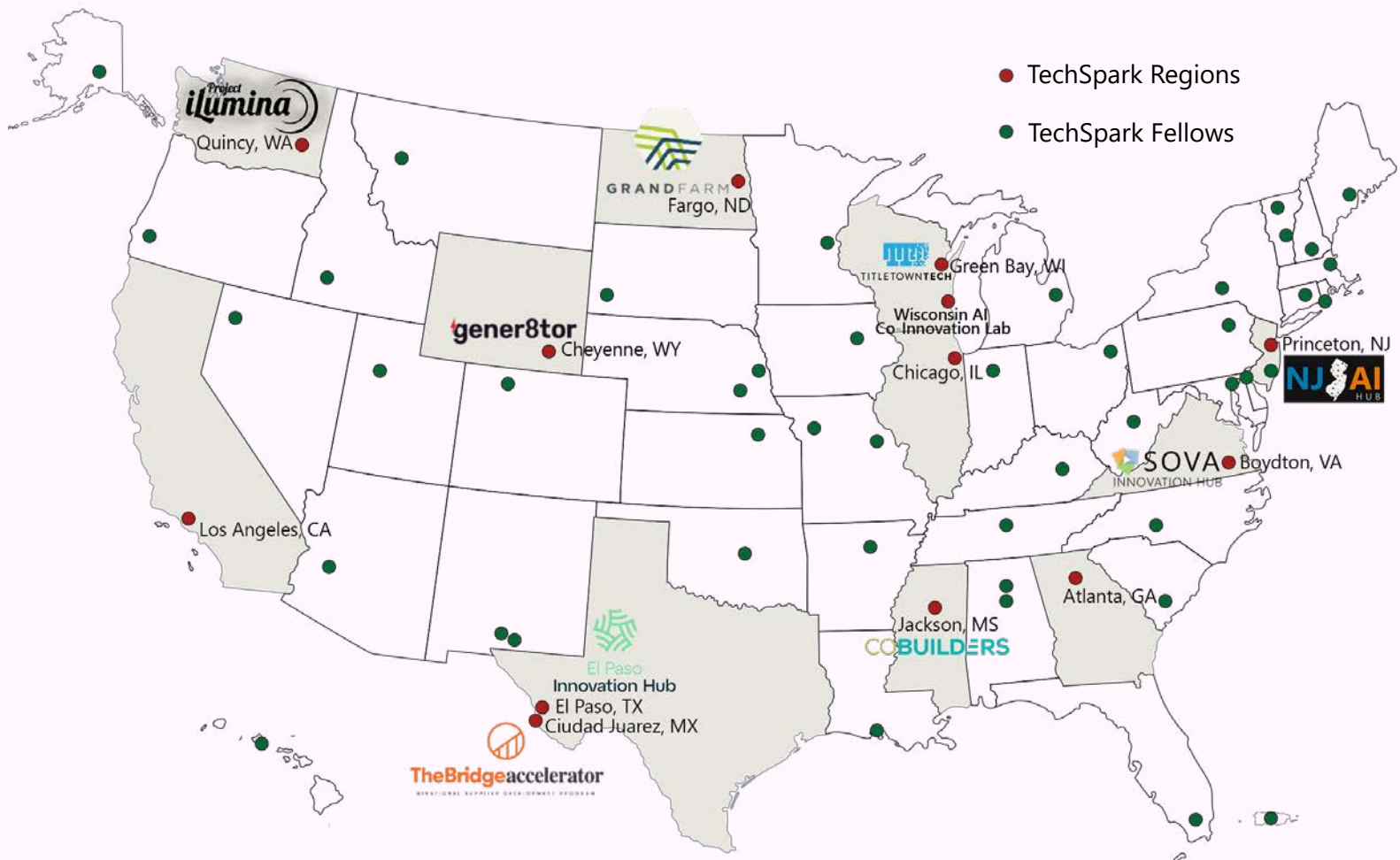
At TitledownTech, we believe that when entrepreneurs are connected to the right resources, mentors, and partners, innovation flourishes and entire regions can thrive.

We're pleased to partner with Microsoft through TechSpark to help make that vision a reality."



**Craig Dickman**  
*Managing Director,  
TitledownTech*

# TechSpark Communities



**TechSpark Regions** are geographic areas where Microsoft focuses its efforts to create local tech ecosystems that accelerate skills and innovation. Regions have a Microsoft Manager who is from the state, ensuring a deep understanding of local needs and opportunities. These managers collaborate with public, private, and nonprofit stakeholders to address local opportunities that accelerate economic growth.

The **TechSpark Fellows Program** invests in nonprofit organizations across the United States. These organizations select an individual to be a fellow, who then embarks on an eight-month journey with Microsoft. TechSpark Fellows work closely with local stakeholders to accelerate digital skilling and innovation, leveraging the training, mentorship, and resources provided by Microsoft to build new tech ecosystems.



**Mike Egan**  
General Manager  
TechSpark,  
Microsoft

“Technology has the power to transform individuals, organizations, and communities. TechSpark was created to bring the promise of technology to every corner of our nation.

The TechSpark Playbook reflects our dedication to empowering communities with the tools, knowledge, and partnerships they need to thrive. It’s about creating opportunities, fostering growth, and making a lasting impact on people’s lives.”

# Community Engagement Framework

## An introduction to the model

### Change doesn't happen in isolation.

It happens when individuals, organizations and communities come together with a shared purpose. Over time, we've learned that the communities making the biggest impact are the ones where public, private, and nonprofit collaborate, align their missions, and build on each other's strengths. This framework is designed to help communities do just that, using digital tools—including AI—to drive progress and create opportunities for everyone.

### About the Community Engagement Framework

At the center of the framework, individuals, organizations, and communities are driving this change. Around the wheel of the framework, private, public, and nonprofit collaboration hold everything together. Only by approaching technological adoption and problem solving as a full community can real change be made.

### Four key phases made up the wheel:

**LEARN** – Before taking action, individuals, organizations, and communities need to understand the digital landscape and emergent technology through the lens of global, national, state, and local impact. This phase helps ensure that future framework decisions are oriented within knowledge and community exploration.

**EXPLORE** – With a strong foundation, communities can identify key stakeholders, break down silos, and start designing pilot programs that fit local needs.

**IMPLEMENT** – This is where ideas turn into action. Programs are launched, initial funding is secured, digital tools help track progress, and real-time feedback allows for adjustments along the way.

**SUSTAIN** – Long-term success comes from scaling what works, evaluating program impact, and building lasting networks of support to keep momentum going.



This framework is more than just a guide—it's a way to turn community collaboration into real change and digital transformation. The best solutions come from communities that work together, embrace new ideas, and create pathways for long-term growth. By following these steps, communities can make the most of the digital landscape and build a future where everyone benefits.

# Community Engagement Framework

## Accelerating opportunity in every community



### The Tech Economy

Emerging technology, like AI, is changing the way we live and work — unlocking new possibilities for individuals, organizations, and communities.

The exciting thing is—we're all figuring this out together. Since AI is still new to most of us, we have a unique chance to shape its use in ways that benefit everyone.

By bringing AI into this framework, alongside other digital tools, communities can work more efficiently, create fresh opportunities, and ensure no one is left behind in the digital economy.

This goes beyond just technology—it's about people.

The choices we make today will shape a future where innovation creates more opportunities, work becomes more fulfilling, and everyone has the tools to succeed.

The best way to get there? Start learning, experimenting, and embracing these tools now.

## Learn

- Build foundational knowledge
- Identify knowledge gaps
- Leverage shared resources
- Engage thought leaders and experts

## Explore

- Gain knowledge
- Convene partners
- Identify leaders and break down silos
- Align resources and design pilot program

## Implement

- Establish a working model
- Secure funding
- Roll out and promote pilot program
- Assess program effectiveness

## Sustain

- Scale successful programs
- Build an ecosystem of support
- Evaluate impact
- Build trust

# Community Engagement Framework



## Learn

### Build foundational knowledge

- A strong base of digital knowledge serves as a starting point for future collaboration and community programs.
- Learn about emerging technology and consider how it might contribute to an overall community digital ecosystem program.

### Identify knowledge gaps

- Researching current topics and trends in technology and comparing them with your own body of knowledge will help to identify and eliminate gaps in knowledge and understanding.
- Investigate unfamiliar terms or new applications of terms to ensure full understanding of new concepts.

### Leverage shared resources

- When learning, find tools and resources from organizations including Microsoft who are active in their technology use and development. This ensures that you are learning from the most up-to-date sources.
- Learning with other individuals or organizations who are also in a learn phase helps create avenues for collaboration and deepens understanding of complex concepts.

### Engage thought leaders and experts

- Convene experts in technology and community development to share insights and best practices.
- Foster partnerships with public, private, and nonprofit organizations, including education and research institutions, to leverage digital solutions — including AI-driven solutions — for community challenges.

### Recommendations

- Take the time to explore emerging technologies — like AI — including how it could benefit you and your organization, as well as discover ways it could contribute to conversations and initiatives already happening within your community.
- Take advantage of opportunities to learn together — within your own local community or within a digital learning community.
- Bring community leaders, stakeholders, and potential program funders along through the learn phase to foster a sense of interest and a shared body of knowledge — right from the beginning.

# Learn



## Build foundational knowledge



### Why is it important to start with understanding the fundamentals?

Before starting to use emerging technology — such as AI — it is critical to gain an understanding of what it is, how it works, and how it was constructed in order to best determine how it can be used on individual, organizational, and community levels.

A strong foundation serves as a launchpad for collaborations, community partnerships, and regional initiatives.



### Tips for getting started

- Do your due diligence in identifying reputable and robust sources, including Microsoft and Microsoft [Learn](#), in order to leverage the most up-to-date and reliable information.
- Prioritize the basics — take the time to understand what key terms mean and how the technology works so you build a strong foundation for new tools and techniques as they develop and emerge.
- Find a partner or organization that is also in the learning phase and learn together.



### Resources

[Microsoft Learn](#): A learning hub that offers focused training, tools, and resources to help users understand new technologies. It includes hands-on tutorials, certifications, and real-world applications, making digital subjects like AI accessible for all skill levels.

[Understanding AI: Learn the Basics of AI](#): Modules that cover (1) What is AI; (2) the Microsoft AI approach; (3) Fundamental AI concepts; (4) Fundamentals of machine learning and (5) 10 AI terms everyone should know.

[Workplace Learning Report 2025](#): A report from LinkedIn on career development and workplace learning.

[Generative AI Training](#): A partnership between National Association of Workforce Associations (NASWA) and Microsoft Philanthropies to offer no-cost AI training.

[Human Skills in the Age of AI by Microsoft and LinkedIn](#): A learning path for helping develop the skills to stay competitive and effective in an AI-driven world, while also fostering meaningful human connections.

# Learn



## Identify knowledge gaps



### Why is it important to identify knowledge gaps?

As technological terms and concepts emerge, adapt, and evolve, it is easy to encounter new uses of similar words, phrases, or ideas. Building a technological knowledge base from the ground up ensures there are no gaps in understanding that could lead to misinterpretation or improper use of technology and resources.



### Tips for finding and filling the gaps

- Orient yourself with context-specific terminology — how are words and phrases that might exist elsewhere applied when it comes to discussing new technology, such as the case of AI adoption and use?
- As you learn, keep track of words, phrases, techniques, and methods that seem unclear. Then, explore additional research, tools, resources, or partners to help bring clarity before you continue.



### Resources

[AI Skills Navigator](#): An AI-assisted tool that helps users find the right AI learning path based on their skills and career goals. It offers personalized guidance, training resources, and certifications to build AI expertise with Microsoft technologies.

[Generative AI Training](#): A partnership between NASWA and Microsoft Philanthropies to offer no-cost AI training.

[Craft effective prompts with Copilot](#): LinkedIn Learning path built specifically around how to prompt AI technology.

# Learn

## Leverage shared resources



### Why should I use shared resources and tools when learning about technology?

Leveraging shared resources through organizations has a number of advantages, including access to cutting-edge and up-to-date technologies, comprehensive learning resources like [Microsoft Learn](#) and [LinkedIn Learning](#), opportunities for hands-on experience through platforms like [Azure Machine Learning Studio](#), and avenues for collaboration and community support through [Microsoft's GitHub repositories](#) and [AI developer forums](#). Leveraging these types of resources means that they're current, consistent and community-driven — as knowledge about technology, such as AI, continues to update, they're a great avenue for making sure any information that you're learning is as up-to-date as possible.



### Tips for identifying and using shared resources

- Use information from organizations that are active in digital exploration and AI use and at the forefront of important discussions related to technology. These organizations are most likely to be staying up on current tools and methodologies, which means learning will be up-to-date too.
- Learning modules, forums, and community discussions can be helpful, particularly for asking questions and collaborating with other community members in a similar LEARN phase for AI adoption.
- Find opportunities to engage with AI technology as you're learning, such as through [Microsoft Copilot](#). This enables you to apply information and test practices as you're acquiring deeper knowledge and understanding.



### Resources

[Microsoft Learn](#): In addition to learning the fundamentals, Microsoft Learn has a wide array of training and resources to explore and learn as a digital community, as well as tools that are useful for group learning opportunities in your community.

[Free LinkedIn Learning Paths for top jobs](#): Courses and credentials to build the skills you and your team need for the AI Economy.

[AI Learning Hub](#): Easy-to-follow guides and tools to help beginners understand and use AI. It includes hands-on tutorials, real-world examples, and certification programs to build AI skills.

[AI Skills Navigator](#): An AI-assisted tool that helps users find the right AI learning path based on their skills and career goals. It offers personalized guidance, training resources, and certifications to build AI expertise with Microsoft technologies.

[Microsoft Copilot Learning Hub](#): A hub for learning about Copilot – an AI assistant powered by language models – and how it can be used to assist with automating and repeating particular jobs.

[Microsoft Learn: AI Fluency](#): Learning path provides an introduction to AI concepts, real-world applications, and responsible AI principles. It helps users build foundational AI knowledge, regardless of technical background.

## Learn

### Engage thought leaders and experts



#### Why is it important to convene local experts?

In order to navigate the rapidly evolving digital landscape, it is crucial to have access to the best knowledge, strategies, and regional resources. In engaging thought leaders and local experts, individuals, organizations, and communities can access robust bodies of shared knowledge and learn from proven best practices and identify the most effective ways to think about integrating digital tools into current initiatives.



#### Tips for finding local experts

- Look for local individuals and organizations active in the technology space and ask to find out more information about them, their work, and what their current programs or initiatives include.
- Attend community events, conferences, and town hall meetings on technology-related topics and identify key stakeholders who are habitually present.
- If events are not currently in your community, consider holding an exploratory informational event to see who else in the community might be interested in engaging deeply on technology-related topics.

To survive in the modern-day workforce, you've got to have digital literacy, basic digital functions. It doesn't matter what job you have.

– Colby Hall,  
Shaping Our Appalachian Region (SOAR), KY



# Learn

## Engage thought leaders and experts



### Why should you start fostering partnerships across public, private, and nonprofit organizations?

Collaborative partnerships and cross-sector engagement help bridge gaps between emerging technologies and real-world community needs, ensuring that any digital initiatives or advancements you might explore in the future serve everyone. Each sector of the community brings a unique perspective and access to other tools and resources, including things like cutting-edge innovations, funding opportunities, and policy insights.



### Tips for fostering partnerships across different sectors

- Begin building a shared vision that includes technology goals that benefit all sectors, around topics such as digital inclusion, workforce development, or community innovation.
- Build relationships before you need to call on them for partnerships. Establish open lines of communication and take a deep interest in their work and any community-driven initiatives that might already be in progress.
- Make trust and transparency a priority by communicating early, addressing concerns quickly and thoughtfully, and demonstrating examples of other communities that leveraged similar partnerships effectively.
- Ensure that all perspectives are at the table, making sure to include higher education institutions, research institutions and local task forces.



### Resources

[Cross-Industry Innovation and Facilitating the Exchange of Ideas Between Tech and Traditional Sectors:](#)

An article capturing how cross-industry innovation between tech and traditional sectors can drive growth and transformation. Leveraging technology like AI, data analytics, and automation is key to bridging sector gaps.



# Learn



## How do we know if we're ready to enter the EXPLORE phase?

The fundamental task in the LEARN phase is to collect information and start building partnerships and connections that can be leveraged later in the cycle. Once a foundation has been built and an idea of the current technology landscape and community ecosystem has been achieved, it's time to go deeper and enter the EXPLORE phase. During this phase you'll convene partners, break down silos, and create a design for a pilot project.



## What are possible challenges at this stage?

The most difficult step in transitioning from the LEARN phase to the EXPLORE phase is that learning does not always have a definite ending. In fact, throughout the process of using this ecosystem framework, you'll find multiple steps along the way that will call for new learning and new growth in important ways. The trick is to identify how much learning is necessary to have a clear view of the technological landscape and how it is manifesting locally.



## Tips for overcoming challenges at the LEARN phase

### Not knowing when to move from collecting background information to collecting community-specific information

- Recognize that the LEARN phase isn't the only time that learning can happen, and it is supposed to serve as a foundation, not as the final answer.
- Learning in groups can help keep the LEARN phase from becoming too expansive — find a group that helps create a focused avenue for exploration. Set goals, timelines, and key milestones for information gathering.

# Explore

# Community Engagement Framework



## Explore

### Gain knowledge and convene partners

- Context research helps understand global, national, and state trends. Local economic and social research provides context for future community collaboration and partnerships.
- Host AI-integrated digital resource listening sessions with local stakeholders to identify opportunities and challenges.
- Map out digital opportunities and share potential local impacts.

### Identify leaders and break down silos

- Designate a local engagement manager with expertise in AI skilling and innovation to lead the focus area and help convene stakeholders.
- Encourage cross-sector collaboration and an abundance of diverse perspectives in order to align digital and AI-driven initiatives with community needs.

### Align resources and design pilot program

- Align resources, funders, and stakeholders to address barriers and work collaboratively to design a pilot program.
- Secure local community partners to identify program goals, timeline, and budget.
- Set program KPIs (Key Performance Indicators) to measure program success and leverage AI tools for tracking community progress.

### Recommendations

- Find locally-significant and trusted leaders and partners within the community so that they can help build trust throughout the convening and collaboration process.
- Ensure stakeholders and potential funders are engaged from the beginning, including in the development of the pilot program.
- Explore what has worked in other communities, but be aware that every community is unique and it will be most important to listen to what your community needs so that actions and resources best align.

# Explore



## Gain knowledge



### Why conduct context research?

Conducting context research helps communities understand the broader trends, challenges, and opportunities shaping digital efforts globally, nationally and state-wide. This analysis, paired with a robust LEARN phase, helps communities design solutions that are informed and responsive to real, local needs. This process also helps identify barriers, including infrastructure barriers, policy limitations, and economic disparities so that initiatives are built on a strong, well-informed foundation.



### Tips for conducting effective context research

- Study global and national trends in digital transformation, but don't forget to bring those trends local. Focusing on local data and community-specific needs will help create initiatives that suit the unique nature of your community.
- Engage diverse voices when gaining first-hand insight.
- Use data to drive research and insights, including AI-powered analytics, government datasets, public reports, and regional studies. AI can also be used as a starting point for analyzing and consolidating a large amount of information to find meaningful trends.



### Resources

[Microsoft Learn](#): After the fundamentals are covered, Microsoft Learn also has opportunities for identifying how digital tools can help in organizational applications, such as information gathering, analysis, and AI-augmented research.

[AI Skills Navigator](#): An AI-assisted tool that helps individuals and organizations identify AI learning paths based on skills and career goals. This can be customized to different stages of AI learning and adoption to grow with you as you grow in AI knowledge.

[Microsoft Copilot Learning Hub](#): A hub for learning about Copilot — an AI assistant powered by language models — and how it can be used to assist with automating and repeating particular jobs.

[Work Change Report](#): A LinkedIn report sharing how AI is shaping the workforce, changes felt, and how to adapt.

[AI4SP](#): Personalized individual and organizational assessments to benchmark your AI readiness.

# Explore



## Gain knowledge



### Why are listening sessions important?

Listening sessions provide a critical platform for collecting community voices, insights, and perspectives that will help shape digital transformation efforts. Not only do listening sessions ensure that the initiative fits local needs, but they also build trust between stakeholders, foster collaboration, and result in initiatives with higher local buy-in and a sense of shared ownership. Additionally, assessments during these sessions help evaluate community needs and measure the effectiveness of proposed solutions.



### Tips for hosting effective listening sessions

- Create an inclusive space for listening sessions, ensuring that diverse voices are heard and represented. Include community members from a wide variety of backgrounds, perspectives, and industries.
- Encourage discussion by using open ended questions to focus on experiences, needs, ideas, and challenges, rather than questions that invite a predetermined outcome or solution.
- Use digital tools, such as Microsoft Teams, to ensure that everyone can participate and then use AI-powered tools to effectively capture and analyze feedback.
- Demonstrate that input is valuable by sharing key takeaways and how they will inform the next steps, while recognizing that listening sessions are not one time events — they're an ongoing process.



### Resources

[Six ways to run a listening session](#): An article from NPR that shares several different styles of listening sessions.

[AI4SP](#): Personalized individual and organizational assessments to benchmark your AI readiness.

[Digital Skills Compass](#): A personalized guide to understanding and improving technology skills at home and at work.

# Explore

## Convene partners



### What is an engagement manager and why is it an important role?

A local engagement manager serves as a central point of contact and they help to bring together local stakeholders, break down silos, and align efforts toward a shared goal. This leader needs to be locally based so that they can easily tap into local knowledge and insight, ensuring that projects are community-minded, relevant, and responsive to community needs. This role leads efforts to get initial programs up and running, they build local buy-in and trust, they form networks of support and they identify initial program opportunities.



### Tips for selecting an effective engagement manager

- Choosing a trusted local leader is critical, and they should be someone who has strong community connections and local credibility.
- Communication skills are essential, as the engagement manager will be engaging with multiple stakeholders and it will be necessary to bridge gaps.
- Identify someone who has an interest in staying with the project long-term. Effective engagement managers can transition into leaders or organizations that will ultimately sustain the work.
- Create a robust system of support around your engagement manager, including resources such as training through avenues such as LinkedIn Learning, community resources, and digital tools.



### Resources

[Effective Leadership: What Makes a Good Leader](#): From Gallup, a discussion of effective leadership, skills, and how to be effective. This can be helpful in identifying an engagement manager.

[Effective leadership: Leading by example](#): A discussion of effective leadership and leaders versus managers.



# Explore

## Identify leaders and break down silos



### Why is it important to break down silos?

Collaboration between public, private, and nonprofit stakeholders is essential for building a sustainable digital initiative. Breaking down silos encourages collaboration and supports better decision making, which fosters productivity and innovation. When different sectors work together unique strengths can be leveraged collectively. For example, government could provide policy support, business could contribute resources and innovation, and public institutions could provide community insight and help build trust. Critically, successful collaboration also reduces the reduplication of efforts and maximizes the program's impact.



### Tips for encouraging cross-sector collaboration

- Define clear roles and expectations so that each partner understands their contributions and their responsibilities, as well as where and how they intersect with the roles of other partners.
- Align conversations around a shared goal. When mutually beneficial initiatives or programs address priorities that all stakeholders have in common, that alignment can be used to drive momentum.
- Leverage and explore existing networks, tapping into industry groups, government agencies, and community organizations that already collaborate.
- Communicate, communicate, communicate — and ensure that partners have opportunities to communicate and engage directly with one another on big topics, such as sharing ideas, problem solving, and community needs.



### Resources

[Dealing with Market Disruption – Seven strategies for breaking down silos](#): A report from Strategy & centered around how silos are created, how to break them down, and what can be transformed when they are broken.

“We met with some community leaders, some industry leaders, and really tried to figure out where there was a niche in our community, an unmet need that nobody was really talking about. And we landed on working with low-income single parents in the digital access and workforce development space.

– Jenny Hutchinson,  
Sistahs Reachin' Out, MI

# Explore

## Align resources and design pilot program



### Why is it important to design a pilot program?

A pilot program allows communities to test new ideas on a smaller scale before committing significant resources. At this scale it is easier to determine what works, what doesn't, and what adjustments need to be made. The program is also small enough that it is possible to make adjustments quickly and responsively, generating goodwill from project stakeholders. Pilot programs also provide valuable data that can be used to attract funders or granters, gain community support, and create the framework for a full-scale initiative. Without a pilot program, communities run the risk of investing in solutions that might be ineffective or not scalable.



### Tips for designing an effective pilot program

- Identify and define a clear problem or objective that the pilot program will seek to address and clearly state the outcomes that you want to achieve.
- Engage stakeholders early. Gaining input from community members, organizations, and key stakeholders ensures that the pilot program is relevant to the community and serves to solve a real community need.
- Identify opportunities where digital tools, such as AI, can help build the program and support resources, track progress, analyze data, and refine the program in real time.
- Build a flexible program that can adjust to feedback and data collected during the pilot phase.



### Resources

[Conducting Effective Pilot Studies](#): From Carnegie Mellon University's Software Engineering Institute, this document shares context for the importance of pilot studies and how to create and execute one that is effective.

[How to Conduct a Successful Pilot Project Plan in 6 Steps](#): A structured approach to developing a pilot project plan, including establishing clear goals, setting a timeline, gathering a study group, and gathering and applying feedback.



# Explore

## Align resources and design pilot program



### Why should you establish and track KPIs?

Key Performance Indicators (KPIs) provide measurable feedback and benchmarks that help track the success of the pilot program and related digital transformation efforts. They help keep the program on track, guide decision-making, and allow stakeholders and engagement coordinators to assess whether programs are meeting set goals. Without clear KPIs it is difficult to determine what aspects of a program are working, where improvements might be needed, and how to demonstrate impact to the community and potential funding sources for future phases of the program.



### Tips for setting effective KPIs

- Establish metrics that align with overall goals and the broader mission of the initiative so that the right things are measured.
- Identify clear, quantifiable targets so that KPIs can be used to track aspects of the program that are specific and measurable.
- Use digital tools and AI analytics to monitor progress continuously and allow for tracking in real time.
- Recognize that KPIs may need to be adjusted as programs evolve in response to feedback. There is nothing wrong with updating KPIs to ensure that they remain relevant to the program and are actionable.



### Resources

[How to Develop KPIs / Performance Measures](#): From KPI.org, this guide introduces the Measure-Perform-Review-Adapt (MPRA) framework and covers best practices.

[KPI management: Best practices and mistakes to avoid](#): Practical guidance on KPI management, emphasizing transparency, strategic alignment, and realistic goal-setting.

[AI prompt templates for nonprofits – Sample prompts for using Copilot as a nonprofit](#).

[Microsoft Copilot for productivity](#): A LinkedIn Learning module focused on how to use Copilot to work more effectively, assist with streamlining workflows, and increase collaboration with AI tools.

[Data Maturity Assessment](#): A self-assessment tool that helps organizations prioritize which areas of data maturity need investment and enable self-service connections to tools and resources that help with the transformation needed to become a “Data Led” organization.

[AI Skills Navigator](#): An AI-assisted tool that helps individuals and organizations identify AI learning paths based on skills and career goals. This can be customized to different stages of AI learning and adoption to grow with you as you grow in AI knowledge.

[Responsible AI Toolbox](#): Tools to help create a customized, responsible AI experience. It consists of four dashboards: (1) Error Analysis dashboard, (2) Explanation dashboard, (3) Fairness dashboard, (4) Responsible AI dashboard.

# Explore



## How do we know if we're ready to enter the IMPLEMENT phase?

Communities are most often ready to enter the IMPLEMENT phase once a viable pilot program has been designed and it is ready to be put into action. At the implementation stage, the project moves beyond an idea into a real program — a working model is created, initial partnerships and funding is secured, and the first design of the project is rolled out to the community.



## What are possible challenges at this stage?

The EXPLORE phase can house several challenges that could make progress to the IMPLEMENTATION phase difficult. Before continuing onto the next phase of the model, take the time to assess whether the exploration phase has been completed and all necessary information has been collected. Re-entering the EXPLORE phase may be necessary before proceeding. Here are a few of those potential challenges:

- Key partners are not making progress
- Stakeholders and community leaders are having trouble seeing beyond their own sphere of influence
- The pilot design is not coming together



## Tips for overcoming those challenges

The key partners that have been selected are not making progress.

- Take a moment to reflect on whether the most important partners are present or if other ones might need to be added to the process to create a bigger impact.
- Evaluate whether key partners are leveraging their abilities and expertise in the most effective way. If there are more effective partners, ensure that those are in positions that help drive progress.
- Examine whether progress is not being made due to differences in opinion or strategy — does everyone agree on the community need, the overarching goal, and the methodology to get there?

### Stakeholders and community leaders are having difficulty seeing beyond their own silo of influence.

- Approach the overarching goal of the program from the standpoint that this is a community-wide initiative that addresses a need greater than any one perspective or role.
- If stakeholders have difficulty seeing how they could be effective collaboratively, give real examples of impact that could be made through public, private, and nonprofit organizations coming together. If applicable, leverage Microsoft TechSpark examples.

### The pilot program design is not coming together

- Leverage resources and community leaders who have program design expertise to help coach the group or provide new strategies around building a pilot program together. Try approaching it from a different angle.
- Identify examples of other community-related pilot programs and examine whether their strategies might work in your project.

# Implement

# Community Engagement Framework



## Implement

### Establish a working model

- Establish a working model to guide the program and a clear governance model that fosters collaboration.
- Solidify key stakeholders and make sure everyone is on the same page heading into implementation.

### Secure funding

- Identify diverse funding opportunities locally, state-wide and nationally from public, private, and nonprofit grants and those looking to invest in AI and technology-based community initiatives.
- Use AI tools, such as Copilot to assist with grant writing and to maximize time and resources.

### Roll out and promote pilot program

- Execute on the pilot program design.
- Implement digital outreach strategies, such as social media campaigns, targeted messaging and local media channels, to reach diverse audiences.
- Create interactive physical and digital spaces where people can engage with the program, share feedback, and feel a sense of ownership over their community program.

### Assess program effectiveness

- Use analytics to monitor success metrics, KPIs and program outcomes.
- Collect community feedback and use that feedback to identify what's working and where adjustments might be needed.

### Recommendations

- Engaging the wider community is crucial to assess the effectiveness of a pilot program. Consider launch events, town hall meetings, community sign-up events and tutorials to ensure diverse perspectives are part of the pilot.
- Feedback is key and it is important to create effective communication pathways so that feedback can be harnessed and incorporated in real time.
- Budget time for securing funding, measuring effectiveness, and then reporting out to funders and stakeholders.
- Leverage AI tools for optimizing resource allocation, grant writing, feedback, strategy, and predictive modeling.

# Implement



## Establish a working model



### Why start with a working model?

A working model that is well-defined ensures that programs run smoothly and creates a structured approach to collaboration. Starting with a model is important because it brings focus and momentum necessary to gather data and prioritize resources toward key programs and activities. This model helps determine community engagement, fiscal sponsors, organization and program structure, guiding principles and mission, and research and data that will be leveraged to make future decisions. A good working model creates alignment between key program pieces, key stakeholders, and community needs.



### Tips for building a strong working model

- Establish roles and responsibilities, while also ensuring all stakeholders understand their contributions, accountability, and decision-making authority.
- Create a board of directors that includes representatives from sponsoring organizations, higher education, government, and local community members, with subcommittees for specific needs.
- Define key phases and milestones by setting measurable progress markers and clear milestones, allowing for flexibility based on feedback and new information.
- Establish a decision-making protocol including guidelines for handling program changes, resource allocations, and strategic shifts to avoid delays.



### Resources

[Boards and Governance – National Council of Nonprofits](#): Resources to help nonprofits operate effectively, efficiently, and ethically.

[Startup Governance](#): From Harvard, this article examines the unique challenges faced by venture-backed startups.

[Audacious Philanthropy: Lessons from 15 world-changing initiatives](#): This Harvard Business Review article shares five key elements for achieving large-scale social change. This provides context for defining an effective working model that seeks to drive change.

[AI Compass for Businesses](#): A self-assessment tool that creates a report with personalized recommendations to empower a team with AI use and demonstrate easy-to-start solutions. This can be used to explore how AI can be used to create and execute on a working model.

[Work Change Report](#): A LinkedIn report sharing how AI is shaping the workforce, changes felt, and how to adapt.

# Implement

## Secure funding



### How can I find and leverage grant opportunities?

Finding grant opportunities requires research, strategy, and persistence. Funding opportunities exist at multiple levels — national, state, and community — each with their own benefits and challenges, and each with different degrees of competition. National-level grant opportunities may carry sizeable dollar amounts, but are often highly competitive and have more substantial reporting requirements that may require collaboration across multiple partners. Local grant opportunities might have less competition, but the granted amount may be smaller as well.

Digital tools, such as AI, can be instrumental in both finding grant opportunities and in crafting a grant application that aligns project goals with funders' priorities. The best success tends to happen when the project is clearly defined and has diverse community support. To find grants and funding opportunities, in addition to leveraging digital tools, connect with local grant-giving organizations and key funders, explore websites that capture state and national grant opportunities, and leverage key stakeholders knowledge of available opportunities.



### Tips for finding and securing grants

- Start with research, using grant databases, government websites, and corporate giving programs to identify potential funding sources. Regularly check funding sites like [grants.gov](https://www.grants.gov) for funding opportunities related to technology.
- Leverage AI-assisted tools, such as AI-powered grant writing platforms, that can help craft compelling applications efficiently and in less time.
- Build relationships with funders by attending industry events, networking sessions, and webinars. Engaging with potential grant providers before applying can help you better understand their priorities and increase chances of success.
- Diversify funding approaches to increase chances of securing support and ensure that no one source is completely dominant.



### Resources

Grant Search Sites

[Grants.gov](https://www.grants.gov)

[Foundation Directory Online](https://www.foundationdirectory.com)

[GrantWatch](https://www.grantwatch.com)

Grant Writing

[Nonprofit scenario: Funding research and grant proposal writing](#): Tools for leveraging Microsoft Copilot to assist with grant writing.

[Empower your nonprofit with AI](#): Resources and training related to Copilot for nonprofit organizations and leaders.

[5 Tips For Using AI to Write Grants: 4 Experts Putting It To The Test](#): Explores how AI can support grant writing by assisting with brainstorming, research, proposal refinement, and content summarization.

# Implement

## Secure funding



### Why build a funding strategy and diversify funding sources?

Relying on a single funding source can jeopardize the program's stability if those funds are cut or no longer available. A mix of local, state, federal, corporate, and nonprofit funding helps build a program that is sustainable long-term and allows the program to be more flexible and agile in its approaches.

A funding strategy is essential for launching community-based programs that make an impact and are built to scale. Time spent early on developing a funding strategy that is comprehensive and diverse will pay off later when more time can be spent on creating and communicating impact rather than chasing new potential funding streams. Each set of opportunities will be unique to the community that the program is being built for and a mix that is relevant to the opportunities and challenges that you're experiencing will be the most effective.



### Tips for building an effective funding strategy

- Pursue a mix of grants, sponsorships, and partnerships from a variety of places, including government, corporate, and philanthropic funding options.
- Identify near-term, mid-term, and long-term opportunities that can come together to create an ongoing strategy.
- Consider contacting the state agency or department that most closely relates to an initiative or program focus area to ask about grants that they might have available.
- Engage the local business community and explore whether there might be corporate social responsibility initiatives that support digital transformation.
- If an initiative is one with community buy-in or messaging can be done to demonstrate the value to the community, consider crowdfunding or community-based funding opportunities. This will also help create a shared commitment and ownership over the program.



### Resources

[Diversifying Your Funding Sources: 4 Key Strategies for Building a Sustainable Funding Portfolio:](#)

An article discussing how to expand funding sources, balance short-term and long-term funding approaches, ensure mission/vision alignment, and regularly assessing fund performance.

[How to Secure Funding: A Step-by-Step Guide:](#) A guide that provides an overview on nonprofit funding, strategies for securing grants and developing proposals, and how to leverage online resources.

We talk to businesses and nonprofits that need this learning, and then we identify what that population needs — from their mission and our mission, we align those — and then we give it to them.

– Maliki LaForce,  
Technology for Tomorrow, VT

# Implement

## Roll out and promote pilot program



### Why promote the pilot program?

Pilot programs are most successful with a high degree of community buy-in and stakeholder support. Promoting the pilot program is an avenue to let stakeholders who are not routinely part of the program know about the launch. It also increases community awareness, which increases participation and attracts potential partners and funders. Without proper promotion and awareness, even well-designed programs can struggle to gain widespread traction.



### Tips for effective promotion

- Use a combination of digital and traditional media to capture a wide range of community members who engage with different forms of media. Social media, local news, radio, and community events are all great avenues for communication. Platforms like LinkedIn allow for hyper-local targeting to reach a desired audience.
- Collect and share testimonials and stories of impact in order to build excitement and credibility.
- Partner with trusted community voices, organizations, and local influencers to explore the pilot program and amplify messaging around their experience.
- Host a community event — virtual or in-person — that features local leaders, stories about the program, and hands-on demonstrations.



### Resources

[How to Develop an Effective Marketing Strategy: A Step-by-Step Guide to Strategic Marketing Planning](#): From the American Marketing Association, this article outlines a strategic approach to creating a marketing strategy in alignment with project goals.

[Seven Tips For Creating A Successful Marketing Plan](#): A Forbes article with a series of tips, emphasizing importance of preparation, setting realistic goals, and strong customer focus.



# Implement

## Roll out and promote pilot program



### Why is it important to ensure access to the pilot program?

Making it easy for participants and community members to engage with and access the pilot program will increase the level of engagement with the program. If barriers to accessing the program exist — whether physical, technological, or social — engagement will suffer and data gathered during this phase may not accurately represent the community that you are trying to serve.



### Tips for creating an accessible program

- Offer multiple ways to participate, including in-person and virtual options so that a broader audience can be engaged.
- Use inclusive design practices, such as screen-reader compatibility and multiple language options. Certain programs can be used to analyze digital presentations and assess for accessibility.
- Provide in-person assistance, if applicable, that could include physical help desks or pop-up stations where people can get support and guidance.
- If possible, consider some opportunities that involve free or low-cost access to technology and training.
- When programming is hosted in a physical space, leverage trusted spaces like libraries and community centers to encourage attendance.



### Resources

[Expanding Accessibility with AI](#): A Microsoft AI Skills YouTube video discussing accessibility and AI.

[Digital Accessibility for the Modern Workplace](#): A LinkedIn Learning series on accessibility at work, solutions, experiences, and best practices

[Microsoft Accessibility Fundamentals](#): An introductory course to accessibility, including how to create and evaluate accessible content.



# Implement

## Assess program effectiveness



### Why is it important to assess effectiveness at this stage?

Assessing effectiveness at multiple stages makes it possible to update and evolve the program in real time to respond to feedback, outcomes, and community needs. As the programs gets larger and begins to scale, significant changes of course or scope become harder, so it's essential to review effectiveness at key decision points, such as early on in the pilot program implementation phase.



### Tips for assessing effectiveness of the program

- Examine the KPIs that you decided on and analyze data gathered through the monitoring process. Assess whether those KPIs are still the most effective for examining the program or if any changes need to be made in what data is being gathered and how it's gathered.
- Use data visualization tools, such as dashboards and analytics platforms, to help track progress at a glance.
- Collect qualitative and quantitative data by combining statistics, personal stories, and testimonials to capture a full picture of the program's impact and effectiveness.
- Review regularly with stakeholders and board members to assess progress, determine necessary adjustments, and ensure mission alignment.
- Collect community feedback through multiple channels, like surveys, focus groups, town halls, and digital feedback forms.
- Hold another round of listening sessions that use structured, facilitated discussions to capture detailed insights.
- Demonstrate and provide examples of how feedback has been used to refine and improve the program. This shows the community and key stakeholders that their insights are valued.

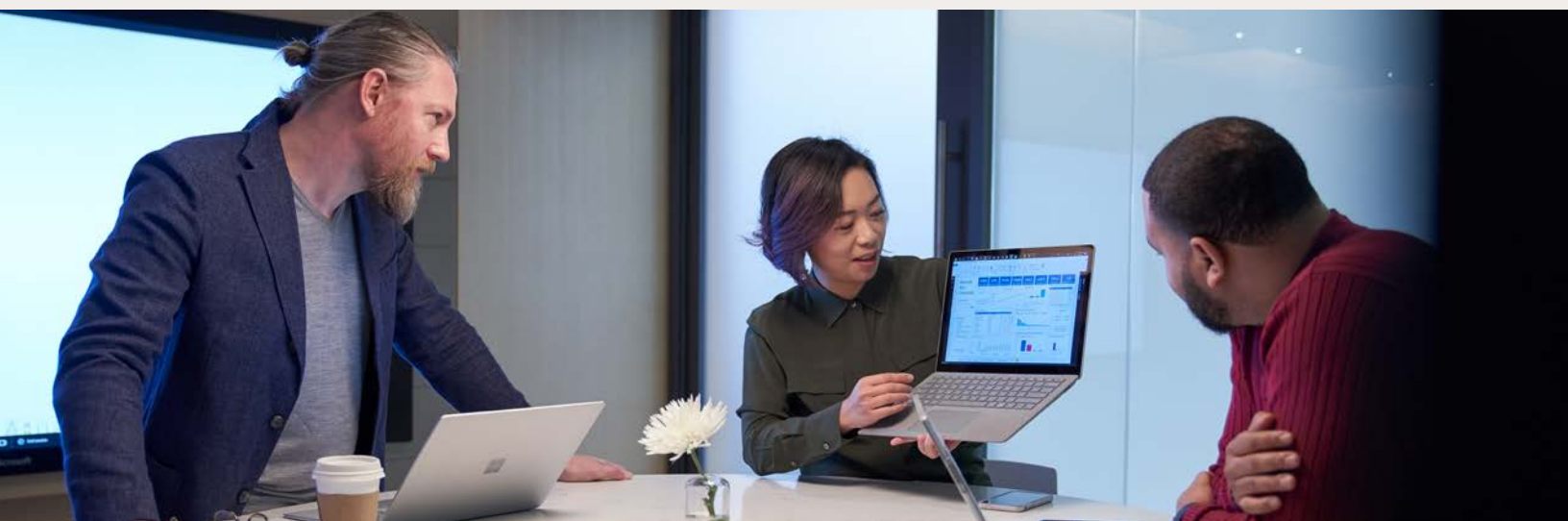


### Resources

[AI Skills Navigator](#): An AI-assisted tool that helps individuals and organizations identify AI learning paths based on skills and career goals. At this stage, this can be used to identify and develop tools for assessing program effectiveness.

[Microsoft Learn](#): A hub that offers information and trainings on the latest AI data collection and project management techniques and tools.

[AI prompt templates for nonprofits](#): Sample prompts for using Microsoft Copilot as a nonprofit.



# Implement



## How do we know if we're ready to enter the SUSTAIN phase?

Typically, communities are ready to enter the SUSTAIN phase once the working model from the IMPLEMENT phase has been started, has had a trial period, and the program has gone through an assessment process and deemed to be on the right track. At this next stage, the program and key stakeholders will be called upon to create a sustainable business model for the program, to create an ecosystem of support — including funding — around the project, and to build larger trust for the program within the community.



## What are possible challenges at this stage?

There are several types of challenges that could be encountered during the IMPLEMENT phase that could result in a need to either re-enter or refine the implementation process. With any of these steps, the key is to have a strong handle on the project at any point where it would transition to the next step. If anything feels uncertain, the time to evaluate and correct course is during the previous phase.

- Key stakeholders cannot agree on a viable working model
- The project is unable to secure funding
- The project rolls out and does not gain traction
- The program is assessed and is not found to be effective or is not found to meet project goals.



## Tips for overcoming those challenges

Key stakeholders cannot agree on a viable working model

- Work with key stakeholders to understand where they are having difficulties with the model — do they disagree on the strategy? The funding model? Do they feel like there are other key players who are unaccounted for? Do they not feel the model fits the real needs of the community? Narrow down the reasons for objection to the model and create ad hoc groups to explore those objections.
- Determine whether absolute agreement is necessary — examine with the board the relative merits of the concerns raised and determine whether those are able to be overcome, or must be examined in greater detail before proceeding.

The project is unable to secure funding

- Communicate with potential funders who did not join the program to see why they did not feel it was an important funding opportunity. If necessary, take into account feedback and restart funding cycle.
- Explore whether more diverse funding strategies should be taken into account.

The project rolls out and does not gain traction

- Examine whether the program scope and goals match the current needs of the community. Determine if there's a mismatch, if there's a more fundamental task that needs to be completed first, or if promotion needs to be done in a different way.

The program is assessed and is not found to be effective or is not found to meet project goals.

- Create a new working model based on results of the assessment, align with new goals, and reimplement.

# Sustain

# Community Engagement Framework



## Sustain

### Evaluate impact

- Gather metrics, analyses, and assess impact on the community. Explore whether that impact is in alignment with expected goals.
- Host events, such as a community roadshow, to demonstrate the impact of the program and current best practices.

### Scale successful programs

- Create a sustainability model for effective pilot programs and define how to build a successful pilot into a sustainable business model.
- Define who the sustaining partners will be to continue driving impact and ensure momentum.
- Identify potential opportunities for additional related programs.

### Build an ecosystem of support

- Create a unique ecosystem of partners to support the long-term success of the program.
- Ensure that all necessary community stakeholders are present and participatory, including from public, private, and nonprofit.

### Build trust

- Advocate for responsible AI practices and for transparency in how those tools are used in the community.
- Encourage open conversations between community members about concerns, challenges, and opportunities in using digital tools, such as AI.
- Support ethical and responsible digital practices that align with community values and needs, promote fairness and accessibility, and address potential biases.

### Recommendations

- Encourage local leaders to invest in digital skills training and accessible technology.
- Help create a culture where technology serves as a tool for connection, empowerment, and opportunity for all.
- Create opportunities where community members feel comfortable providing feedback and take feedback seriously.
- Leverage partnerships and digital tools to help build a sustainable business model to maintain programs moving forward.

# Sustain



## Evaluate impact



### Why should the impact of the program be evaluated?

At this stage, evaluations can be used to determine both impact and how closely the program has aligned with expected goals. Funders and stakeholders expect a return on their investment and they want to see that what is happening within the program is also creating a valuable impact within the community. Assess whether goals were met and determine any parts of the program that should be sustained, adjusted, or scrapped.



### Tips for effectively evaluating impact

- Assess data collected and align metrics with your mission.
- Evaluate the program's impact through several pillars, including resource mobilization, staff effectiveness, mission output, and program delivery.
- Establish a cadence for evaluation (monthly, quarterly, etc.) and engage with stakeholders at each Evaluate stage.
- Refine program and processes at each stage to continue to build impact.



### Resources

[AI prompt templates for nonprofits](#): Sample prompts for using Microsoft Copilot as a nonprofit.

“People feel deeply empowered coming out of these programs. They realize: ‘I can apply for these jobs. I do have these skills.’ That’s the impact on them and their families.”

– Rachel Eastlack,  
TechBuffalo, NY

# Sustain



## Scale successful programs



### Why is a sustainable business model important?

Once a pilot program has been demonstrated to be effective and have impact, and there is a need for continued initiatives, the long-term sustainability of the model should be assessed to ensure viability and success. At this stage it is important to build a sustainable business model that leverages steady support from community members, stable funding sources and resources, and provides continuous value to the community. A clear and strong business model can attract investment and partnerships, improve program management and accountability, and increase chances of scaling effectively.



### Tips for evolving a pilot program into a sustainable business model

- Assess the pilot program's strengths and weaknesses, taking the time to analyze what worked well and what didn't. Throughout the process, identify core processes, partnerships, and resources that need to be scaled or optimized to allow for growth.
- Build a financial model that includes diverse revenue sources, including grants and partnerships, to make sure that the program can be supported beyond initial funding.
- Document successful strategies, workflows, and technologies used during the pilot program and find ways to make them repeatable and adaptable to a scaled program.
- Avoid mission drift by scaling programs that match initiative goals and community needs.



### Resources

[AI Skills Navigator](#): An AI-assisted tool that helps individuals and organizations identify AI learning paths based on skills and career goals. At this stage, this can be used to identify and develop tools for assessing and communicating program impact.

[Empower your nonprofit with AI](#): Microsoft 365 resources and tools, such as Copilot, that can help transform nonprofit work.

# Sustain

## Build an ecosystem of support



### How can we engage the right mix of stakeholders to create a sustainability ecosystem of support?

A well-rounded ecosystem of support with diverse stakeholders creates a broad infrastructure of support that also allows for pooled resources, expertise, and influence. Connectivity is crucial in creating ongoing support and alignment, and rallying individuals and organizations around a shared mission and vision that has now become actionable is a great way to build and maintain engagement and support.



### Tips for ensuring all stakeholders are present and being leveraged effectively

- Keep a community-first approach and stay focused on the shared purpose.
- Foster a culture of innovation that supports cross collaboration.
- Identify and categorize stakeholders based on their potential impact and make sure that representation is present from public, private, and government organizations.
- Build initiatives that include opportunities for collaboration, where each member is able to share their strengths and work together toward the common program goal.
- Promote the ecosystem publicly.
- Keep stakeholders informed and engaged through regular communication, updates, analytics, and meetings. Invite them to weigh-in on decision-making processes and demonstrate input in the initiative's direction.



For you to be able to plant the seeds of what's possible, you have to be able to see it around you. And so if you cannot see a digital or tech job around you, how can you begin to imagine that for yourself?

– Mike Gutman,  
Center on Rural Innovation (CORI), National



We've had so many women come back and say, I'm hiring for my team—I want to hire a tech mom. They're referring each other for opportunities.

– Robbyn Scribner,  
Tech-Moms, UT



# Sustain

## Build trust



### Why is it important to have transparency around the use of digital tools?

Transparency is key to reducing fears and skepticism around new technologies like AI. When the community understands how tools are used and can trust that they are being implemented ethically and responsibly, they are more likely to embrace them and their applications throughout the initiative.



### Tips for communicating effectively about digital tools

- Clearly communicate the purpose, benefits, and rationale for which types of technology are leveraged and in what ways. Include straightforward information on how those tools were selected, how they will benefit the community, and what safeguards are in place to protect personal data and privacy.
- Create and share policies and guidelines on how data will be used, who has access to it, and how biases are being addressed.
- Invite community members to discussions or workshops where they can learn about digital tools, like AI, being used and ask questions about applications.



### Resources

[Responsible AI Toolbox](#): Tools to help create a customized, responsible AI experience. It consists of four dashboards: (1) Error Analysis dashboard, (2) Explanation dashboard, (3) Fairness dashboard, (4) Responsible AI dashboard.

[How do we best govern AI?](#): A blog post by Brad Smith, Vice Chair & President of Microsoft, on how to look at ethics and AI use, including how to govern AI.



# Sustain

## Build trust



Tips for ensuring fairness, accessibility and minimizing biases in digital practices

- Regularly audit digital systems, such as AI systems, for bias. Set up process to review how digital tools leverage algorithms and data to identify and correct any biased outcomes.
- Ensure that digital tools are accessible to all people and that all community members have the necessary digital literacy to engage with them.
- Implement inclusive policies that ensure underserved groups have equal access to the program and its benefits.



Tips for facilitating open communication around challenges and opportunities for digital technology use

- Create educational resources, including easily accessible content, that explains the fundamentals of digital tools like AI, as well as their potential and how they align with community needs.
- Provide listening sessions where community members can voice concerns, share ideas, and engage in constructive conversations around technology.



### Resources

[Responsible AI Toolbox](#): Tools to help create a customized, responsible AI experience. It consists of four dashboards: (1) Error Analysis dashboard, (2) Explanation dashboard, (3) Fairness dashboard, (4) Responsible AI dashboard.

[How do we best govern AI?](#): A blog post by Brad Smith, Vice Chair & President of Microsoft, on how to look at ethics and AI use, including how to govern AI.

[Companies Need to Prove They Can Be Trusted with Technology](#): A discussion from the Harvard Business Review on how trust can be eroded with technology, but how it can also be built anew.



# Additional tools & resources

## AI skills resources

### Use AI to find training

[AI Skills Navigator](#): An AI-assisted platform that helps identify goals, level and learning style to find the right path to AI success for you.

### Start here to learn the basics

[AI Learning Path](#): Increase AI fluency with this 4-hour learning path.

[Get your Career Essentials Certificate in Generative AI](#): A learning path for establishing career essentials in generative AI.

[AI Literacy Starting Guide](#): A curated guide of AI literacy materials to help business leaders make informed decisions about AI systems they deploy.

### LinkedIn Learning

Access free content that is specific to your role.

For organizational leaders

[AI for managers](#)

[AI for organizational leaders](#)

For everyone

[Build your generative AI productivity skills](#)

[Microsoft Copilot for productivity](#)

[Human Skills in the Age of AI](#)

For developers

[Career essentials in cybersecurity](#)

[Microsoft Azure AI essentials](#)

[Microsoft security essentials](#)

[Career essentials in software development](#)

[Career essentials in data analysis](#)

[Career essentials in system administration](#)

## Additional tools & resources

### Microsoft Learn

Access free training and prepare for applied skills certifications, earn badges and trophies.

[AI learning hub](#): Access curated plans and resources designed to support building AI skills.

[AI for developers](#): Learn foundational AI and how to build AI experiences into apps and services.

Check out these trainings:

[Introduction to GitHub Copilot](#)

[Create copilots with Microsoft Copilot Studio](#)

[AI for business leaders](#): Get tailored into about stages in the AI learning journey, including understanding AI, preparing for AI, using AI and building AI solutions.

## AI in education

### Microsoft Learn Educator Center

[The Microsoft Learn Educator Center](#): A hub for K12 teachers and school leaders who want to learn best practices for integrating AI technology into teaching and learning.

[AI for Educators learning path](#): This series of one-hour modules explores artificial intelligence (AI) in education.

### AI-powered tools to supercharge teaching and learning

[Microsoft M365 Copilot Chat](#): Resources to learn how Copilot Chat can save you time.

[Khanmigo for Teachers](#): A free AI-powered teaching assistant to help streamline your work

[Learning Accelerators](#): Powerful tools to help students and educators into Microsoft tools.

# Additional tools & resources

## Join our educator schools and communities

[Microsoft Innovative Educator \(MIE\) Experts](#): Build AI skills and collaborate with other educators across the world.

[Showcase Schools](#): Learn from like-minded school leaders about how to integrate AI into teaching.

## Insights and resources for educational leaders

[AI in Education Report](#): Read research insights from Microsoft and partner organizations about AI and its impact in education.

[Microsoft Education AI toolkit](#): Practical advice for using generative AI to benefit your institution.

[AI Guidance for Schools Toolkit from TeachAI](#): Help your educational system realize the benefits of incorporating AI while mitigating potential risks.

## Minecraft Education

Minecraft is a game-based learning platform that promotes creativity, collaboration and problem-solving in an immersive digital environment.

[AI Literacy with Minecraft: AI Foundations](#) offers a set of accessible, engaging materials for building AI literacy with Minecraft.

[Minecraft AI Adventurers](#): An educational series that introduces young learners to the fundamentals of AI with classroom-ready materials.

## MakeCode

[MakeCode](#): A free educational platform for students to learn computer science.

## Additional tools & resources

### AI skills resources for government & public sector

#### AI skilling for all agencies

[AI in the Public Sector learning collection](#): AI learning to start imagining how AI can help your public sector organization.

#### Access tools and insights to drive digital innovation within the public sector

[Microsoft for government](#): Explore ways to deliver innovation in programs and experiences, transform operations, empower workforces, protect data and secure resources.

[Public Sector Center of Expertise](#): Use tools and insights to drive digital innovation within your public sector organization.

[Innovate Together](#): Learn from other public sector organizations to help transform at scale through collaboration and sharing of resources.

[Take the Change Agent training](#): Become a catalyst for digital transformation

#### Public sector resources for cybersecurity

[Cybersecurity](#): Discover how to enhance cybersecurity measures and stay protected.

[Protect your data](#): As public sector organizations digitalize their programs and services and move data to the cloud, it's critical to protect and secure your data.

[Secure identities](#): A collection specially curated for public sector organizations looking to accelerate their digital transformation and learn about the role of digital identity in that process.

[Implement Zero Trust](#): Learn the importance and implementation of a Zero Trust strategy as part of a security strategy.

## Additional tools & resources

### Events for the public sector

[Microsoft Public Sector Center of Expertise – Events page](#)

[Microsoft Events Catalog](#)

### Additional public sector resources

[AI Skills Navigator](#): A one-stop shop to meet your organization's AI skilling needs, including public sector resources.

## AI skills resources for organizational leaders

### Gain insights and inspiration

[Microsoft Worklab – AI at work](#): Stay up-to-date on the latest research and insights from Microsoft on AI and how it impacts businesses and individuals.

[Microsoft Copilot Scenario Library](#): Use Microsoft's guidance by department and individual scenario to get inspired and empower your workforce to [start using Microsoft Copilot](#).

### Assess your organization's AI needs

For social impact organizations

[Data Maturity Assessment – Data.org](#): Gain insights from this tool by data.org, created with support from Microsoft Philanthropies.

For businesses

[AI Readiness Wizard](#): Identify your organization's AI readiness and receive targeted resources to help your AI adoption.

[AI Compass for Businesses](#): Use this assessment to understand your organization's current state, compare with industry peers, and find actionable steps for growth and efficiency.

## Additional tools & resources

### LinkedIn Learning

[AI for Organizational Leaders](#): Plan for AI adoption and integration into your business strategy and gain actionable ideas for incorporating responsible AI practices.

[AI for Managers](#): Actionable skills for people managers in how to leverage AI in their day-to-day jobs supporting their teams.

[Workplace Learning Report 2025](#): A report from LinkedIn on career development and workplace learning.

### Create an inclusive workplace with accessibility-focused trainings

[Disability Readiness for Leaders and Managers](#)

[Making a Case for Accessibility in your Organization](#)

### Microsoft Learn

[Business leaders learning journey](#): View curated trainings for those leading AI strategy and adoption in organizations.

[Microsoft Learn for organizations](#): Boost your team's technical skills with curated offerings.

[AI in the Public Sector](#): Selected resources for leaders in government.

## AI skills resources for Small & Medium Business

### Get started using AI

[Learn entrepreneurship essentials](#): Discover what you need to succeed as a small business owner from finding and testing your business idea to raising capital.

[Improve your AI fluency](#): Gain a comprehensive understanding of AI in this learning path.

## Additional tools & resources

[View the AI Literacy Starting Guide](#): A curated guide for AI literacy materials to help business leaders make informed decisions about AI systems they deploy.

[Watch video tutorials to learn AI skills](#): Discover the basics of prompting, how to write faster, summarize documents and emails, catch up on meetings, and much more.

### Tools to help you supercharge AI adoption

[The Great Microsoft 365 Copilot journey](#): A 30-day guided experience to help build daily Copilot habits in a fun and engaging way.

[Copilot Success Kit for Small and Medium Business](#): Streamline and accelerate your time to value with Microsoft 365 Copilot skills.

[Business leaders learning journey](#): Curated trainings for those leading AI strategy and adoption in organizations.

[Microsoft Copilot scenario library](#): Gain guidance by department and scenario to get inspired, empower your workforce and realize value from Microsoft Copilot.

[Free Learning Paths for Top Jobs](#): Courses and credentials to build the skills you and your team need for the AI Economy.

[Digital Skills Compass](#): A personalized guide to understanding and improving technology skills at home and at work.