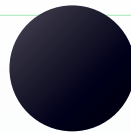


Brochure

Digitaal Vitaal.



wortell



When introducing a new technology, you want employees to use it in the best possible way. After all, you've made the investment to optimally support them in performing their jobs — and, of course, to gain a competitive edge.

Here's what usually happens if you don't help employees work with the new technology: nothing. Your business will continue as usual. But you can't use the technology you've purchased to reap those much-coveted benefits: improving processes, realizing shorter lead times, making human actions more intelligent, and improving productivity. And there's another risk: people in the organization might grow frustrated because they don't understand how the new technology works. This may result in your IT implementation being labeled as yet another IT party.

You want to achieve the opposite: employees shouldn't feel an aversion to the new technology, and they should maintain an optimal productivity level. How to go about it?

The go-to solution: digitaal vitaal

If things really need to change, adoption is key. It's a continuous process rather than a one-time service, because technology is something you continue to discover and embrace. Based on this thought, Wortell has developed Digitaal Vitaal. This rock-solid adoption program helps you keep your organization healthy. We will constantly provide you with interesting knowledge and facts regarding the tools you use. And if your employees get stuck for a moment, we'll help them solve the problem — without making them feel like they are a burden to anyone. That's how we ensure technology empowers the people in your organization.





Employees are key

The people in your organization are key. We will capture them into a standardized set of personas. Then we'll get started with adoption, a never-ending process that consists of 4 components. We'll describe them below!



1. We = you + Wortell

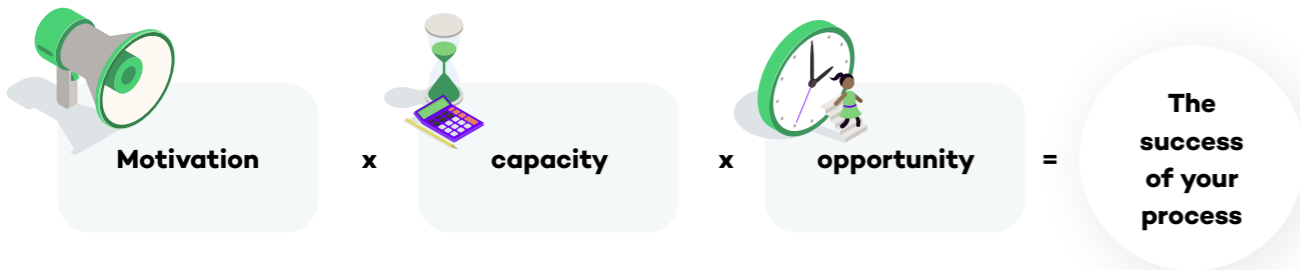
Together with you, we will assemble two teams. First, we'll put together an adoption team, which consists of a core group of stakeholders in the organization who interpret numbers and keep processes running. Examples include a communications employee, an HR expert, someone who represents the business department, an IT expert, and the primary sponsor. Wortell's adoption consultant is also part of the team. This group of people meets at least four times a year to ensure all processes run smoothly.



We'll also assemble a team of ambassadors that represent three to five percent of the organization — with a minimum of twenty people. Ambassadors are employees who are at the forefront of the organization and who like to propagate innovation. In other words, they are natural-born trailblazers! We have set up a separate program for them: we will prepare them to set co-workers in the right direction and answer their questions. During a training, we'll tell the ambassadors what's expected of them, how they can properly convey the message, and where they can give feedback. Furthermore, they can always get (online) coaching from us if they want. Finally we want all ambassadors to be recognizable right away. That is why each of them will receive a power pack from us: an object (such as a T-shirt or desk flag) that immediately highlights their role as ambassadors.

2. Using insights to monitor success

Are people properly using the new technology? What's the reason behind this (im)proper use? To get answers to such questions, we analyze user data and input, using the following formula:



This is referred to as the Triad model, which was developed by Theo Poiesz. The first two elements are within our 'reach': motivation is an influenceable factor (people are often willing to learn something new), and we can increase capacity (for example, by teaching people new skills). But 'opportunity' is in your hands: have you created the right opportunities for employees to successfully complete the process and embrace the new technology? If you keep telling them there's no time for adoption, your organization won't achieve its goal — no matter how much we commit to motivation and capacity.

'We = you + Wortell' applies here, too. Joining forces is the key to the success of Digitaal Vitaal. We regularly measure whether we do this sufficiently. One way to do that is by actively requesting feedback from employees. It's very easy for them to share their (solicited and unsolicited) input — for example, through our chatbot JIM. Once we've gained these insights, we will share them with you to determine how successful the adoption process is. To measure is to know!



GO! You can go to the next theme.



3. Standard themes and customization options

Based on our years of experience and best practices, we have developed six themes. We work with these themes in Digital Vitaal. Think recognizable scenarios from ‘the real world:’ we’ve drawn them from daily practice. This allows us to make the adoption process very tangible. Is your situation so specific and unique that it doesn’t fit within one of our standard themes — for example, because you’ve made an acquisition or implemented your own ERP system that will be part of the adoption process? In that case, we can create a custom theme!

Which theme will be addressed when? What insights do we need to assess the effects of a theme? What materials are available to us? We have fully elaborated these kinds of things per theme, and we’ve prepared everything you need: content, learnings, questions and answers, tips and tricks (from our chatbot JIM), and measurable numbers. As a result, we can work with the theme in a very focused way: we continuously check with the organization whether we are achieving the desired result, and we keep making adjustments using the right means. de juiste middelen.

The fixed themes of Digital Vital



Collaborate & meet online



Search and find



Personally productive



Create insight



Knowledge and organization



Work safely

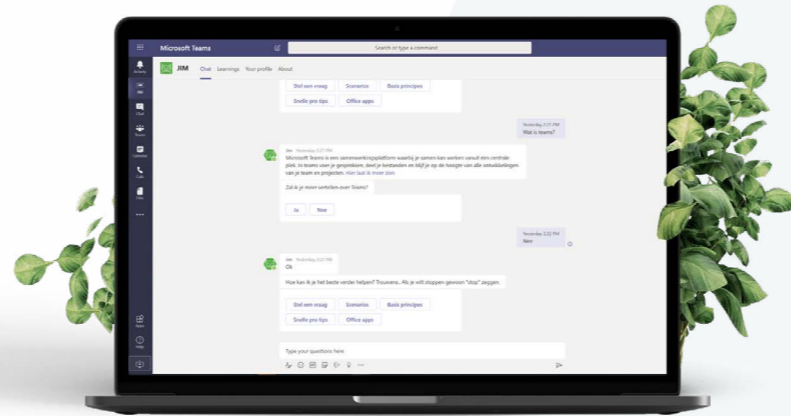


4. Diversiteit aan adoptiemiddelen

Adoption is a continuous circle — a never-ending process, if you will. That is why we use a variety of adoption resources:

- **Communication plan**

We've created a template for a solid communication plan, which the adoption team can use to communicate about everything that's related to the new technology. It's indispensable, as this is the way to let the people in your organization know exactly what's happening!



- **JIM**

JIM is a buddy that keeps you in digital shape. Here's a little wordplay: his name is pronounced as 'gym!' JIM is omnipresent: you'll find him in the workplace, in Teams, and in the intranet we provide. If you ask JIM a question, he will answer and suggest that you take a short online lesson that is relevant to you. This smart chatbot draws from a great source of pre-entered questions, answers, and learning materials. He remembers your actions, based on which he suggests content with a rising level of difficulty. He does this both in a reactive way (for example, when you log in to the intranet and see the tip of the week) and in a proactive way (for instance, by taking the initiative and suggesting a learning that suits your digital skills). As an organization, you can also program answers, so JIM has company-specific knowledge. One final useful thing: the content JIM shares is always connected to the theme we're using at the time.





- **Ambassadors**

Ambassadors are the go-to source of information for their co-workers. With Digitaal Vitaal, we'll create a culture in which asking questions is encouraged. This way, employees don't feel embarrassed to approach the ambassadors when they encounter problems or issues!

- **Walk-in hours and knowledge cafés**

Depending on the sector in which you operate, we may decide to organize walk-in hours or a knowledge café. Knowledge cafés are not traditional classroom training courses. They're very similar to webinars and seminars, which means they are a lot more accessible.



- **Videos**

A picture is worth a thousand words. That is why we create a lot of videos. We may want to show how (part of) the new technology works. Or, we aim to communicate with employees about adoption in a proper way. For example, we might create a video in which the CEO explains why the modern workplace is so important to everyone. Why? Because communicating through images can be very powerful in terms of adoption.

- **Management team awareness sessions**

Above, we explained why we attach such value to Poiesz's Triad model: $\text{motivation} \times \text{capacity} \times \text{opportunity} = \text{the success of your process}$. To optimize this formula, we will organize an awareness session with your organization's leadership team. During this session, we'll try to get everyone on the same page. For only when everybody is on board, you can create the opportunity required to be digitally healthy as an organization!

how do we work?

At Wortell, we like to put our money where our mouths are. This means we have a short start-up phase, which consists of 4 clear steps:

1. Setting up flight control

Who is going to be part of the adoption team? Who will we train to be ambassadors? Which stakeholders make important decisions? We'll briefly discuss such matters, so you will know exactly what to expect of Digitaal Vitaal.

2. Building the platform

Time to build the platform! Now that we know which people are part of the adoption and ambassador teams, we'll examine certain things. We will measure the digital literacy in your organization and ask questions through JIM to determine personas. Then we'll apply our existing personas and themes to your internal situation to decide how we'll start.



3. Countdown

We've measured everything and determined which theme to start with. Together with you, we have outlined how we will communicate about the new technology. And we held the awareness session with the management team. Now, it's time to activate the ambassadors: during a solid training, we'll prepare them to help their co-workers when necessary.

4. Liftoff

Let's begin! We'll start the process with one theme, launching the first step in the communication plan and organizing classroom training sessions. This process should never stop: the liftoff will take us right into the Digitaal Vitaal circle!



What will digitaal vitaal do for you?

Productivity boost


People who know how to handle powerful tools can be more productive at their jobs. And as an organization, you obviously want to contribute to your employees' productivity. For a happy employee achieves demonstrably better results and is less likely to become ill.

Saving time

You'll get more done with less people. This means you can optimally deploy your employees. With Digitaal Vitaal, they will save time, which they can spend on other tasks!



Bridging the knowledge gap



There has been a gap between the knowledge required to handle tools and an organization's actual in-house knowledge since the 1980s. The end user doesn't have enough knowledge to make the most of all possibilities, which is why they ask IT for help. At the same time, it's impossible for a small company's IT department to keep up with the comprehensive, rapidly changing Microsoft cloud environment. The go-to solution to this problem: Digitaal Vitaal. It skillfully bridges the knowledge gap!

What about the costs?

We charge a fixed monthly fee per employee and per ambassador for Digitaal Vitaal. The costs for an ambassador are a bit higher, but they're still very reasonable. You will no longer have to pay project costs. As Microsoft constantly introduces updates and innovations, you will lag behind the events if you opt for a project. The Digitaal Vitaal program never stops. You'll always be up to date for a fixed monthly fee!



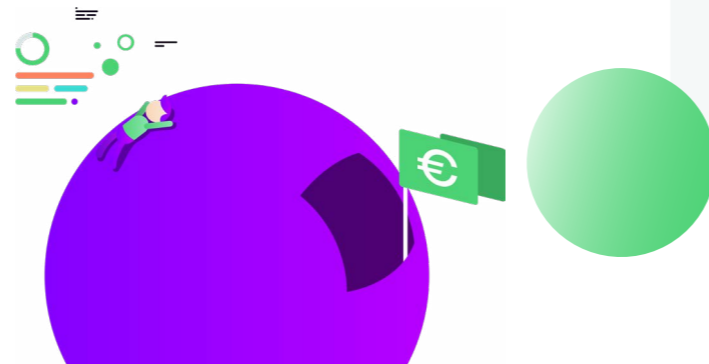
Digitaal vitaal with Wortell: Why?

From project to process

At Wortell, you can get everything under one roof: our in-house expertise allows us to pay attention to all aspects you need to provide your employees with a solid modern workplace. We provide Digitaal Vitaal as a service, because we understand you can't tackle adoption on a project basis in a time when Microsoft continues to develop at a rapid pace.

Concrete and hands-on

At Wortell, we don't like theoretical, abstract communication. We adopt a concrete approach, working with real-world scenarios, communicating with your end users in understandable language, and using means we've developed based on best practices. So, we don't have to reinvent the wheel. Moreover, you will always know where you stand: we will clearly explain to you what we'll do, how much it will cost, what we need from you, and what you'll get in return!



We empower people. That's Wortell's mission, and it's the reason why we — and our 250 co-workers — wear a smile on our faces every day when we go to work. At Wortell, we aim to minimize the gap between the endless possibilities that are available to us and the extent to which people and companies seize them. We provide people with the technology and skills required to be successful in their jobs. How can we help your organization?

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