



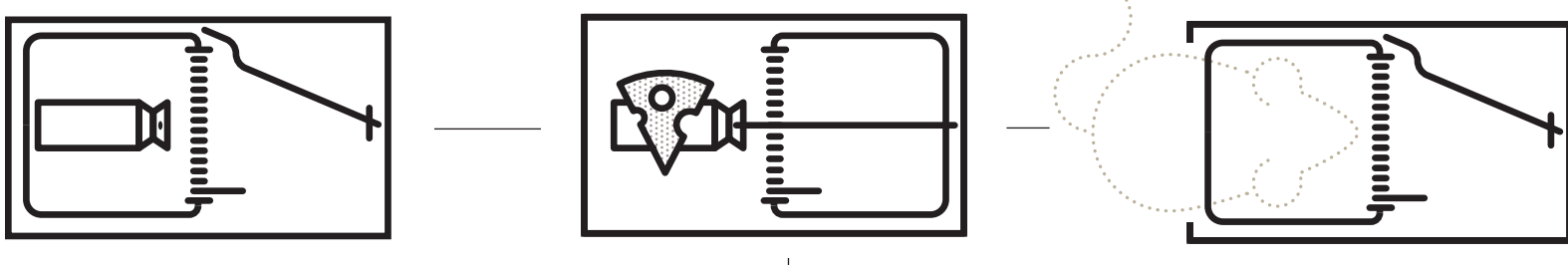
Microsoft Teams Adoption Traps

Whether you're rolling out Microsoft Teams for the first time or just trying to drive higher usage, one thing is clear: too often, adoption landmines can ruin your efforts to change. Here's how to avoid them before it's too late.

01

Trap Fuzzy expectations

If users are unsure of your expectations, your software adoption efforts will falter. According to a BrainStorm QuickHelp™ poll, this is typical user behavior.



11%

According to a BrainStorm QuickHelp poll, 11% of users don't know when to start using Teams.

Tip

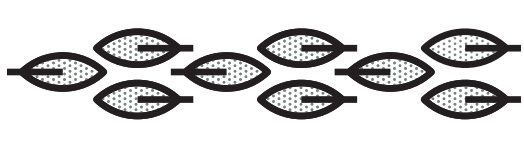
Make your plan detailed enough that users know when to start using Teams and stop using old applications. Above all, be explicit with your users regarding purpose, timeline, and specific next steps.

Don't take the bait

02

Trap One size fits all

You might think offering a big training session, fancy learning website, or educational event is adequate. But each user is unique—and these methods generally won't motivate them to change their behavior.

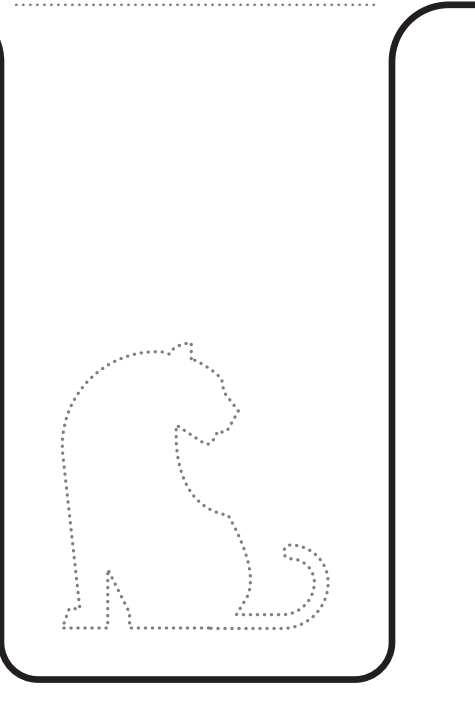


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Only 12%

of learners can apply skills learned in a training session to their actual job.



Tip

Your frontline workers have different needs than managers. Listen to user feedback. Then, in the QuickHelp platform, assign bite-sized content and events that align with users' needs.

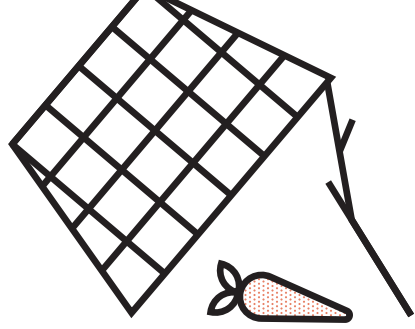
Don't fall for it



03

Trap Going it alone

Although you may be confident your organization can produce its own training content, be careful not to adopt a cowboy attitude that oversimplifies software adoption.



Tip

Use a solution that encourages or activates executive sponsors and change champions. Remember, it's easier to embrace change when multiple leaders are communicating the business benefits.

38% of employees see change as too much of a threat, according to a Forbes survey.

Don't get spooked



04

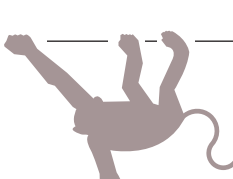
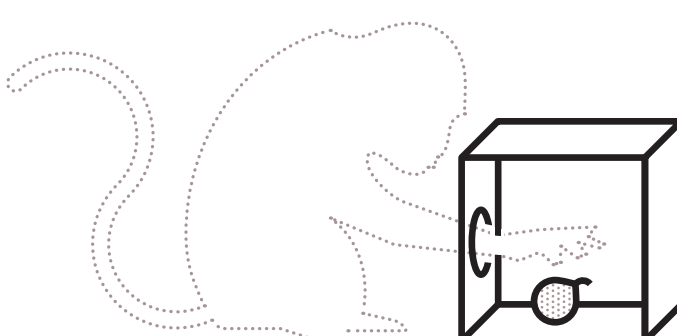
Trap Knowledge is enough

Too often, knowledge doesn't inspire action. That's why technology training isn't sufficient on its own to create lasting change.

Don't get stuck

Tip

Before you settle on a training plan, establish an optimal goal for end-user behavior. Then, make sure your software adoption plans drive that desired behavioral change.



90%

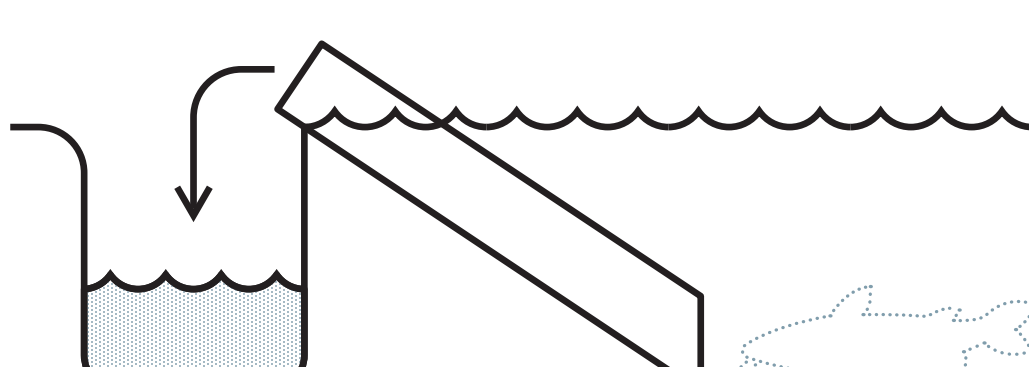
of users forget what they learn in a classroom setting within 30 days of learning it

05

Trap It's only a technology change

Framing your software adoption as a technology change doesn't encourage users' accountability or investment. Instead—ask yourself what business goal this technology will help accomplish.

44% of employees say they don't understand the change, and 38% say they don't agree with it.



Don't go in blind

Tip

Tie your software change to C-suite goals and company vision. That might look like lower operating costs—or fewer redundant software applications. Either way, know the real goal for your technology.



BRAINSTORM

Avoid the traps. Contact a BrainStorm change expert today.