BrainStorm

Drive software adoption – at the speed of NOW. ⏰

When it comes to getting end users to adopt a new tool, it's tempting to launch and leave.

But to get long-term use + real ROI, **you need sustained adoption.**

Launch & leave:

A phased deployment plan.

A company announcement.

A few weeks of training sessions.

Saved recordings of training sessions.

Uploaded documentation.

Resolving IT Desk tickets.

Sustained adoption:

An active, visible sponsor.

A published which-tool-when plan.

Repeated, frequent comms.

On-going drip training.

Role-based learning (WIIFM).

User sentiment gathering.

What you get:

Patchy adoption – only sporadic patches of employees adopt the tool.

Tapering use – employees slowly abandon the tool overtime.

Shallow adoption – less than 15% of the software's capabilities are adopted.

What you get:

Breadth of adoption – more employees adopting the software.

Speed of adoption – employees and teams see software ROI faster.

Depth of adoption – users adopt more capabilities of the software.

Drive sustained adoption.

[**Get started now**]