Empowering Teams through Digital Transformation

HOW TO WORK SMARTER, STAY RELEVANT, AND MAKE CHANGE STICK
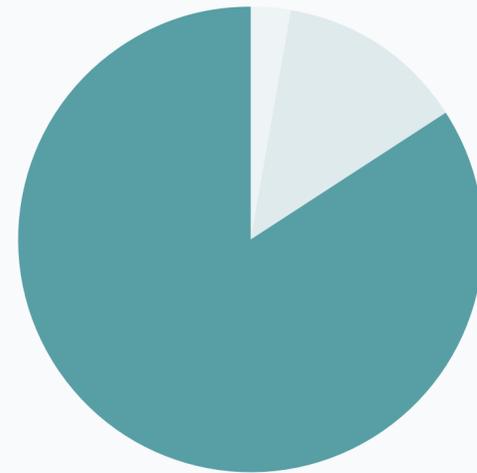
BRAINSTORM

An industry disrupted.

Microsoft 365 did more than just transform how organizations do business. The cloud-based productivity solution ushered in an era of rapid updates and relentless improvements to the technology that modern workers depend on. But it's not enough to just deploy Microsoft 365 solutions—the software needs to be actively used and adopted to call any Microsoft 365 rollout a success. For change to succeed, users need to not only know how and when to use their applications, but why it matters.

The Change Crisis

Now for some hard truth: *seventy percent of change initiatives fail[1]*, and they fail because organizations provide solutions that are focused on projects instead of the people. You can set up the software perfectly and execute trainings right on schedule—but if users don't like the changes they're being asked to make, they just won't make them; and your hard-won investment ends up sitting on the shelf.

65% of employees have felt change fatigue or that they've been asked to make too many changes at once.[2]
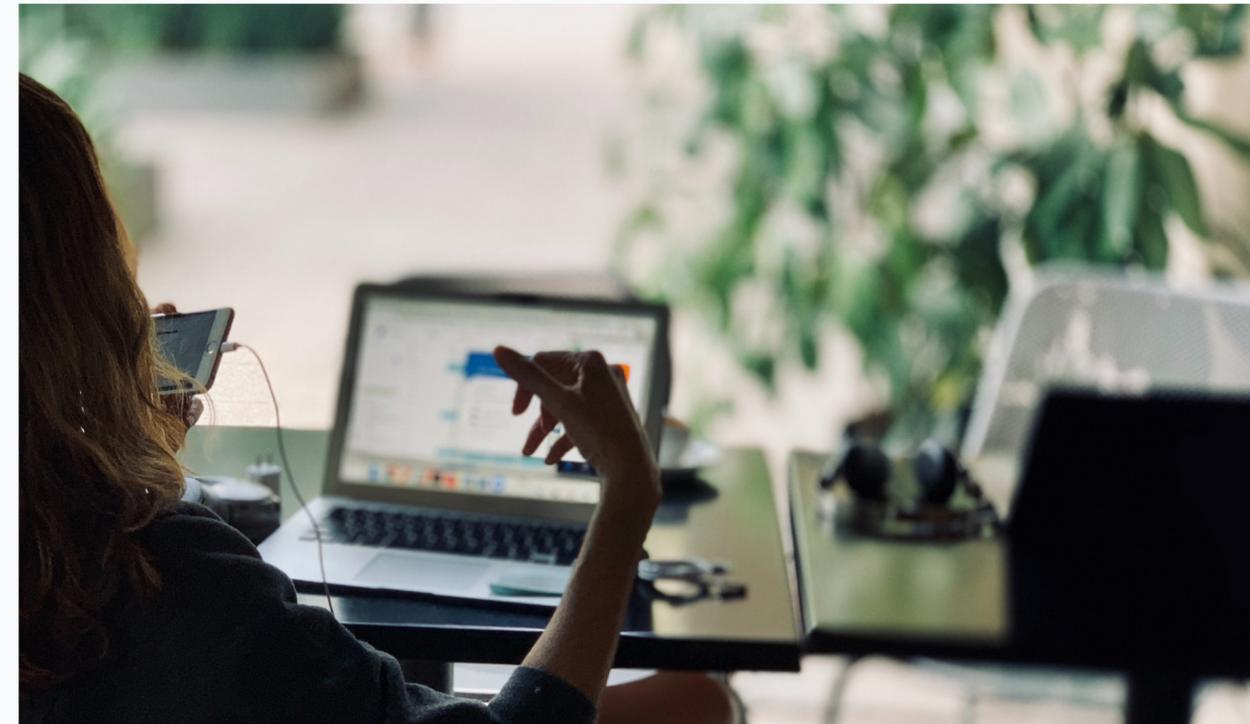
- Innovators – 3%
- Early adopters – 13%
- Unmotivated majority – 84%

The root of the problem

The bad news is that unmotivated users make up *eighty percent of the workforce[3]*, and they're doing more than causing headaches. Unmotivated users across the globe are wasting software, working unproductively, falling behind, and putting their organization's security at risk.

It's time to take users from unengaged to unstoppable. Read on to see how it's done.

Upgrading the unmotivated user.

Don't panic. While unmotivated users can subvert change initiatives before they even start, this user group has the most potential to change the way organizations work. With a solid vision for change, the right plan and resources, and reinforcement of long-term change and improvement, your unmotivated users will be change champions in no time.

VISION | THE WHY

PLAN | THE HOW

SCALE | THE ACTION

1. https://hbr.org/2000/05/cracking-the-code-of-change
2. https://www.strategyand.pwc.com/organization-strategy/culture-and-change
3. https://www.strategyand.pwc.com/organization-strategy/culture-and-change

The vision to change.

STEP 1 | TEACH THE WHY

Organizations that approach digital transformation with clear objectives in mind are more likely to use technology to its fullest potential. They also prepare their users for change and make them excited for what's ahead.

Let users know the why before the how

Without an understanding of the business and personal value of a tool, feature, or update, users won't pay attention or implement a practice into their work routine. Make learning relevant to not just a job but the person who does it.

Be proactive

Just because you have a training site doesn't mean that users will find it. Know your audience, compete for their attention, and meet them on their own turf.

Consider this: Embrace your inner kid and try out the business equivalent of a lemonade stand—a fun, casual table in a high-traffic area to build some excitement around new technology. Offer passersby a five-minute tip for working smarter with Microsoft 365. Creating buzz has never been sweeter.

Get all hands on deck

Just like sailors look to their captain for answers, users expect guidance and buyoff from their leadership. Executives and supervisors should communicate why change matters for the organization as well as the people.

44% of employees say they don't understand the change they're being asked to make, and 38% say they don't agree with it.[4]

Action items

- Identify your goals and metrics for success. Then, implement a way to track progress.
- Communicate clearly how you want users to work and make sure to provide resources that do the same.
- Put training resources where they can't be ignored—whether it's on a training site, SharePoint, a cafeteria, or in the user's own inbox.
- Don't go it alone. The more buyoff from upper and middle management, the more likely adoption is to take off.

4. https://www.strategyand.pwc.com/media/file/Strategyand_Cultures-Role-in-Enabling-Organizational-Change.pdf

Plan to change.

STEP 2 | SHOW THE HOW

With a strategy in place and excitement beginning to build, it's time to help users learn the ropes and become more confident with their tools. Take a deep breath: you've got this.

Don't assume users know why they have to change

Before users can change the way they work, they need to understand why change matters in the first place. Look for solutions that understand different people's context, needs, and experience.

Consider everyone a snowflake

"One size fits all" doesn't fit anybody. Every user has different learning preferences, experiences, computer skills, and job roles; learning should be offered in a variety of formats to suit the needs of diverse users.

Don't give users too much too soon

Just like you can't put a lifetime of water onto a plant, don't throw too much information at users all at once. Pacing is vital to the strong, steady growth of a user's skillset. Deliver just the right amount of training at the right time to create change that lasts.

Create change through champions

Creating a culture of change may start at the top, but grassroots efforts are vital to its survival. Encourage internal champions to share how they're using technology in their daily life. When peers share how they're working differently, users will want to know more.

Stay current or fall behind

Technology is changing fast, and dozens of updates are coming down the Microsoft pipeline every month. It's vital to keep learning content as current as the updates; users can't work differently if their training outdates their technology.

Action items

• Keep communicating value throughout the adoption process.

• Get to know your users and only give them learning content that's relevant. Offer a variety of learning methods so there's something for everyone.

• Keep learning short, sweet, and to the point—only giving users what they need in the moment to succeed.

• Encourage internal change champions to share their successes with their peers.

Need help communicating why change matters?
The Microsoft Customer Immersion Experience (CIE) is a great way to explore Microsoft solutions in a fun, hands-on way. Reach out to your Microsoft rep for more information.

Change at scale.

STEP 3 | EMPOWER ACTION

Even with an in-depth vision and software adoption plan, you won't get far unless you can scale change across your organization. And for that, users need to be hungry for new skills.

Create a culture of learning

Getting users from various backgrounds to a standard level of skill can take time, especially as needs and technology continue to change. Think of adoption as a process instead of an event, continuing to make learning a priority to achieve continuous ROI and adoption goals.

Teach for the immediate, intermediate, & future

You've addressed users' immediate, fear-based needs and have shown them a thing or two about working smarter in their current job. Now start thinking about what users may need to know to advance in their career.

Bridge the gap between training & action

Just because users have learned something new doesn't mean that they've changed their behavior. Keep users from falling back into old habits by continually challenging their knowledge and pushing them outside of their status quo.

Give users some kudos

Everyone needs a little positive reinforcement to keep them on the right track. Whether through awards, gamification, or a special shout out from the boss to recognize a job well done.
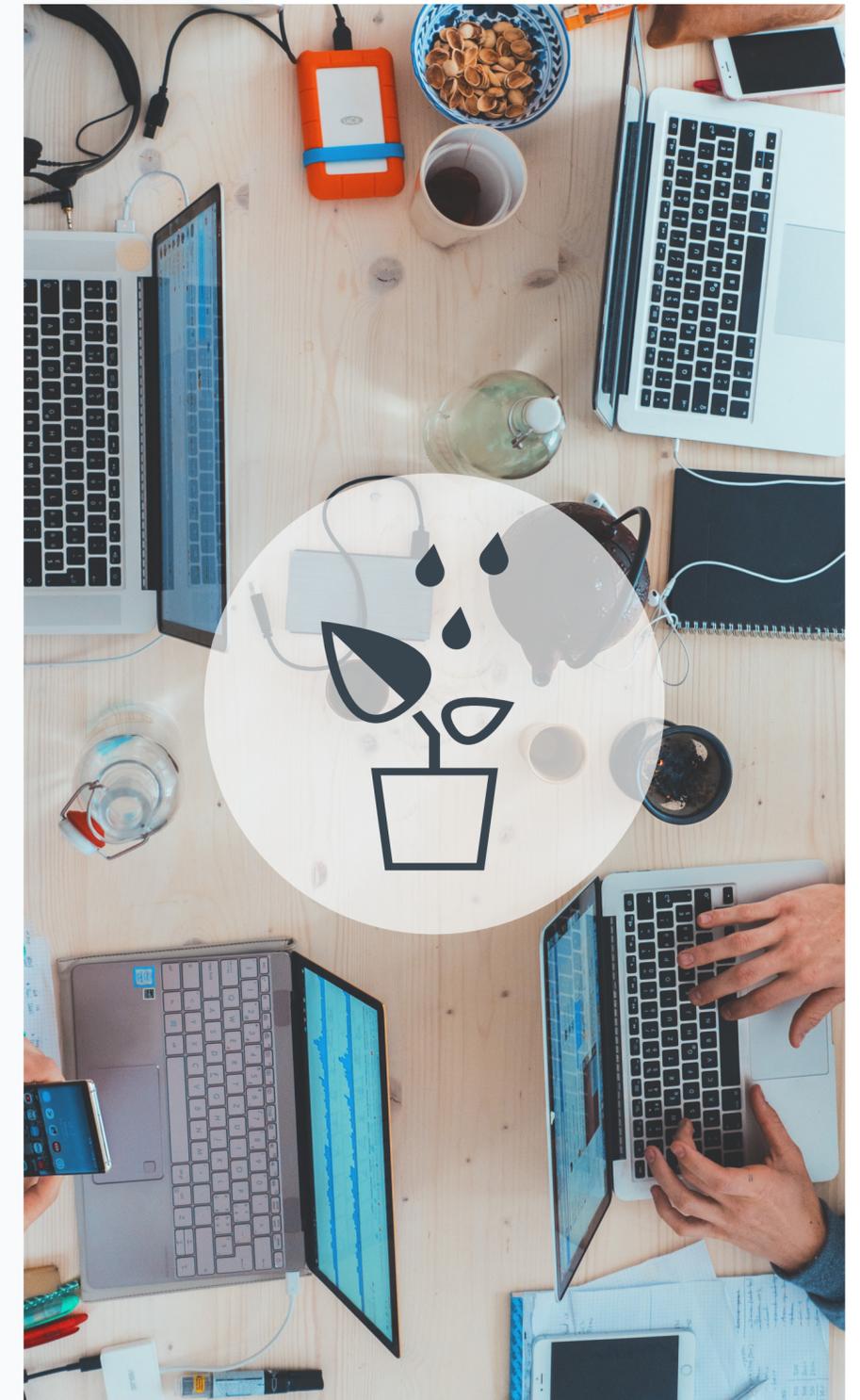
75% of users would be more engaged if learning included gamification.[6]

Adapt to survive

All journeys have ups and downs as priorities change and new needs arise. Make sure to utilize solutions that keep a pulse on the needs of the organization so you can adapt quickly and in the right way.

Action items

- Ensure that learning content is available when the user needs it, not just when you're able to provide it.
- Provide content that's applicable in moments of need as well as proactive career advancement.
- Engage users through challenges, polls, and assessments to improve retention and encourage active use.
- Update learning content constantly to stay on pace with frequent software updates.
- Utilize polls, metrics, and dashboards to gauge process and refocus efforts.

5. https://www.strategyand.pwc.com/global/home/press/displays/corporate-culture-is-critical-to-business-success
6. https://www.pulselearning.com/blog/gamification-infographic/

Now that you know how to tackle adoption, you need resources to help you get it done. Here's what to look for in an adoption solution.

BrainStorm

THERE'S NO SILVER BULLET. JUST STUFF THAT WORKS.

Built-in communication
Companies with highly effective internal communication strategies are 3.5 times more likely to outperform their peers. *Leverage a solution that does most of the talking for you.*

Engagement
54% of employees feel unengaged with their work and their software. *Keeping users engaged with their tools through polls, assessments, and challenges.*
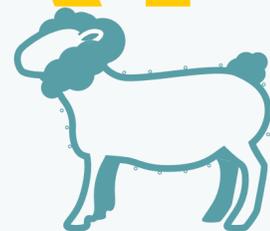
Evergreen content
48% of employees say their companies aren't equipped to sustain change. *Learning content should always be current to keep pace with changing technology.*

A personal approach
Only 12 % of learners can apply skills they learned in a training session to their actual job. Use a solution that provides customized learning and grows with your users.

A little fun
80% of users claim learning would be more productive if it were more game-oriented. When learning is fun, software isn't a chore.
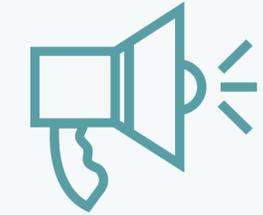
Less fluff, more meat
The average employee only has 4.8 minutes a day to devote to training. Keep learning short, sweet, and to the point.

All-in-one functionality
On average, the typical organization has 1,800 software applications. The less jumping around your users have to do, the better.

Success you can see
1 minute spent on recognizing behavior equals 100 minutes of initiative in return. Tracking tools will help you see where users struggle, what they're interested in, and who to acknowledge for a job well done.

Out with the old, in with the BluePrint.

It's time to stop training the same way and expecting different results. There's a better way to motivate, inspire, and empower users—and it starts with the BrainStorm BluePrint.

From reluctance to confidence

When it comes to unmotivated users, Brain-Storm knows a thing or two. As leading experts in change management and software adoption, we understand what makes users tick. The BrainStorm BluePrint is how we empower organizations to harness the power of technology and make change a long-term priority instead of a short-term goal. We'll help you find

- Solutions that inspire "why," teach "how," and create "action."
- Personalized learning content that's uniquely tailored to different skill levels, jobs, and needs
- A variety of learning methods proven to engage users of all ages and keep them coming back for more
- Frequent content updates to keep pace with evolving Microsoft tools

The proof is out there

Learning with BrainStorm isn't like anything else you've seen—and the results aren't like anything you've seen either.

The average number of users expressing confidence in Teams grew **112%**

91% of users identified part of their work that can be improved

89% of users are more likely to use contacts in Outlook

89% of users report being more likely to use Outlook on the Web

Let's do this!

We've got the know-how to turn education into action. Talk to your Microsoft rep to see what resources and funding are available to help you start partnering with BrainStorm.