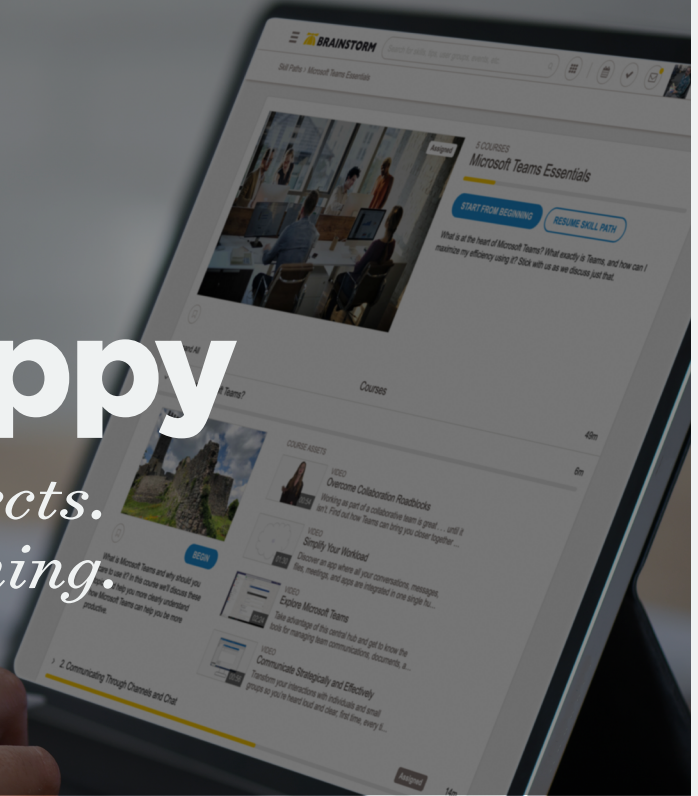# Change Happy

*Focus on people, not projects.
Because change is everything.*

Failure isn't an option

Successful software adoption initiatives demonstrate the ROI of your technology investments and reduce tech support expenses. But did you know that 70% percent of change initiatives fail? This happens when organizations focus on projects and not on their people.

Your users at a glance

The reluctant majority represents a whopping 84 percent of the workforce. They're wasting software, costing organizations money, and unknowingly sabotaging project success.

That's an 84 percent ROI you can't afford to waste.

Your reluctant users can go from unengaged to unstoppable, but they need a reason to change. They also need relevant content and ongoing support at scale.

These users need QuickHelp™ by BrainStorm.
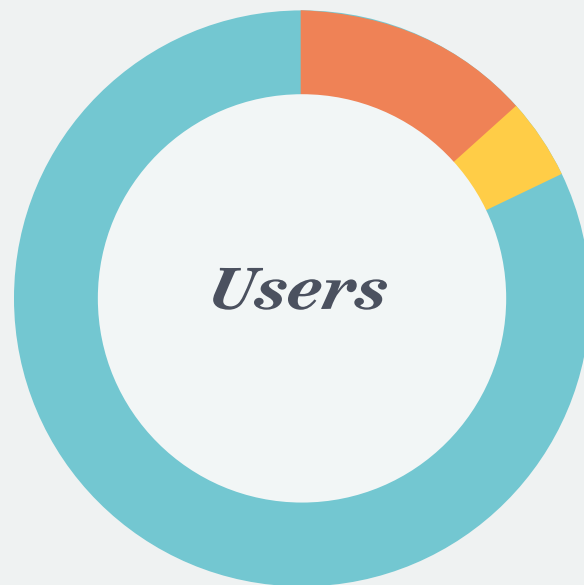
Users

Innovators 3%
Early Adopters 13%
Reluctant Majority 84%

Change is everything.

Rallying the reluctant user

Your reluctant users have immense potential to change. But first, they need to know the why, the how, and the action related to that change.

	The Why Awareness & Affinity	**The How** Skill Development & Knowledge	**The Action** Growth & Reward
User Requests	*"What's in it for me?"*	*"Show me how to do this."*	*"Push me a little and praise me a lot."*
QuickHelp Strategies	**Communication tools and templates** help guide end-user awareness around technology change. **Course introductions** include sections that offer context and purpose to the users' assigned learning.	**Relatable, relevant content** boosts users' productivity while building skills step by step—all according to users' job roles and skillsets. **Varied content types** including videos, PDF files, challenge questions, practice sessions, and live events—target each user's specific needs.	**Challenge questions and practice files** reinforce concepts by engaging users and asking them to apply newly acquired skills. **Badges and company standings** track users' progress, celebrate their achievements, and show how they stack up against their peers.

From reluctance to ROI

Can QuickHelp transform even reluctant users into dedicated technology champions?
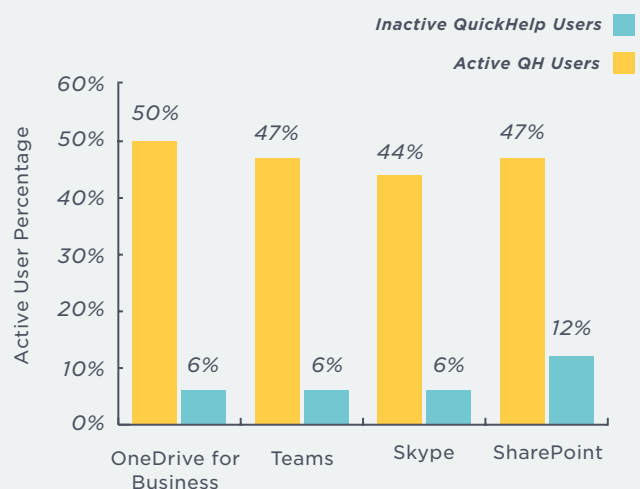
The proof is in the QuickHelp data.

BrainStorm activates change by using technology to empower people, who transform organizations.

Ready to see QuickHelp in action?

Schedule a demo today.

QuickHelp Accelarates Office 365 Adoption

Inactive QuickHelp Users
Active QH Users

Active User Percentage

- OneDrive for Business: 50% / 6%
- Teams: 47% / 6%
- Skype: 44% / 6%
- SharePoint: 47% / 12%

*The above data was pulled from Microsoft Graph API from an active BrainStorm client.

BRAINSTORM