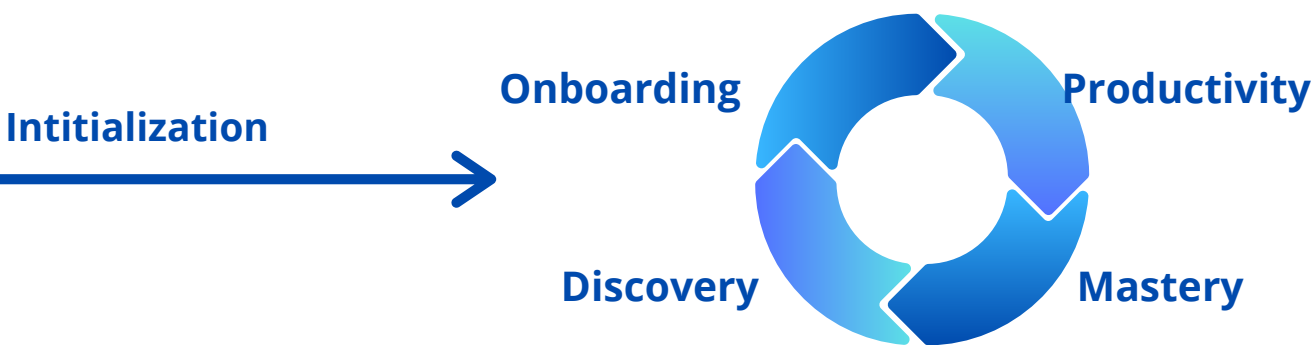# THE FOUR USER ADOPTION CAMPAIGNS

USER ADOPTION IS A JOURNEY. A JOURNEY TO RISE USER ACCEPTANCE TO GENERATE VALUE AS SOON AS POSSIBLE

Intitialization

Onboarding | Productivity

Discovery | Mastery

USER ADOPTION - INITIALIZATION

We help you to get the foundations for your user adoption journey right. Together we assign and form the user adoption core team and define specific roles to help master the journey, events, and material artifacts. As user adoption coaches, we stand by your team throughout the whole project and help to set the right measures and milestones to make user adoption successful and sustainable.

DISCOVERY - IGNITE CURIOSITY

The goal of the Discovery campaign is to ignite curiosity within the end-users and the interest to learn more. With the help of simple and digestible learning materials, we eliminate the fear of change. The end-user knows the "Why" of the change and has a clear understanding of where the journey is going.

ONBOARDING - CREATING UNDERSTANDING

The end-users learn and understand the basics and know how to apply them on a daily basis. The end-user understands the modern ways of working and collects experiences.
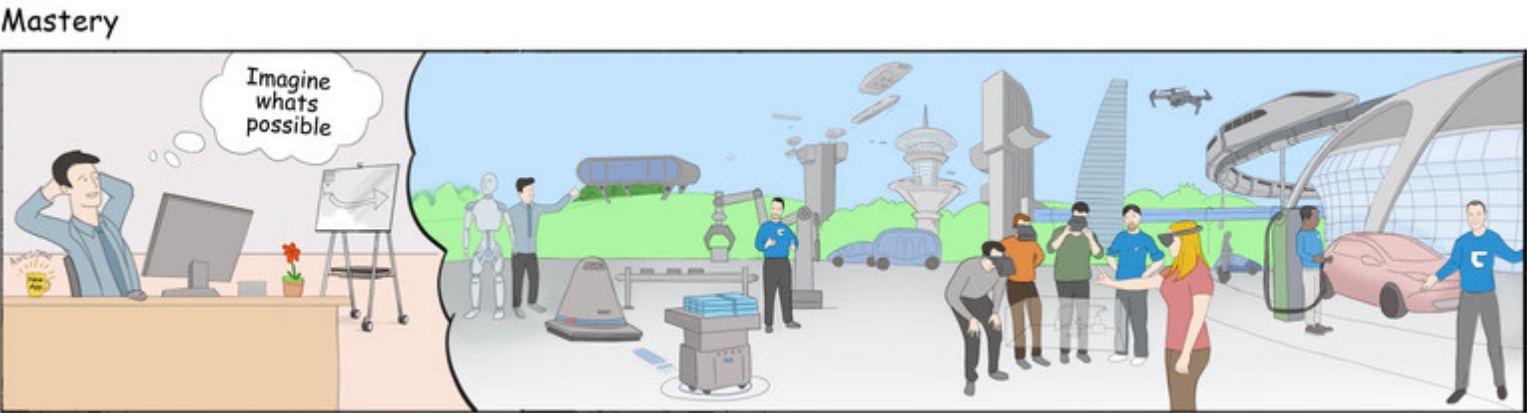
PRODUCTIVITY - GENERATE VALUE

End-users gain on routine and become more productive and efficient with the new working tools and methods. Simple automation will help the end-users to become faster in their daily jobs and they learn how to leverage the new automation technologies on a daily basis.
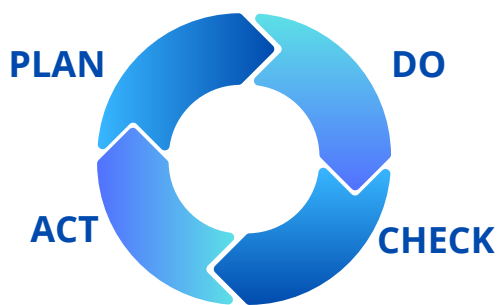
MASTERY - ENABLE AUTOMATION

In the Mastery campaign, we work closely with business units to help them solve business problems, With the help of the Power Platform and the Citizen Developers we build solutions. Solutions to help the company to become even more competitive in an ever-changing and rapidly developing market.

Mastery

FACTS INSTEAD OF OPINIONS, STORIES INSTEAD OF FUNCTIONS, EMOTIONS INSTEAD OF PROCESSES.

CONTINUOUS USER ADOPTION ACTIVITIES

COMPLEX CHALLENGES ARE SOLVED THROUGH AN ITERATIVE APPROACH (GROWTH HACKING)

PLAN · DO · ACT · CHECK

INITIALIZATION

- WHY | HOW | WHAT - Clarification
- Cross-functional User Adoption Team
- Organizing the Team (Roles, Backlog and Events)
- Initial MS Teams structure/channels incl. governance definition
- Scope definition of User Adoption campagins
- Readiness (Tech.) & MS Teams provisioning

DISCOVERY

- Town Hall sessions (Purpose M365)
- InfoPortal (SPO / MS Teams)
  - Tip of the week
  - FAQ
- Use Cases per App as Quick-Guides
- Founding Champions Community
- Simple explainer videos
- Analytics & surveys
- Communication automation
- Planning webinars for Champions and End-Users

ONBOARDING

- Conducting webinars
- Create and distribute explainer videos
- Create and distribute Quick-Guides
- Involvement of Champions Community
- Analytics & surveys
- Events
  - Techtalks
  - Ask me Anything Clinics

PRODUCTIVITY

- Introduction of automatization
- Enterprise Messaging campaigns about productivity in M365
- Advanced User-Guides
- Analytics & surveys
- Scaling of Champions Community
- Events
  - Deep dive training for Citizen Devs (Champions)
  - Advanced Techtalks
  - Ask me Anything Clinics

MASTERY

- Advanced automatizations
- Deep Dive webinars
- Business Units workshops
- Further recruiting of Champions
- User Adoption handover
- Events
  - PowerHacks - PowerApps Hackathons
  - Ask me Anything Clinic