



Inclusion in
Canadian
Sports
Network



groundforce

WORKSHOP

AI Playbook

Leading Responsible Adoption
in Sport

Inclusion in Canadian Sports Network

Chris Cowperthwaite, Groundforce Digital

Wednesday, October 21, 2026 · 12:00–1:00 PM EDT



ABOUT YOUR PRESENTER

Chris Cowperthwaite

Founder & Principal, Groundforce Digital

2013–Present · Helping mission-driven organizations build capacity to lead technology change

CTO (Fractional), Art Canada Institute

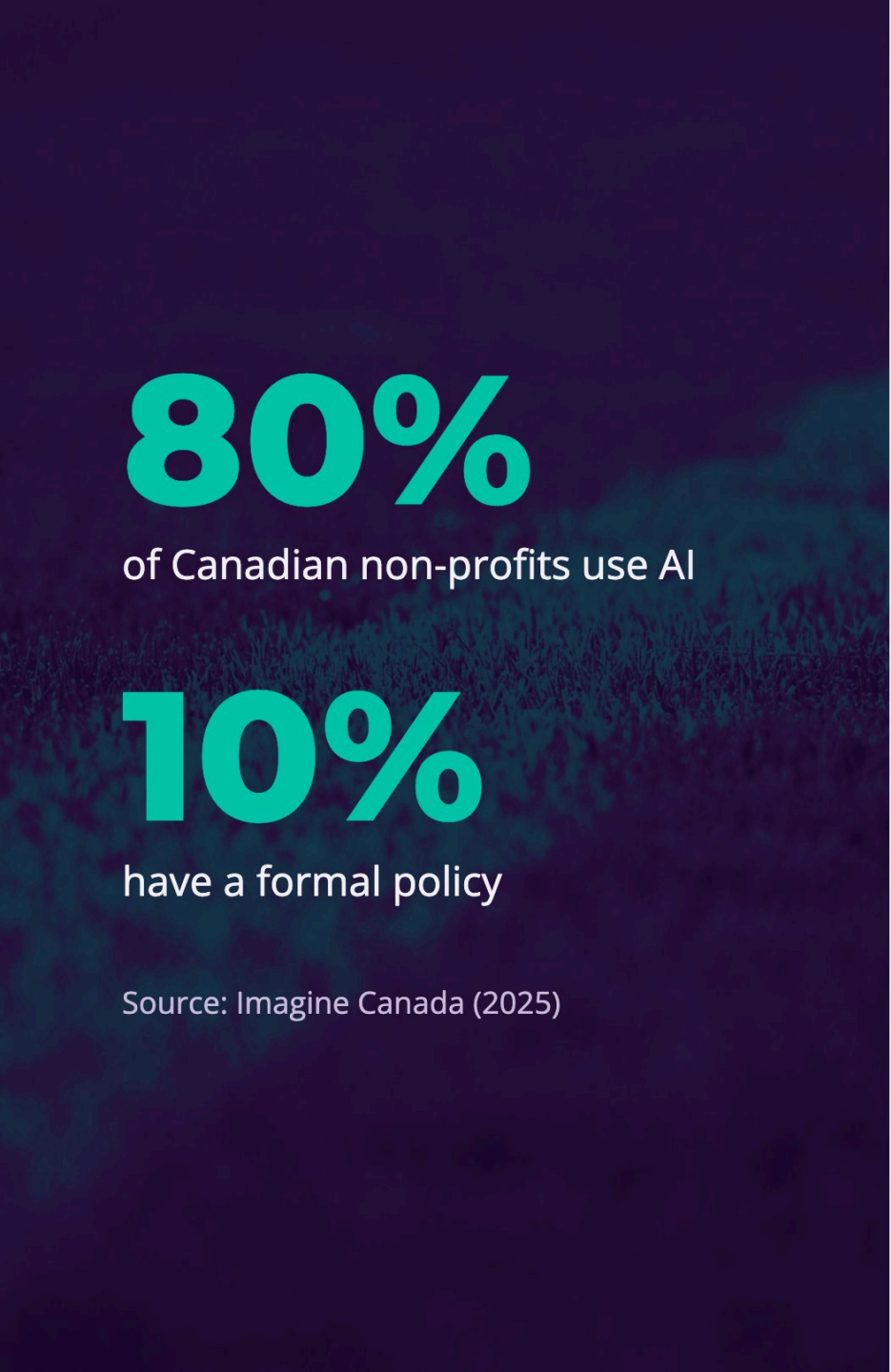
Technology coach, Impact Hub Ottawa

Former Director, Strategic Engagement and Operations

Play for Dignity · 2024–2025

Co-founder, DemocracyXChange Summit

2016–Present



80%

of Canadian non-profits use AI

10%

have a formal policy

Source: Imagine Canada (2025)

COMMUNITY SPORT

What makes AI governance and adoption in community sport unique?

- / Volunteer-run, with thin capacity
- / Youth participants and safeguarding
- / Trust and human connection are the mission
- / A federated sector with uneven resources
- / Sensitive data meets free consumer tools

Introducing the AI Playbook

Why develop a playbook?

- Surfaces how AI is already being used
- Builds shared understanding and buy-in
- Aligns AI use with mission and values
- Gives people clear rules to act with confidence
- Frees time for the community through early quick wins

What's in a playbook?

- Governance decisions
- Inclusion and anti-racism lens
- AI use policy
- Tool selection and tiers
- Use cases and training
- Implementation plan





RESOURCE

AI Playbook Toolkit

RESEARCH

AI Adoption in Sport Landscape Q&A



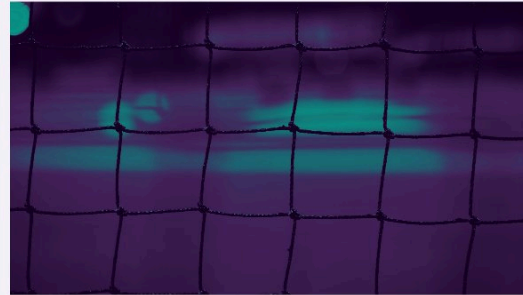
The AI Playbook: Four Sections



01

Governance decisions

4 board-level decisions
6 key questions for the whole team



02

Inclusion and anti-racism lens

Bias, language, accessibility
People stay in charge of decisions about people



03

AI use policy

Adapt a sample; don't start from scratch
Check it against the decisions and questions



04

AI tool selection and tiers

Green, Yellow, Red
Paid, organization-managed accounts only

ADOPTION

Portfolio Approach to AI Adoption

A portfolio of initiatives, not a single project

Months

Quick wins

Off-the-shelf tools on internal work

Years

Longer-term initiatives

Process redesign, sometimes custom development

Start small, measure, scale on results



ADOPTION

Proven Quick Wins

- ✓ Communications and press releases
- ✓ Translation, with human review
- ✓ Charts and reporting from anonymized data
- ✓ Summarizing long documents
- ✓ Meeting notes, with consent

ADOPTION

Common Challenges and Missteps



Hallucination and unchecked public content



Confidential and minors' data in free tools



Shadow AI: tools nobody reviewed



Unmonitored automations and drift

IMPLEMENTATION PLAN

Phase 1: Prepare

- / Run a short, anonymous AI use survey
- / Ask what people do, not whether they do it
- / Cover tasks, work to offload, pain points
- / Executive director pre-fills what's known

Result: survey results and a pre-filled draft

PHASE

1

1-2 weeks before

IMPLEMENTATION PLAN

Phase 2: Drafting Workshop

Record the meeting, with consent

15 min

Align on values

45 min

Set boundaries

Six key questions, roles, approved tools, traffic-light rules

30 min

Stress-test the rules

Real scenarios

Result: agreed decisions, traffic-light boundaries, transcript

PHASE

2

One 90-minute meeting, 2–5 people

PHASE

3

Ongoing

IMPLEMENTATION PLAN

Phase 3: Put It Into Practice

- / Distill the transcript into a shared document
- / Draft the playbook with an AI tool (prompt in Appendix B)
- / Present to the ED or board for approval
- / Begin implementation, with regular check-ins
- / Celebrate early wins and share results
- / Review the whole playbook at six months

**Result: approved playbook, implementation under way,
review date**

QUESTIONS AND NEXT STEPS

Questions

Toolkit and recording shared with all registrants

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