

The Storytelling Gap

Why a feature list never drives adoption, and what to narrate instead.

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400+

The number of Microsoft 365 Copilot features shipped last year.

About 33 a month. More than one a day. How many can you even track?

**A feature list is targeted at whoever buys the license.
Adoption is driven by a narrative understanding of how
the user's day improves.**

No single person needs 400 features in a year. But every adoption story has a unique mix and match that means you can't ignore any of them either.

Same tool. Different **journey.**

FEATURE-LED

Taught everyone to build one agent.

- They built that one with high confidence.
- Internalized agents as very good at just the demo task.

STORY-LED

Started with their workflows.

- Collectively identified the right first agent.
- Asked: “If you had all day, what else would you build?”
- Massive building spree in the following days and weeks.



Researcher — a problem-solving partner, not a reference desk.

CASE 2 · COPILOT RESEARCHER

Same tool. Different identity.

Feature-led, we demoed deep research and reporting — and it stuck only with the people who already did research. The name was the trap.

Story-led, we asked users to bring their actual roadblocks instead: a system to learn, a decision they couldn't make, a task too big to start. Researcher became a problem-solving partner.

Three different **invitations to connect.**

- **Empathy.** Feature demos amplify anxiety. Stories acknowledge it.
- **Relevance.** Generic demonstrations don't connect to anyone's actual daily needs and reality.
- **Agency.** Feature-led makes people consumers of technology. Story-led makes them authors of their own work.

THE FRAMEWORK

Narrate · Curate · Activate

The practical takeaway — three moves, in this order. Loop and iterate as needed!



NARRATE

Find the real story.

Understanding AI and working with it both require a holistic understanding of your problem, process, and goal.



CURATE

Structure the materials.

Two sides of the coin — organize all that context, decide what really matters to include. Same goes for the output. What's valuable?



ACTIVATE

Write the chapter.

Run the prompt. Schedule the training. Even if it's not perfect, take action. Then start again! What new story did your action create?

Let's keep the conversation going.

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Q&A — and the conversation continues in the hallway.



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