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CHANGE MANAGEMENT AND USER ADOPTION

Productivity Tools

WHY USER ADOPTION AND CHANGE MANAGEMENT ?

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Moving to Office 365 presents a whole new way of working.

People naturally resist change, so they need to know what's in it for them.
Driving adoption comes from the understanding of your business challenges and addressing these with Office 365 solutions. It is about ensuring that people across your organization understand the benefits and embrace the solutions you provide.

We want you to make the most of your investment in Office 365 and planning is key to achieving this by driving end-user adoption and instituting a proven change management program in your organization. Our Adoption and Change Management program is designed to increase employee adoption and maximise the benefits of implementing Office 365.
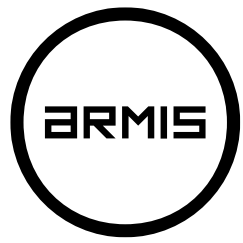
WHY CHANGE MANAGEMENT AND ADOPTION SUPPORT?

Microsoft asked customers to rank the activities that contributed most to the success of Microsoft 365 in their workplace.

We present this survey in order to think about the key activities in executing the adoption support model.
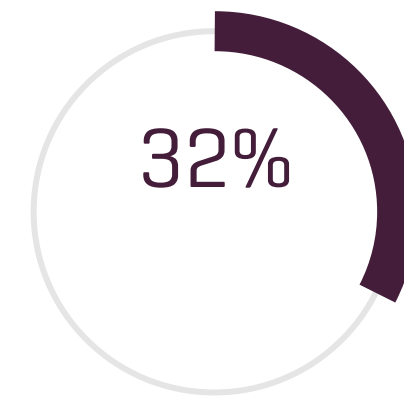
Training and communication are important, but these investments are best maximised when clear vision and sponsorship are secured within organisations.
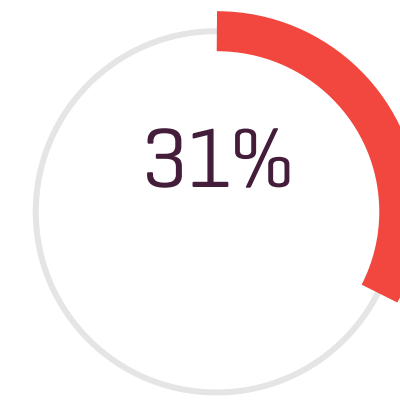
75%
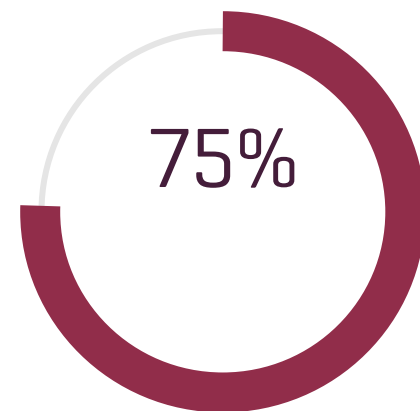
Defined a vision and identified how Microsoft 365 will be used
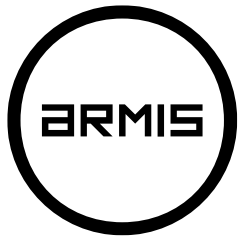
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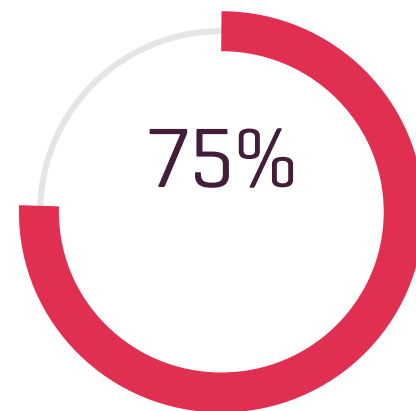
Getting proactive support from senior leadership to encourage the use of Microsoft 365

32%

Provided training for end-users

31%

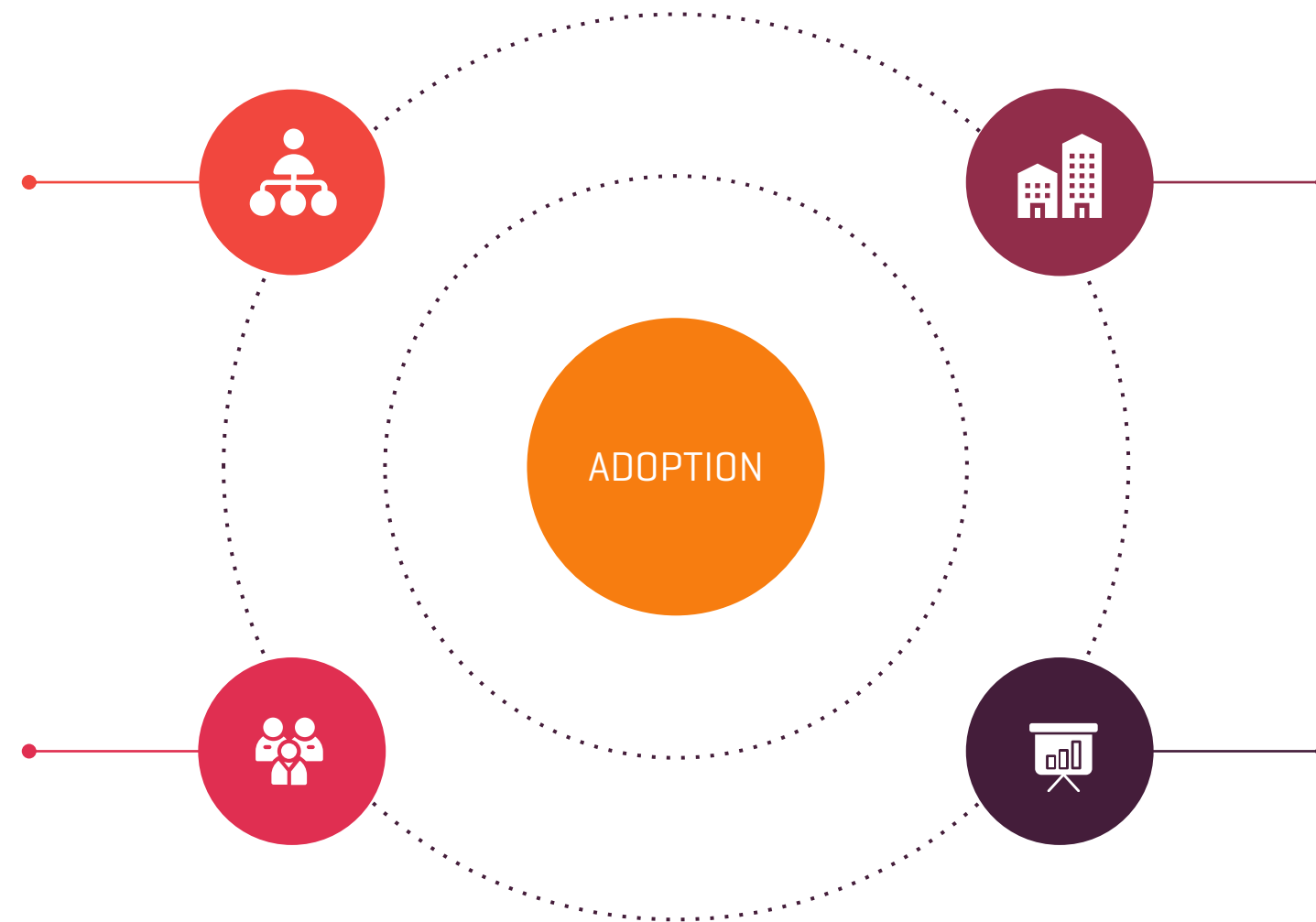Raised awareness through e-mail, intranet announcements, posters, teaser videos, newsletters

BENEFITS EXPECTED FROM THE PROGRAMME

ORGANIZATIONAL

Cultural transformation
Employee retention
Talent acquisition
Social commitment
Operational agility

CULTURAL

Employee sentiment
Recommendations for employees
Customer feedback
Innovation/debate measures

ADOPTION

INDIVIDUAL

Use of the desired tools
Employee morale
Productivity of employees
Involvement of employees
Generation of ideas

MESURABLE
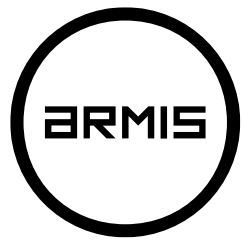
Customer experience impact
Cost reduction
Revenue generation
Data security
Process simplification
Legacy systems retirement

Sometimes the hardest part of implementing a new platform is engaging it with the rest of the organisation. There's nothing more discouraging than spending months creating a new way of working that we know is going to have a positive impact on the way people work, and they just don't care or understand its importance the valence.

Getting internal communication right is essential for success, so here are some points to consider to communicate the new intranet effectively, ensuring you bring, not drag, employees to the platform.
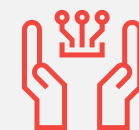
Here is our strategy to promote adoption of the tools

PERSPECTIVE

We identify key stakeholders, select the team, identify and prioritise business scenarios and collaborate with key stakeholders to create a successful plan for the adoption of Microsoft 365 in your organisation

INTEGRATE

We execute the successful plan to integrate the organisation to technology and help your people embrace the new way of working.
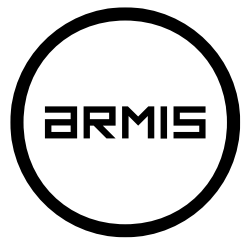We start with an initial adoption programme and then expand to cover the whole organisation.

FOSTERING VALUE

We realize the ongoing value of investing in Microsoft 365 by continuing to strengthen employee engagement to drive adoption.
We help measure and share the success of Microsoft 365, while assessing where to iterate for future improvements.
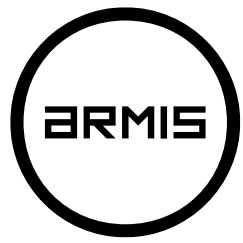
TOOL ADOPTION
PERSPECTIVE

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In this phase we will gather the right team and make sure we have a list of business goals you want to achieve with the help of Microsoft 365. This definition is very important during launch and deployment planning.

This is how you make Microsoft 365 relevant to your team, while helping to ensure adoptions across the organization.

In this phase we will help you **select the right people in your organization to help achieve success** with Microsoft 365, create your own list of Microsoft 365 <u>Business Scenarios</u> and create a directly aligned <u>Success Plan</u> to achieve your specific business goals.

WE FORESEE THE FOLLOWING ACTIVITIES:

1 Identify Key Stakeholders and Assemble the Team

2 Identify and Prioritise Business Scenarios

3 Create a Success Plan

4 Complete the project timeline to implement Microsoft 365 and start executing adoption activities

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Once the solid Success Plan for Microsoft 365 adoption in your organisation is

created, it's time to **start the integration** for Microsoft 365 and **introduce**

people to this new way of working.

The most successful technology implementations focus 80% of their efforts on

people and the remaining 20% on technology.

This is because implementing a new technology requires changes in end-user

behaviour that have to be managed to ensure success.

At this stage, you will start executing the Success Plan to help your employees

through this period.

WE FORESEE THE FOLLOWING ACTIVITIES :

1 Early Adoption Programme

2 Stakeholder Engagement

3 Communication activities

4 Training activities
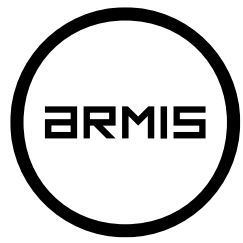
TOOL ADOPTION
FOSTERING VALUE

The initial launch of Microsoft 365 in the enterprise will make people see

immediate value. However, this is just the beginning.

Microsoft 365 <u>will continue to have new features added</u> and people will want to

do more with the service as their knowledge of it increases.

Putting yourself in a position to **help employees benefit from this**

resource will lead to long-term success.

At this stage, you will meet post-launch mobilisation activities and start

<u>evaluating, sharing successes</u> and then repeating the processes to

FURTHER FOSTER ADOPTION.

WE FORESEE THE FOLLOWING ACTIVITIES :

1   Maximize Mobilization and Drive Adoption

2   Monitor the Organization's Adoption of Microsoft 365

3   Drive Adoption with ongoing awareness and training activities

4   Evaluate, Share Success and Repeat

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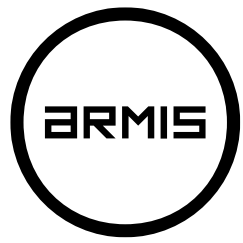
Here we present some activities that we consider key to the success of the adoption programme.

Target Groups
Identification of all target groups that will be impacted by the project and analysis of their relationship with the project.

Key-users
Identification of key-users (Champions) based on the different groups identified

Identity
Creation of the project's identity, to be used in all project communications.

Sponsors
Identification of the people in the organisation whose support is essential or who add value to the project

Impacts
Identification of expectations as well as the impacts that occur in a change scenario in order to address them in the change management process

Awareness and Training Workshops
Awareness-raising workshops involving the various profiles

Video
Creation of videos to be sent by email before the launch to arouse curiosity about the project
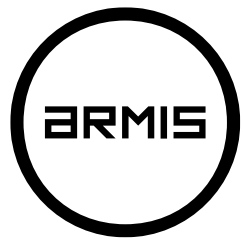
Communication
Distribution of communication presenting the added value of the project

Launch
Event for the official launch of the solution

CHANGE MANAGEMENT AND ADOPTION SUPPORT
OUR METHOD

WEEK 1

WEEK 2

WEEK 3

WEEK 4

- Workshops with the business teams to define the strategy to adopt the collaboration tools;
- Alignment of the communications plan and definition of the user awareness format;

- Technical Workshops with the technical teams to support the rollout of the tools;
- Identification of key users and planning of training sessions;

- Training sessions for those involved:
  - Training to Key Users
  - Awareness-raising activities for employees in general
  - Provision of support materials to users
- Alignment of the communication plan for sharing and monitoring progress

- Monitor adoption: Collect data from reports and analysis on adoption and use of the platform;
- Foster adoption: Execution of activities that continue to encourage adoption based on monitoring; Updating the training platform with updated content;
- Sharing success stories; planning other events and workshops necessary for adoption.

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