

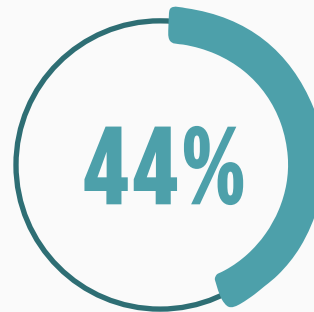


# Establish the Why

Users who feel prepared for the move to Teams are more likely to embrace it. An ounce of prevention is worth . . . well, you know.

## LET USERS KNOW THE WHY BEFORE THE HOW.

When users fail to grasp the business value and personal value of a feature or update, they don't implement it in their work routine. A successful Teams rollout needs to communicate its relevance not just to the job but to the person who does it.



**44% of employees don't understand changes they're asked to make at work.<sup>1</sup>**

## BE PROACTIVE (THIS ISN'T FIELD OF DREAMS).

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

## 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.

Instead of charging pocket change, offer passersby a 5-minute tip on working smarter with Microsoft 365.

## GET ALL HANDS ON DECK

Just like sailors look to their captain for answers, users expect guidance and buy-in from their leadership. Executives and supervisors should communicate why Teams matters for the organization and for individuals.



# THE #1 STUMBLING BLOCK

FOR MOST CHANGE PROGRAMS IS  
MANAGEMENT'S FAILURE TO SET AN  
EXAMPLE OF WILLINGNESS TO CHANGE.<sup>2</sup>

## ACTION ITEMS

- Identify your goals and metrics for success
- Communicate clearly how you expect users to use their tools and provide resources that educate them on how to do it.
- Put training resources where they can't be ignored — whether it's on a training site, on SharePoint, in a cafeteria, or in the user's inbox.
- Don't go it alone. The more buy-in you get from upper and middle management, the more likely the adoption will take off.

## BRAINSTORM SOLUTIONS

- Use our email engine to drive communication, understanding, and adoption
- Keep track of your progress toward your goals with our reporting dashboards
- Utilize our pre-built, customizable resource library to help spread the word
- Get no-cost consulting around adoption and implementation from our dedicated Client Success Team

## SOURCES

<sup>1</sup>[strategyand.pwc.com/media/file/Strategyand\\_Cultures-Role-in-Enabling-Organizational-Change.pdf](https://strategyand.pwc.com/media/file/Strategyand_Cultures-Role-in-Enabling-Organizational-Change.pdf)blog

<sup>2</sup>[prosci.com/3-reasons-executives-fail-at-sponsorship](https://prosci.com/3-reasons-executives-fail-at-sponsorship)