



# Microsoft 365 End User Adoption Guide



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# Preface

As the business landscape changes, employee and customer expectations are evolving and a new culture around the way we work is emerging. Employees are seeking more purpose in their jobs and employers are seeking to harness employee ingenuity. A diverse workforce is taking shape as, for the first time in human history, five generations make up the global workforce.

Collaboration and teamwork with colleagues are part of our day-to-day activities and the ability to work across locations and devices is essential. Employers are no longer bound by physical or geographical boundaries and can source expertise from around the world.

As the culture of how we work evolves, the tools we work with should evolve too. Microsoft 365 helps your organization realize this new culture of work by empowering employees to be creative and work together, securely. Microsoft 365 is a complete, intelligent and secure solution, bringing together Office 365, Windows 10, and Enterprise Mobility + Security.

This End User Adoption Guide has been created for organizations interested in the most effective ways

to maximize their investment in Microsoft 365. It is meant to be used as a step-by-step guide, where you can ensure that your organization can first identify, and then execute specific tasks that will help your organization embrace this new culture of work.

The best practices in this guide are based on the experiences from our most successful customers who, over the years have adopted the different technologies that are now part of Microsoft 365 – Office 365, Windows 10 and Enterprise Mobility + Security.

We hope it inspires you with what is possible, and that you use and share it with the people in your organization. We welcome your feedback on it, through the Drive Adoption Community at:

<http://aka.ms/driveadoption>

And remember, you are not in this alone. There are many organizations who are currently launching Microsoft 365 technologies and you can connect with them in this community.

The way we work is becoming more connected, let's connect the way we work.



**Microsoft 365 helps your organization realize this new culture of work by empowering employees to be creative and work together, securely.**

Achieving success with Microsoft 365 means making sure it helps everyone in your organization achieve more with their work.

Before rolling out Microsoft 365, take a step back and think about why your organization purchased it in the first place. Was it led by specific technical requirements, as part of the IT upgrade cycle, or did you discover specific needs within the business?

Driving adoption comes from the understanding of your business challenges and addressing these with Microsoft 365 solutions. It is about ensuring that people across your organization understand the benefits and embrace the solutions you provide. People naturally resist change, so they need to know what's in it for them.

At Microsoft, we want you to make the most of your investment in Microsoft 365 and planning is key to achieving this. The sole purpose of this End User Adoption Guide is to assist you in the adoption process.

Through previous customer experiences, we have found that to be successful with Microsoft 365 adoption, it is essential to focus on these four Success Factors: Stakeholders, Scenarios, Awareness, and Training.

## Microsoft 365 Success Factors for End User Adoption



Learn more about the critical success factors impacting Microsoft 365 adoption:

<https://aka.ms/successfactors>

Join the Driving Adoption Community

<http://aka.ms/driveadoption>



# Stakeholders

The first rule of a successful adoption of Microsoft 365 is to create a dynamic team comprised of key stakeholders and the right people that can drive and effect change in others.

In this section, you will learn the parts different roles in your organization play during your roll-out and which key stakeholder roles to put extra focus on.

You will also learn how to select the right people within your organization to act as Executive Sponsors, Success Owners, and Champions during your roll-out and how to empower your Champions through a Champions Program.

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## AT A GLANCE

- What are Executive Sponsors, Success Owners and Champions and why are they important?
- What are the ABC's of Executive Sponsorship?
- What is a Champions Program and how can I use one to help empower my Champions?



# Stakeholder Roles

A successful adoption strategy starts with a team of committed individuals representing a cross-section of your organization. Use the table to understand the different stakeholders and their role and responsibilities in a successful Microsoft 365 roll-out. The key roles you want to put extra focus on are Executive Sponsors, Success Owners, and Champions.

	Role	Responsibilities	Department
Key Roles	Executive Sponsor	Communicate high-level vision and values of Microsoft 365 to the company	Executive Leadership
	Success Owner	Ensure the business goals are realized for a Microsoft 365 roll-out	Any Department
	Champions	Help evangelize Microsoft 365 and deal with objections from end users	Any Department (Staff)
	Project Manager	Oversee the entire Microsoft 365 launch execution and roll-out process	Project Management
	Training Lead	Manage the training program and/or resources for your Microsoft 365 roll-out	IT and/or Human Resources
	Department Leads	Identify how Specific departments will use Microsoft 365 and encourage engagement	Any Department (Management)
	IT Specialist	Oversee all technical aspects of the roll-out	IT
	HR Manager	Integrate Microsoft 365 into HR processes and manage HR content on Microsoft 365	Human Resources (Management)
	Communication Lead	Oversee company-wide communications about Microsoft 365	IT and/or Corporate Comms
	Community Manager	Manage day-to-day Yammer network activity; provide guidance and best practices	IT and/or Corporate Comms
	SharePoint Site Manager	Help manage SharePoint site strategy for the organization, serve as the link between business side and IT	IT and/or Staff



To understand the key roles, what's required from your team and why they are needed, go to:

<http://aka.ms/stakeholders>



## Warning

Keep in mind that each of these roles are guidelines. Depending on the size and makeup of your organization it is possible for these roles to overlap or not be necessary.

# Recruit Executive Sponsors

Executive Sponsors are key leaders within the organization and their participation is essential in driving employee adoption. They have the greatest influence on company culture and can actively communicate the value and benefits of a new technology and way of working throughout the organization. They can also provide a crucial understanding of the key business goals and common challenges to overcome - which is where Microsoft 365 comes in.

Executive Sponsors set the overarching business goals.

Research indicates that transformation projects are more successful when there is a visible executive sponsor. Over 85% of respondents indicated that when the CEO was either fairly or very visible, the transformation project was either very successful or extremely successful.

July 2008, McKinsey Quarterly, [www.mckinsey.com](http://www.mckinsey.com)  
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## Executive Sponsors should:

- ☐ Help the project team identify and prioritize which Scenarios should be used
  - ☐ Play a role in communicating how the organization plans on using Microsoft 365 to achieve its business goals to other leaders across the organization
  - ☐ Actively participate and use the Microsoft 365 capabilities to help drive adoption across end users and reinforce desired behaviors
- For more information about how an executive sponsor can contribute to the successful roll-out of your Microsoft 365 project, see <https://aka.ms/execsponsor>



## Tips and Tricks

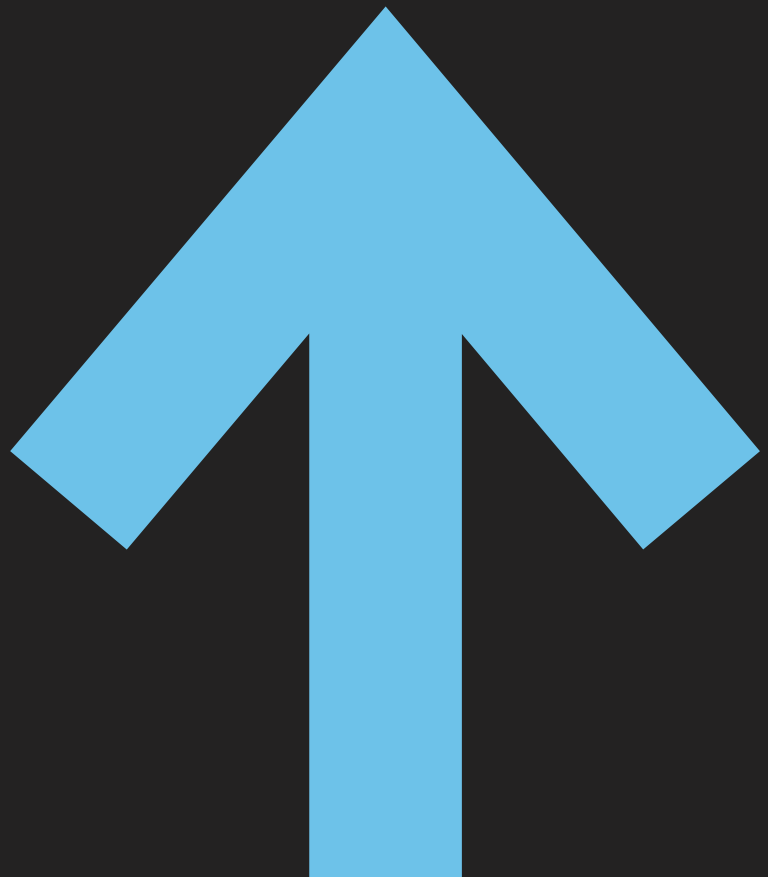
When identifying your sponsors, consider including key stakeholders across different lines of business being impacted by the change.

Ensure your executive sponsors understand the ABCs

**A**ctive and visible  
participation

**B**uilding a coalition with  
their executive peers

**C**ommunicating directly  
with employees







# Select Your Success Owner

Selecting a Success Owner within your organization is important to ensure the business goals set for Microsoft 365 are realized. They are responsible for ensuring people use the service and get value from it.

A Success Owner should:

- ☐ Ensure people use and get value from Microsoft 365
- ☐ Help ensure the right stakeholders are involved
- ☐ Translate the business goals your organization has set for Microsoft 365 into Microsoft 365 scenarios
- ☐ Ensure communications and training are successfully implemented

# Empower Champions

Creating and leveraging Microsoft 365 Champions within your organization is another important stakeholder group in driving Microsoft 365 adoption.

Gaining buy-in from every user across an organization is a challenge. Champions can help alleviate this challenge and play an important role. They are knowledgeable, committed to furthering their expertise and are willing to provide peer coaching and assistance. They help translate Microsoft 365 into the reality of their department or team.

## Champions should:

- ☐ Evangelize Microsoft 365 and its value across teams
- ☐ Help people in their team understand what is in it for them
- ☐ Build awareness of Microsoft 365 through informal communication channels
- ☐ Assist in welcoming new users, providing guidance and sharing best practices
- ☐ Provide feedback to project team regarding user engagement and adoption



## Build Your Own Champions Program

For more resources and materials to help you build your own Microsoft 365 Champions, download this guide:

<https://aka.ms/office365champions>

# Build a Champions Program

Champions are passionate and excited to evangelize and help their peers learn more effective solutions. They can help reduce the strain on the resources of the core project team and drive engagement throughout the community.

## Why are Champions important?

- They create the groundswell and enthusiasm that grows adoption of improved ways of working
- They build a circle of influence amongst their teams
- They bring the new ways of working to life across teams
- They identify business challenges and possible solutions
- They provide feedback to the project team and sponsors



I am the power user. I'm trying to keep it going so others will do the same. It's about sharing ideas.

– Paul

It's a matter of finding those people who are motivated. I see it as an opportunity. Part of my job is to encourage community and knowledge sharing.

– Darren

# Build a Champions Community



We connect with an adoption champion in each business unit, who sends out weekly emails on Office 365. Each Office 365 tool has core benefits, and by taking users on a smooth journey through them, we are able to unlock the value in each one.

– Nick Lamshed, Change Manager, Qantas

- ☐ Find enthusiastic Champions who can commit time and effort
- ☐ Build a Yammer group for Champions to share updates and successes
- ☐ Give lightweight training on core elements of Microsoft 365
- ☐ Provide materials ready to support their work on the ground with teams and individuals (e.g. brown bag sessions)
- ☐ Ensure a regular rhythm for discussions with the Champions on what's working and what's not
- ☐ Design a program to engage and recognize their effort, such as providing privileged access to relevant events, or speaking engagements
- ☐ Communicate to individuals about the Champions role and where they can be found—remember they are not an IT support function but business representatives



## Tips and Tricks

Make the Champions program a must-have in your adoption plan. We've found that the most common and effective solution for people to learn is through their peers. Identify and approach those that are natural leaders or teachers within your organization, and use them as a base to develop your community.

<http://aka.ms/championsguide>





# Stakeholders Checklist

- ☐ Learn about the different roles and responsibilities in your organization and how they will contribute to your Microsoft 365 launch
- ☐ Understand what makes a successful Executive Sponsor
- ☐ Build your Champions Program
- ☐ Onboard your project team and get them excited to help their colleagues become more productive with Microsoft 365



# Scenarios

Identifying and defining your Scenarios is an important step in ensuring your organization achieves a smooth adoption and realizes the full value from its investment in Microsoft 365. Scenarios cover the ways your people will use Microsoft 365 to address business challenges or achieve defined goals.

With clear Scenarios and success criteria, you can effectively measure achievements and realize tangible results after your launch. Scenarios help teams understand how Microsoft 365 can help them achieve more in their everyday activities by putting the products in context, ensuring people know when and how to use them.

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## AT A GLANCE

- How do I identify and prioritize Scenarios?
- How do I define my Success Criteria to help me measure tangible results?
- What can I do to monitor my organization's adoption?

# Identify Scenarios

To identify the right Scenarios, it's best to involve the people who are going to drive and support the change throughout the organization. You'll want to run a few workshops inviting the department leads, project managers, IT and other stakeholders who can help brainstorm how Microsoft 365 can be used in your organization. The following questions are a great starting point to identify your Scenarios:

- What are some of the organization's challenges relating to communication and collaboration?
- What are the areas in which your organization would like to improve?
- What are the organization's strategic initiatives or current transformation projects that Microsoft 365 can support?
- What methods of communication and collaboration are typically better received by your organization than others?
- What is the process for drafting, distributing, and sharing information?



Office 365 delivers the technology to improve international communication and collaboration. We use video conferencing, presentations, and desktop sharing to work with our partners.

– Klaus Huelsewiesche, Head of IT Systems for R&D, Laundry and Home Care at Henkel



## Find Your Scenarios with the Productivity Library

We have compiled many Scenarios within our Productivity Library to help you discover ways to use Microsoft 365 that can be impactful to your organization.

<http://aka.ms/productivitylibrary>

Try Microsoft Edge  
A fast and secure browser that's designed for Windows 10

Microsoft Cloud Mobility Productivity

Search Microsoft.com

Productivity Library  
Discover what's possible with Microsoft 365

Learn more about Microsoft 365 >

Explore examples of how we make work easier for you

Search for the best recommendations below, or click on the Finance, Human Resources, Marketing, or Sales roles provided.

Finance HR Marketing Sales

All Cards My Cards Share

Search all cards Filter by: Industry, Roles or Products

Showing 193 results

Quickly identify and engage with in-house industry experts

Ensure employees across hotel locations are on the same page

Create and impress loyal customers by understanding their preferences

Create impactful content together

Close deals by engaging experts and executives in important customer discussions

Monitor and communicate about business performance

Find expertise and resources by using social networks

Interview more candidates with greater efficiency

Discover relevant content and people

Predict student success by using customized reporting tools

Access financial files quickly and securely from almost anywhere

Understand customer preferences and predict requests

Educate distributed sales representatives from anywhere



## The Six Core Scenarios

To help Microsoft 365 users get started, we'd suggest these six Core Scenarios that align broadly with the types of tasks that employees need to do every day. This includes tasks from communication via email and calendars, to storing and sharing files, to holding virtual meetings and collaborating in real time.

See the six Core Scenarios below:



### Work in email, solo or as a group

Microsoft Exchange Online is your email and calendaring backbone that helps you collaborate through the same familiar Outlook environment. Exchange Online lets you accomplish more and work more effectively with consistent, rich Outlook experiences, no matter what device you're on.



### Meet and collaborate with ease

Being able to connect in real-time helps you get things done. From getting a quick answer, to keeping projects on track, Skype for Business offers a complete meeting solution with one platform for instant messaging, audio and video calling, conferencing, and live sharing.



### Provide a chat-based workspace

Microsoft Teams brings together information that teams need to work effectively and perform at their peak. This mobile-friendly chat-based workspace combines chat, documents, people, and tools in one secure place.



### Share sites and content

SharePoint powers sharing and collaboration on the intranet. Build sites and portals that engage people, connecting them to expertise, content, actionable insights and collective knowledge.



### Connect your organization

Yammer seamlessly enables connections to people and information from across your organization that you never knew existed. Discuss ideas, share updates, and crowdsource answers from coworkers from anywhere.



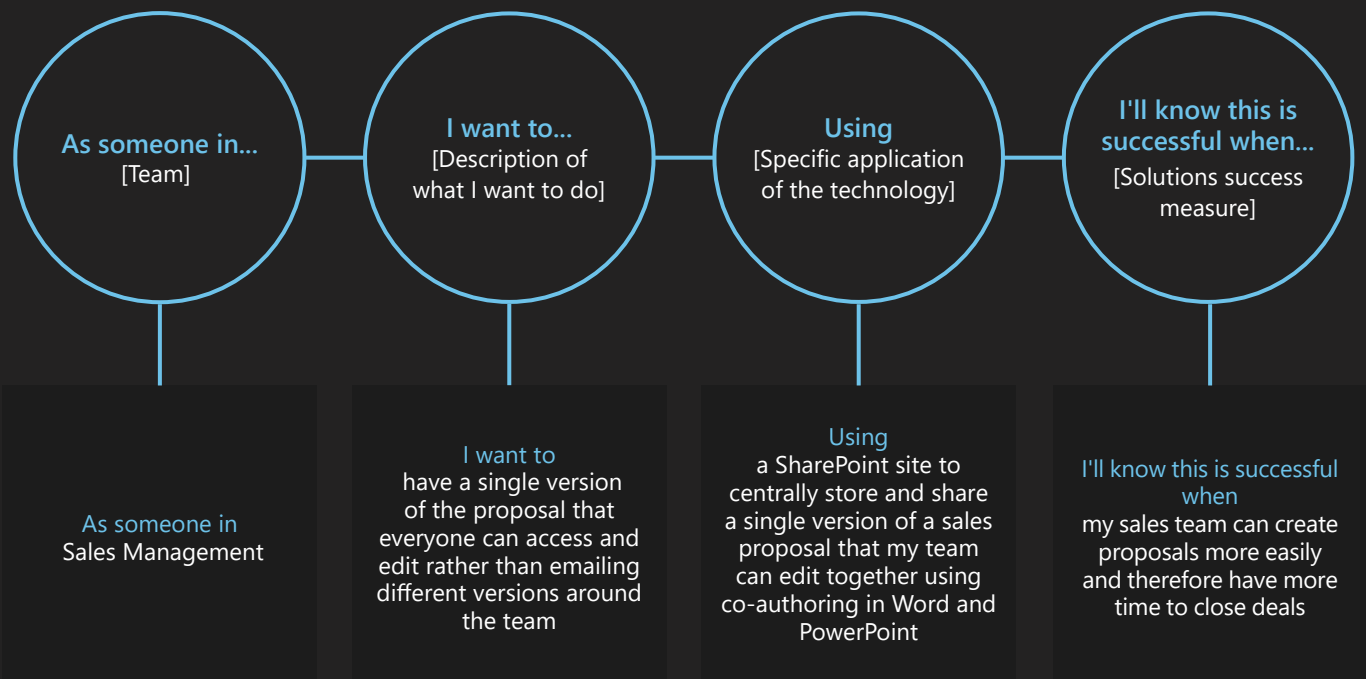
### Create impactful content together

With Office, you can get things done from virtually anywhere, faster. You can take advantage of the Office integration with OneDrive and SharePoint to access, share, and coauthor documents.

# Not Sure How to Begin?

To begin to form your own Scenarios, consider using the following framework:

- As someone in [TEAM]
- I want to [DESCRIPTION OF WHAT I WANT TO DO]
- Using [Specific APPLICATION OF THE TECHNOLOGY]
- I'll know this is successful when [SOLUTION SUCCESS MEASURE]





## Lean on other's experience. Join the community!

As a part of the Driving Adoption Community in the Microsoft Technology Community, you can talk to thousands of other Microsoft customers and understand what scenarios have worked for them.

What's in it for me?

- Product Updates
- Build Relationships
- Connect with Engineering
- Additional User Resource
- Collaborate with Peers
- Lean on Other's Experience

Driving Adoption Announcements  
See the latest announcements

Driving Adoption Community Page  
Supporting discussions and best practice sharing

Join Spaces  
Focused discussions on Specific community topics

See Latest Conversations  
See what the community is talking about

The screenshot displays the Microsoft Tech Community interface for the 'Driving Adoption' space. At the top, there's a navigation bar with the Microsoft logo and a search bar. Below this, the 'Driving Adoption' space is highlighted, showing 112 unread posts and 32 conversations. The main content area features 'Recent Conversations', including an 'O365 Tip of the Day' by Katie O'Leary dated 11-04-2016, which discusses launching a new intranet and sharing tips. Another conversation by Jim Naroski dated 11-07-2016 promotes an 'Office 365 Update Series Video' for November 2016. On the right sidebar, there are 'Driving Adoption Announcements' welcoming new members and listing upcoming events like 'Working Out Loud in Yammer AMA' and 'Microsoft Teams AMA'. A 'Top Contributors' list at the bottom right includes Simon Denton, Matt Wolodarsky, Katie O'Leary, Hans Schillemans, and Andrew Gilleran.

Community  
See who is part of the community

Start talking to peers today – join the Driving Adoption Community

<http://aka.ms/driveadoption>



# Prioritize Your Scenarios

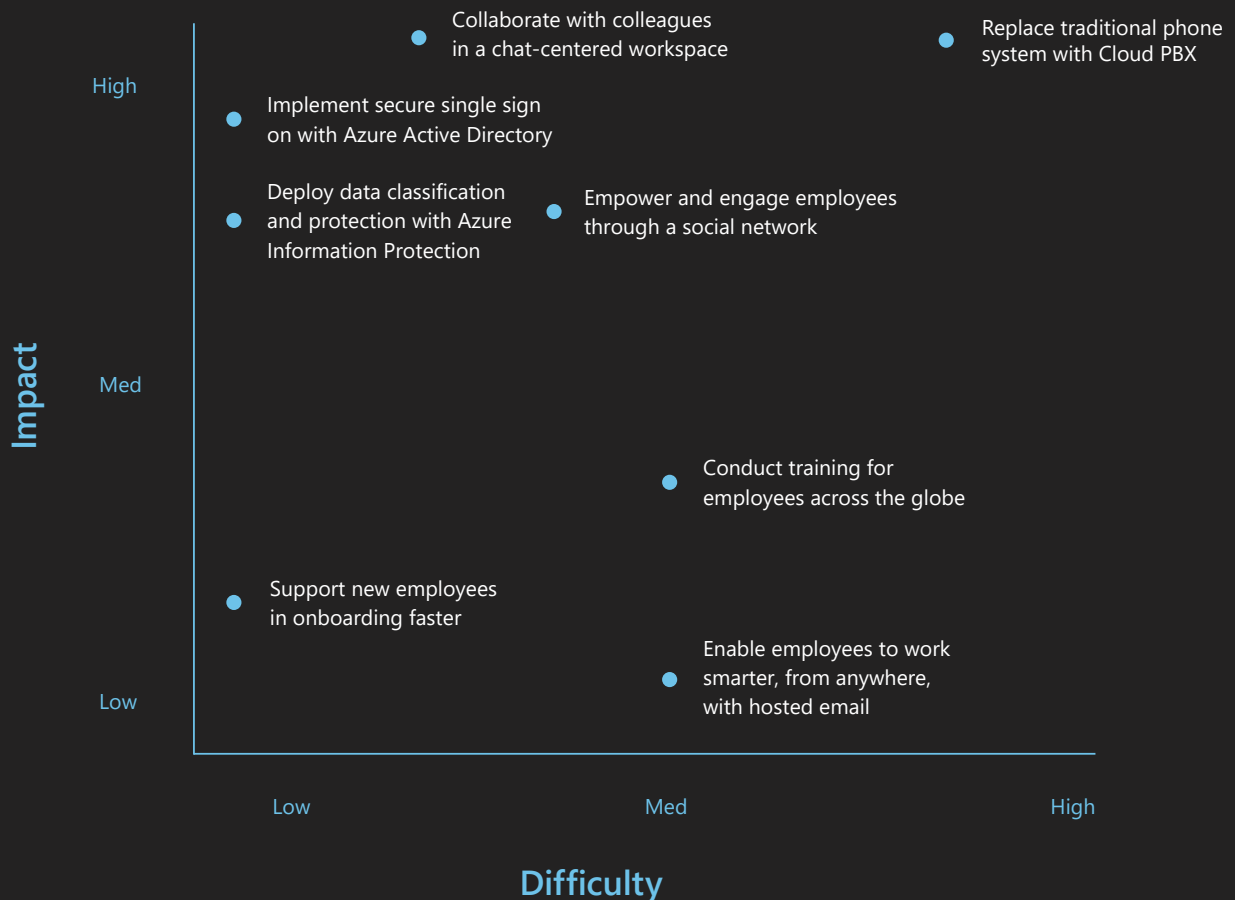
As Microsoft 365 can make a positive impact right across your business, it is important that you prioritize your Scenarios to ensure that you understand where to place your focus first.

Remember, the Scenarios you identify and prioritize now will help inform your communications plan during your launch. Make sure to check back in on your Scenarios while building our your communications plan.



# How to Prioritize Your Scenarios

Refer to the graph below and plot your Scenarios on the chart according to the level of expected impact on the organization and how difficult it is to achieve. Here, you can understand what scenarios will provide the highest level of impact the fastest, and also help to determine the harder projects that may be important, but will need more planning.



## Tips and Tricks

It's helpful to think about what is going to deliver the most value to your people first. Some of the things you might think of doing right away (e.g mail migration), might not deliver immediate visible value. It might be worth focusing on getting quicker, visible wins first (e.g getting everyone access to instant messaging).

# Define Success Criteria

When you develop your ideal Scenarios, it's critical to come up with a formal set of success criteria to measure the impact of your Microsoft 365 roll-out. You'll need to determine what should be measured and how you will go about collecting both quantitative and qualitative data. Use the steps below to define your Success Criteria:

- Identify business Key Performance Indicators (KPIs) that may improve based on your organization adopting various Scenarios (e.g. reduced costs, increased customer satisfaction, improved employee engagement, decreased time to process an order)
- Evaluate where you are before implementing Microsoft 365. Establish your KPI benchmarks and baseline your user's current knowledge of Microsoft 365
- Choose criteria that will help you showcase the impact Microsoft 365 is having on your organization to the leadership team



## Tips and Tricks

Use the Measuring Success Guide to assess how effective your launch of Microsoft 365 has been and capture your successes.

<http://aka.ms/measuringsuccess>



## End-User Survey Templates

Use the survey template to measure satisfaction and progress against your benchmark.

<http://aka.ms/usersurveys>

# Use the SMART Mnemonic to Guide You

As you draft your success criteria, use the SMART mnemonic to guide you in setting goals that are impactful:

## Specific:

Clear and unambiguous; answers the questions, "What, why, who, where?"

## Measurable:

Concrete; clearly demonstrates progress.

## Attainable:

Realistic; not extreme.

## Relevant:

Matters to stakeholders.

## Timely:

Grounded to a specific target date; answers the question, "When?"

# Success Criteria Examples

To help you set your success criteria consider some of the examples below:

Success Criteria	Method/Source	Metrics	Example Goal
<b>Increased adoption</b> Increased usage correlates to user adoption of the technology	<b>Quantitative</b> Office 365 usage reports	Mailbox usage SharePoint usage Skype for Business IMs and conferences Minutes of Skype for Business audio used	Comparison of pre-and post-roll-out usage reports will show increasing adoption of 10% per month
<b>Training effectiveness</b> Increased usage correlates to training effectiveness	<b>Quantitative</b> Office 365 usage reports  <b>Qualitative</b> End-user surveys Yammer groups and feedback Online compliance training	Mailbox usage SharePoint usage Skype for Business IMs and conferences Minutes of Skype for Business audio used Employee satisfaction Training completion rate	Comparison of pre-and post-training usage reports will show increasing adoption per month. Employee net user satisfaction score is 130+ based on the final training survey 100% online training completion for corporate security compliance
<b>Reduced operating costs</b> Increased adoption correlates to reduced third-party conferencing usage, travel time, and resource allocation	<b>Quantitative</b> Office 365 usage reporting Finance/accounting reports Help desk reports Travel and phone expense reports Output measures	Mailbox usage SharePoint usage Audio conferencing billing and usage Travel and phone expenses Help desk calls	Post-roll-out usage of third party phone conferencing should show decreasing usage of 10% per month
<b>Improved security</b> Increased adoption correlates to improved security and compliance	<b>Qualitative</b> End-user surveys End-user accessibility/recovery	Employee satisfaction Help desk calls	Comparison of pre- and post-user satisfaction  Reduced help desk calls, time spent on data recovery
<b>Increased productivity</b> Increased adoption correlates to faster communication and decision making, shorter time to complete tasks	<b>Qualitative</b> End-user surveys Data classification usage	Time required to complete projects  Number of documents labeled	Time to complete customer orders drop by 15% within 6 months
<b>Improved collaboration</b> Increased cross-team and cross-location communications	<b>Qualitative</b> End user surveys Yammer groups and feedback	Employee satisfaction Time saved	Teams that work from multiple locations will report improved connection with their team mates within 3 months of the Skype for Business roll-out
<b>Improved employee satisfaction</b> Flexible working options improve employee satisfaction through increased engagement, reduced stress, improved work-life balance	<b>Qualitative</b> End user surveys Yammer groups and feedback	Employee satisfaction	Employee satisfaction improves by 15% within 6 months



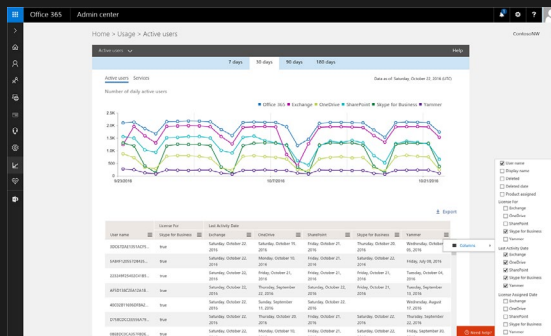
# Monitor your Organization's Adoption of Office 365

Within the Office 365 Admin Portal you'll find reports available to indicate your current user engagement levels for the different workloads.

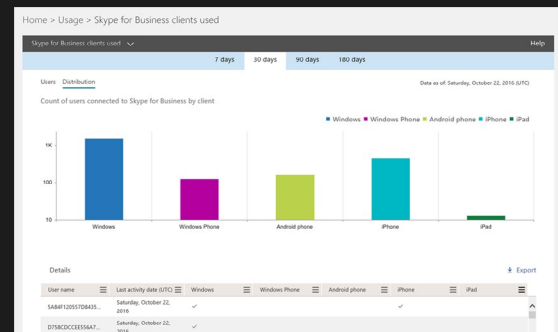
Record the usage metrics before your launch, that way you can see the effectiveness of your adoption activities.

Refer back to these reports to measure against your success criteria and identify areas for improving adoption.

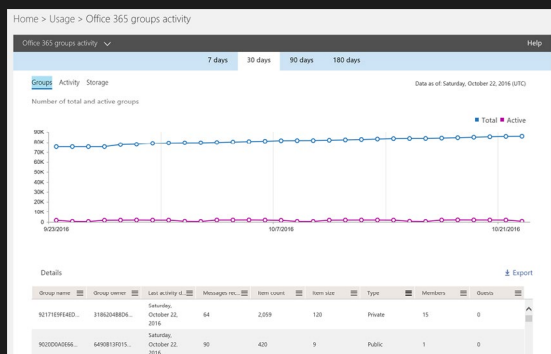
## Active Users Report



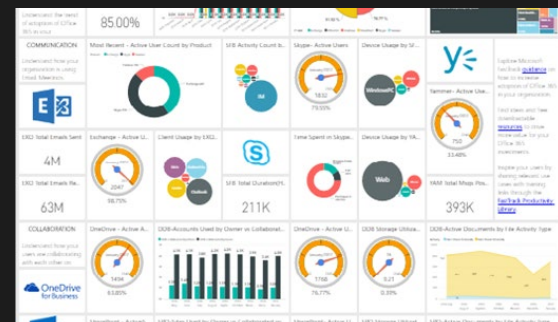
## Skype for Business Clients Used



## Office 365 Groups Activity



## Office 365 Adoption Content Pack



<https://aka.ms/o365adoptioncontentpack>

# Share Success

Success stories are often just as valuable as quantitative measures when demonstrating Microsoft 365 success. Throughout your roll-out, have your project team members and champions identify examples that demonstrate cross-functional collaboration and teamwork and share them by using Yammer.

When sharing a story about your experience with Microsoft 365, be sure to include these details:

- ➔ **Time.** The story should begin with a time marker, so the audience knows when it happened.
- ➔ **Characters.** The story should feature names, so the audience knows who was involved.
- ➔ **Events.** The story should recount the events that took place.
- ➔ **Visuals.** The audience should be able to picture what has happened.

Stories about business value can easily be shared internally through a Microsoft 365 Success Stories group in your Yammer network. You can also share success stories externally with the wider Microsoft 365 community via the Driving Adoption community.

<http://aka.ms/driveadoption>



## Tips and Tricks

Have fun! Creating a contest and generating positivity around Microsoft 365 should be interesting and engaging. Try to create a following.



# Scenarios Checklist

- ☐ Identify Scenarios to ensure your business realizes the full value of Microsoft 365
- ☐ Use the Six Core Scenarios as a guide to defining scenarios within your business
- ☐ Prioritize your Scenarios and understand where to focus first
- ☐ Define your Success Criteria to measure the impact of your Microsoft 365 roll-out
- ☐ Learn how to monitor your organization's adoption using Office 365 analytics
- ☐ Encourage your team to collect success stories throughout your roll-out



# Awareness

It's important to plan for communications before, during, and after your roll-out of Microsoft 365 to keep your organization excited and engaged.

Create awareness through a mix of email, posters, contests, and events that you can tailor to match your company's culture. Awareness throughout your organization will help you gain buy in and long term adoption of Microsoft 365.

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## AT A GLANCE

- What should I include in my Microsoft 365 communications plan?
- How do my Scenarios fit into my communications plan?
- How can I promote ongoing engagement and long term adoption of Microsoft 365?

# Build your Communications Plan



We don't need to innovate around Office 365. We'll leave that to Microsoft. Our job is to adopt the technology as quickly as we can, and to stay focused on using it to deliver value to our clients.

– Darren Russell, *Digital Transformation Director*, Mott MacDonald

Learn more:

<http://aka.ms/officeblogs/adoption>

Use a communications strategy to generate awareness and excitement. Before the service becomes available, you want your people to be excited by the fact that it is coming, and then keep them interested in using it after you've launched.

- Ensure you take into account your staff when putting together the messaging, as you need to help them identify "What's in it for me?"
- Pick a mix of activities including email, posters and physical events (maybe even cupcakes!) and plot them out along the timeline of your project
- Schedule events where people can touch the products and ask questions
- Tailor your activities of driving awareness to your company and culture
- Having a leader send out a communication announcing Microsoft 365, kick off a launch event, or share the benefits during an all-hands meeting will go a long way in validating its importance and getting everyone onboard with using the new technology





## Consider Your Scenarios

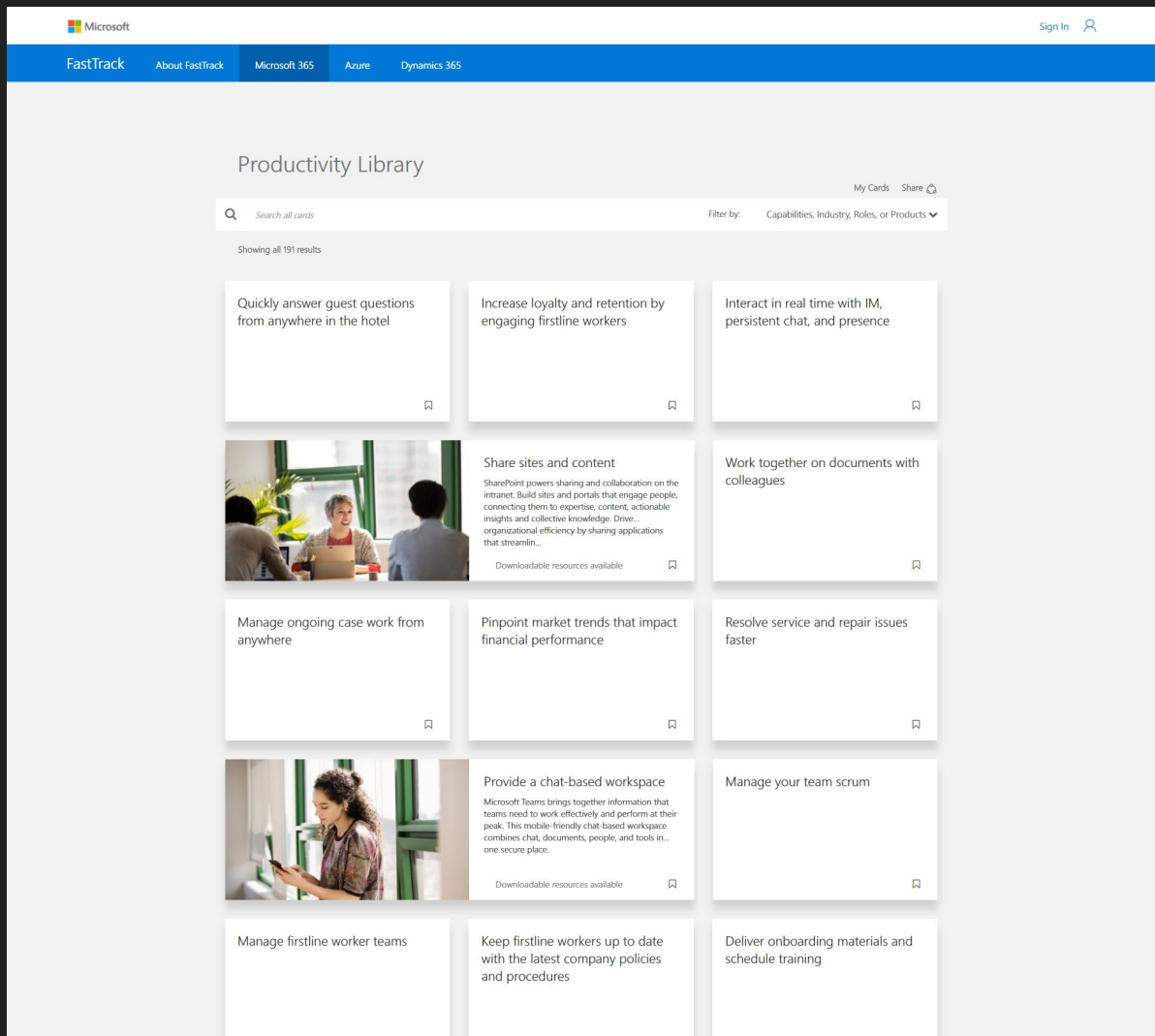
Take the time to review your scenarios and determine which ones can best be utilized for your organization's launch. Your scenarios will help inform your communications plan.

**Use the Core Scenarios as a starting point for creating your communication and training strategy.**

- ☐ Translate the Core Scenarios into things that solve real business problems
- ☐ Decide which scenarios make sense for your company to promote in your Microsoft 365 launch
- ☐ Use the resources associated with each scenario to implement your email announcements and training activities

# Find Resources Based on Scenarios

Each Core Scenario on the FastTrack website includes templates for email, posters, and flyers, as well as videos and training resources. You can customize the templates for your communications plan.



<http://aka.ms/FastTrackProductivityLibrary>

## Email Templates

Each scenario includes customizable email templates for the typical communication tasks in each phase of your Microsoft 365 launch and adoption. The emails include direct links to training and resources to help users learn about Microsoft 365 capabilities. These links are curated for each scenario. The email templates available include:

Email Type	Phase	Function
"Countdown"	Pre-Launch	Use this message to generate excitement and inform employees about the things they'll be able to do with Microsoft 365. One email per scenario.
"Announcement"	Launch	Use this message to kick off the launch and instruct new users to get started with Microsoft 365. One email per scenario.
"Tips and Tricks"	Post-Launch	Use these "Tips and Tricks" to introduce more Microsoft 365 capabilities and help users be more productive. Three emails per scenario.

The emails are available as Word (.docx) documents and Outlook templates. You can select which templates you want to use, and then customize them freely to suit your communication objectives by adjusting the copy to fit your company style, adding your company logo, and filling in content. Be sure to send emails from a pre-determined sender account (e.g. an executive sponsor's) to a specific target audience.



### Tips and Tricks

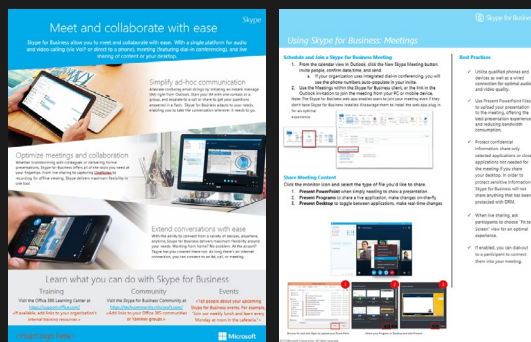
Get the word out in other ways than just email!

You can generate anticipation about your Microsoft 365 launch in your physical office space by using the teaser videos and print-ready posters as part of your awareness campaign.

<http://aka.ms/drivevalue>

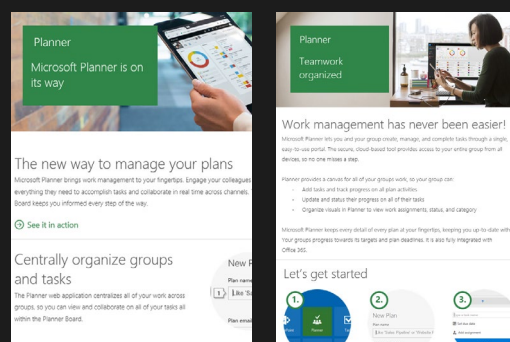
# Additional Resources for your Communications Plan

## Posters, booklets and print



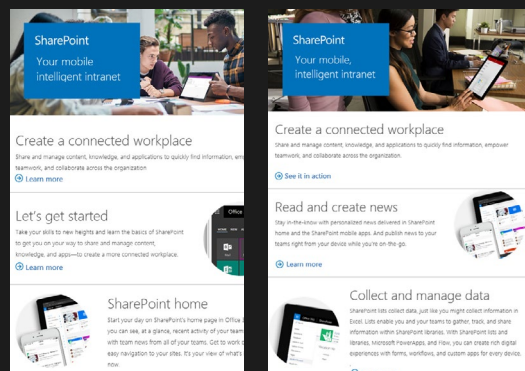
<http://aka.ms/productivitylibrary>

## Countdown and Announcement emails



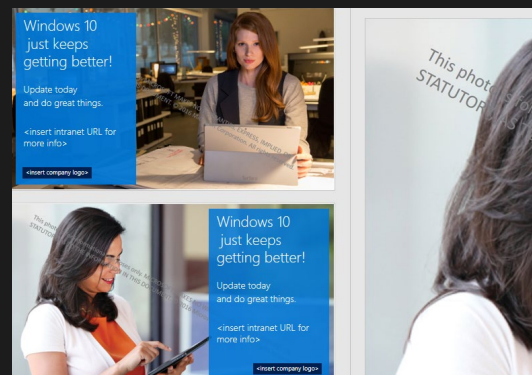
<http://aka.ms/productivitylibrary>

## Tips and Tricks email series



<http://aka.ms/productivitylibrary>

## Windows 10 Business Introduction Kit



<https://aka.ms/win10businesskit>

# Launch Events

Make sure you include a Launch Event in your communications plan to get your organization excited about Microsoft 365.

## How to choose your launch event

- ☐ Consider your goals for using Microsoft 365. How can your launch event support these objectives and these particular parts of the business?
- ☐ Consider your company culture. What types of activities will resonate with your leadership and your employees?
- ☐ Consider your time and resources. Can you mix and match different event activities to plan something that suits your needs and fits into your schedule?
- ☐ Consider existing company events. Is there an upcoming company event near the roll-out of Microsoft 365 that could incorporate your launch?

## Resources and tactics for an effective launch

We have put together some resources, ideas and tactics to help you create an effective Microsoft 365 launch below.

- ➔ Planning Team and Champions wear Office 365 t-shirts, order at <https://www.co-store.com/iw> (US customers only)
- ➔ Banners, posters and leaflets displayed throughout the offices
- ➔ Demo booths in cafeteria/foyer to showcase the various Microsoft 365 tools and features, and to provide hands-on experience
- ➔ Run online engagement events using Skype Meeting Broadcast for team members in remote offices



# Encourage Ongoing Engagement

You can help increase Microsoft 365 adoption over time with ongoing awareness and training activity.

- Leverage tips and tricks emails to reinforce skills development:  
<https://productivitylibrary.fasttrack.microsoft.com>
- Create a Yammer group to continue conversation on best practices and new features
- Share success stories as to how your people are using Microsoft 365 in innovative and impactful ways
- Periodically host additional engagement events like town hall meetings or lunch & learns to drive end user engagement
- Set challenges for people and run competitions to celebrate the best ways they've used Microsoft 365 to do work differently

## Office 365 Teaser Video

Play the Office 365 teasing video at your launch event or on a recurring basis in your cafeteria or near elevators.



<http://aka.ms/teaservideo>

Find other videos at <http://aka.ms/officevideo>



## Tips and Tricks

Sharing Success Stories captured by your project team throughout your roll-out is a great way to encourage ongoing engagement. Look back on page 26 in the Scenarios section to see what to include in your Success Story.



# Awareness Checklist

- ☐ Build your communications plan with a mix of email, posters, and events to encourage excitement about your launch
- ☐ Look back on your Scenarios while you create your communications plan
- ☐ Customize available templates and resources as appropriate to support your launch
- ☐ Include activities for after your launch in your communications plan to encourage ongoing engagement



# Training

Training is critical to ensure that new users have the knowledge necessary to get the most out of Microsoft 365. Developing a comprehensive Training Program prior to your launch is an essential part of achieving success.

Aim for your training to do more than simply introduce procedural “how-to” information for performing tasks. Let your end users know why the change is happening and what’s in it for them. Proving this information to your end users will help drive long term adoption of Microsoft 365.

---

## AT A GLANCE

- What do I need to consider about my organization when putting together my Training Program?
- What key milestones should I include in my Training Program?
- What training resources are available to me as I launch Microsoft 365?

# Create Your Training Plan

When you are putting together your training plan, you will need to take into consideration:

- **The current productivity system you are running**  
If you are currently running a productivity system, you may need to spend an increased effort in the training stage, as it will require a change in behavior
- **The technology literacy of staff**  
You need to understand how tech-savvy your staff are when planning your training program. This will help to determine how easily they will pick up new ways in which to work
- **Other initiatives that are concurrently running in the business**  
It is important to understand what other programs are currently running in the business to ensure that you are not overwhelming your staff and there isn't any confusion with the learning of new ways to work
- **The best way of delivery**  
It is important to understand what is the best way to deliver specific training for your organization, whether it be through consumable microlearning, in-person or through assisted or unassisted online tutorials
- **Remember your organization's culture**  
Every business is different and the way your organization interacts can help inform your training program



## Key Training Program Milestones

The right Training Plan is essential as staff understanding of Microsoft 365 will evolve at different rates for each individual or team. Consider including these milestones in your Training Plan:

- ➔ Regular training calendar for refresher sessions
- ➔ Departmental sessions to share where people are getting value
- ➔ Drop-in clinics for people who have challenges
- ➔ Ensure your helpdesk can answer 'how do I?' type questions

## Help Desk Readiness

Make sure your help desk is armed with the information they need to support your training.

Use this guide to help get your help desk ready to troubleshoot any Office 365 issues or questions that your users may have.

<http://aka.ms/helpdeskready>



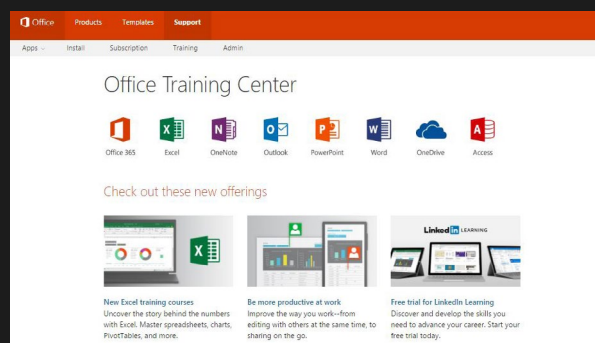
# Access Training Resources

Access free online training resources to help you with your launch of Microsoft 365. You can even incorporate Microsoft 365 training resources into your own internal training site.

## Product Training

Product based training to help ready your people to use the services and apps effectively.

- ➔ Available online
- ➔ Snackable in size
- ➔ Article style
- ➔ Detailed in approach

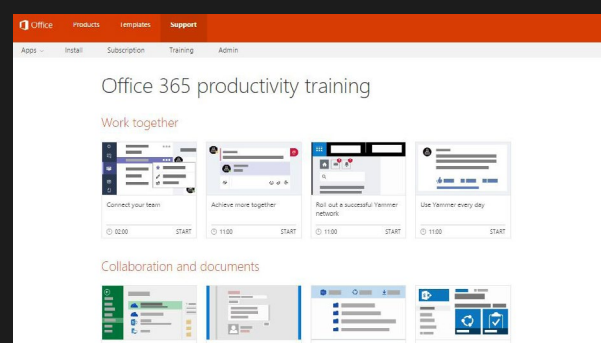


<http://aka.ms/o365producttraining>

## Productivity Training

Scenario based training to ready your people to maximize their productivity with Microsoft 365.

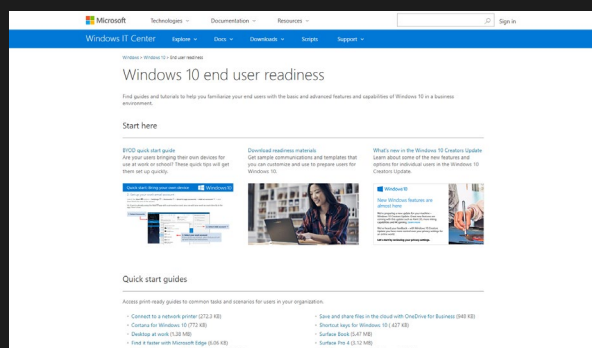
- ➔ Video Training
- ➔ Straight forward
- ➔ Scenario-based
- ➔ Using plain language



<http://aka.ms/productivitytraining>

## Windows 10 Quick Start Guides

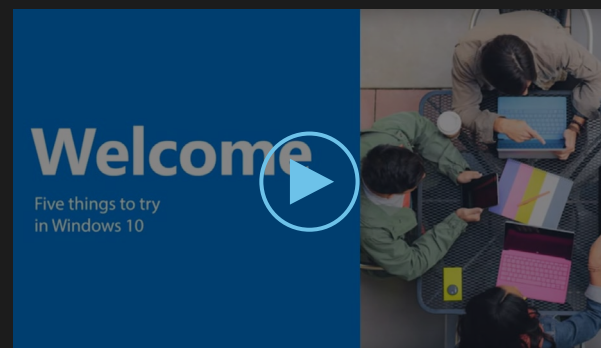
Find guides and tutorials to help you familiarize your end users with the basic and advanced features and capabilities of Windows 10 in a business environment.



<https://aka.ms/win10quickstartguides>

## Windows 10 How To: 5 Tips for Productivity

Customize your Windows 10 experience using apps, the Start menu, and more. Follow these five tips to do more with Windows 10.



<https://aka.ms/windows10productivitytips>



# Training Checklist

- ☐ Consider your organization's company culture, technology literacy, current systems, and other initiatives when creating your Training Program
- ☐ Incorporate key milestones into your Training Program
- ☐ Ensure your helpdesk is ready to answer any end user questions before, after, and during your launch
- ☐ Explore the resources available to help get your organization up and running quickly



# Plan, Implement and Manage

This section will guide you through further planning of your adoption activities, Early Adoption Program, executing your Success Plan, and making iterations to achieve continuous business success. Included are timelines to help you stay on track with your pre-launch, launch and post-launch of Microsoft 365.

Remember, the most successful technology implementations focus 80% of their efforts on people and only 20% on technology. Keep your end users and their behaviours top of mind to ensure a smooth roll-out.

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## AT A GLANCE

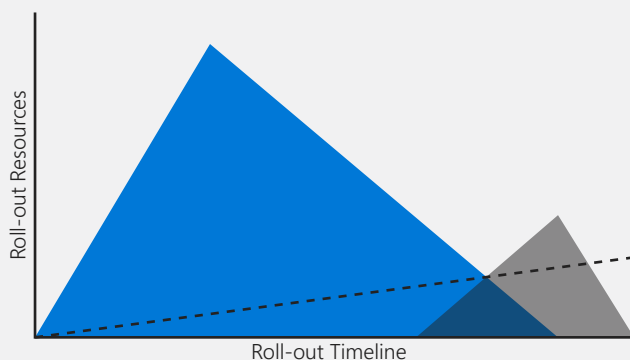
- Why do I need to take the time to plan adoption activities?
- What is an Early Adoption Program and how can I make mine successful?
- How can I continue to make iterations to Microsoft 365 to achieve more success?

# Plan Your Adoption Activities

When planning your adoption effort, it is important to have a view that extends past your initial launch. Many organizations treat end-user adoption as an afterthought, as it is a common belief that new technology will simply be used if it is available. However, it needs to be thought of as the foundation that you can build upon. People can be resistant to change, which makes this step critical to plan for and initiate in parallel with your technology deployment planning – so keep it up!

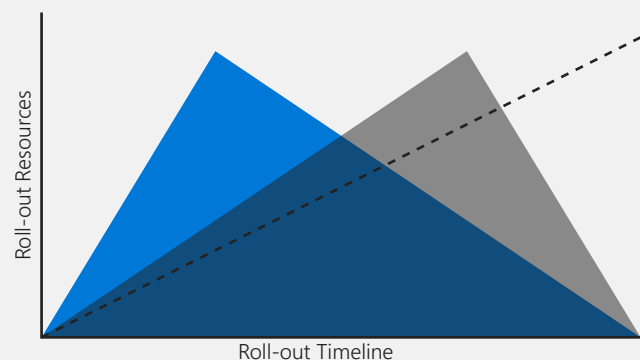
## Common approach

*End-user focus is an after-thought. For instance 'an email with a link to training'*



## Ideal approach

*End-user adoption is a parallel, integrated work stream with deployment*



Technical deployment planning & execution    User focused planning & activities    Adoption Trajectory

# Use Microsoft 365 to Plan and Execute Your Roll-out

Using various Microsoft 365 apps and services throughout the planning and execution of your roll-out can add to its success. You should consider doing this to get the team familiar with the service so they can effectively evangelize it to colleagues. Some examples include:

- Use Office 365 Groups to plan your project and collaborate on documents related to your Microsoft 365 implementation
- Use Microsoft Planner for day-to-day task management of your Microsoft 365 implementation project
- Use Yammer to build, ready and support your Microsoft 365 Champions community
- Use Skype for Business to conduct online meetings with your project team, capturing meeting minutes in Microsoft OneNote



I have been most gratified by the way the whole organization came together to achieve this global transformation.

We had dedicated teams that did a lot of planning up front. And Yammer proved itself as a perfect grassroots change agent; teams formed dynamically and worked alongside the implementation groups in each country. Conversations started all over the place, and this turned out to be a fantastic channel for end-user support.

By the time the Office 365 deployment was complete, I wondered how we could have got on without this tool.

– Andy Tidd, CIO, ABB

# Pre-Launch

In the five weeks leading up to your Launch, take the time to rally your organization around the Microsoft 365 roll-out by developing a communication plan, organizing your training preparation, and running an Early Adoption Program. Check out the timeline below which will guide you through your Pre-Launch weeks. The following section will guide you through running an Early Adoption Program.

Timeline	Workstream	Description
Week 1	Communications	Develop communications plan and event strategy. Prepare materials.
	Training	Plan your end-user training program.
Week 2	Communications	Send a " <a href="#">Countdown email</a> " to let your audience know what's coming, set expectations, and spark interest by focusing on the "What's in it for me?"
	Early Adoption Program	Begin your Early Adoption Program by recruiting and training program participants, and establishing an early adopter program Yammer group. Learn more with the Early Adoption Program Guide: <a href="https://aka.ms/earlyadoptionprogramguide">https://aka.ms/earlyadoptionprogramguide</a>  To gather data about their knowledge of Microsoft 365, circulate a baseline survey shortly before users participating in your pilot receive activated accounts and devices.
	Support	Ready your help desk to support end-users, and make sure they know about the <a href="#">Help Desk Troubleshooting Guide</a> . <a href="http://aka.ms/helpdeskreedy">http://aka.ms/helpdeskreedy</a>
Week 3	Communications	Ensure that Microsoft 365 has a visual presence throughout your corporate offices with <a href="#">posters, flyers, and teaser videos</a> .
	Training	Set up an internal team site to store training resources such as getting started guides and tips & tricks. You can also direct users to Microsoft's public learning center. See Office 365 Learning Center on <a href="http://aka.ms/O365learning">http://aka.ms/O365learning</a>
	Early Adoption Program	Check in with your Early Adoption Program participants for feedback.  Release a survey halfway through your pilot to gather data about their experiences with Microsoft 365, and use the results to make any adjustments prior to a general roll-out.
Week 4-5	Communications	Work with internal communications to make announcements across your company portal, IT portal, and other internal sites as needed.  Just like with your pilot group, distribute surveys to your entire organization shortly before they receive their accounts and devices.  Prepare for launch engagement event.
	Early Adoption Program	Use a final survey immediately after the pilot period to determine whether you need to make further adjustments to your general training and awareness materials.

PRE-LAUNCH

LAUNCH

POST-LAUNCH



# Kickstart Early Adoption Program

For a successful launch, start your Microsoft 365 roll-out with an Early Adoption Program to gain some initial feedback and then continue that momentum when rolling out the program across your entire organization.

While completing the technical onboarding to Microsoft 365, it's important to consider running an Early Adoption Program with a key group of business users, as well as members of the IT team who will support users. Running this program allows you to gather feedback on the user's launch experience and get early success stories that can be used when launching Microsoft 365 across your organization.

An Early Adoption Program will also develop a group of early adopters to become your Champions and support the broader launch. The program gives you an opportunity to test the waters with a trusted group who will be more flexible if anything goes wrong.



## Tips and Tricks

Overall, when selecting your Early Adoption Program participants, choose people who want the project to be successful. Your program participants are important influencers and they will share with their colleagues the experience they have with the roll-out.

Use the Early Adoption Program to solve real problems, don't just kick tires on the technology. Encourage your program participants to use Microsoft 365 for the Scenarios you have prioritized. Look for any changes you need to make to the scenarios to realize the business outcomes you've defined as important for your organization's adoption of Microsoft 365.



## Include the Right Stakeholders in your Early Adoption Program

Selecting the right people to participate in the Pilot Group for your Early Adoption Program is key to gain valuable insights you can use during your launch. This list below can help you decide who to include in your program:

- ☐ Users from across different lines of the business and departments, preferably those that work together on a project or business process
- ☐ Likely Champions or leaders who will become advocates during the broad launch to the entire organization
- ☐ Users who typically struggle with technology. It's important you understand their needs and address these needs during the launch
- ☐ IT/help desk team members who will be supporting users during the launch
- ☐ Leave out the CEO and Upper Management. While it can be tempting to ask for the CEO's involvement, keeping them out of the Early Adoption Program gives you an opportunity to smooth out any issues before they are exposed during the roll-out



### Tips and Tricks

Look back at page 10 in the Stakeholders section to review what qualities to look for in a Champion.

## Key Actions for a Successful Early Adoption Program

- ☐ Train Early Adoption Program participants on the selected Scenarios, including the Core Scenarios. Check out the available Scenario Communication Assets and training resources available on FastTrack here: <http://aka.ms/productivitylibrary>
- ☐ Begin your Microsoft 365 Champions program. Let your targeted Champions know about the program and begin recruiting and readying them to be Champions
- ☐ Get real-time feedback from Early Adoption Program participants and adjust your adoption plan based on this feedback. Try creating a Yammer group for your program participants, that way others in the program will be able to see any feedback that is posted and feel encouraged to add on any of their own thoughts
- ☐ Be available to receive feedback by staying on Skype for Business and Yammer during business office hours to answer any questions and share tips
- ☐ Proactively reach out to your program participants for feedback. Drop by their desk, send an IM, or give them a call. Remember if no one is giving any feedback, your program isn't reaching its potential

### Take a look at the Early Adoption Program Guide

The Early Adoption Program Guide has even more tips and tricks for a successful Early Adoption Program.

<https://aka.ms/earlyadoptionprogramguide>

Don't forget to thank your participants and gather feedback with the Thank You Email Template.

<https://aka.ms/eapthankyouemail>



# Launch

Implementing your Microsoft 365 launch across your entire organization is a big moment. It's now time to use all your previous planning and effort and see your hard work pay off.

Timeline	Workstream	Description
Week 6	Communications	Execute your Microsoft 365 launch event to excite end users. Send out an <a href="#">"Announcement email"</a> to let users know what's available, how to get started, and where to go to find help and resources.
	Training	Conduct end-user training

PRE-LAUNCH

LAUNCH

POST-LAUNCH

# Post-Launch

Now that you have successfully launched Microsoft 365 into your organization, it is important to continue to engage with users on their Microsoft 365 experience. Make sure to check in by providing additional Tips and Tricks and offering on-going training as needed. This section outlines how you can continue to drive adoption in your organization and stay on top of service updates and features.

Timeline	Workstream	Description
Week 8-12	Communications	Periodically share tips with end users by using the <a href="#">"Tips and Tricks email templates"</a> to sustain momentum and broaden the use of Microsoft 365.  After your organization-wide roll-out, circulate a final survey to assess end-user knowledge and experience with Microsoft 365.
	Training	Continue ongoing end-user training series as applicable

PRE-LAUNCH

LAUNCH

POST-LAUNCH



# Create a Success Plan

A Success Plan is critical to your roll-out as it provides you with a roadmap to realizing your goals with Microsoft 365.

## How to create your Success Plan

01. Log into the FastTrack site using your Microsoft 365 organization ID  
<https://fasttrack.microsoft.com>
02. Click "Start a new plan"
03. Complete the create wizard and click "Finish"
04. Select the scenarios in the Success Plan and click Save & Continue
05. Enter the timeline details for each scenario and click Save & Continue
06. Enter the stakeholders in the contacts and click Save & Finish

The screenshot displays the 'Success Plans > Summary' page in the FastTrack Ignite Microsoft 365 interface. The page includes a navigation bar with 'Plan Output', 'Success Plan Library', and 'Training Resources'. The main content area shows the 'Included Product: Microsoft 365' and a 'Plan Description: Our plan to enable Microsoft 365 for our organization'. It also lists the 'Success Plan Creator: Brian Shiers', 'Team Members: Brian Shiers', 'Kickoff Date: Sep 19 2017', and 'Completion Date: Sep 19 2018'. A 'View VDW Success Plan' link is provided. Below this, a 'Success Plan' section with a document icon and the text 'Identify scenarios, timelines, and key people for the project' and 'Complete your plan >' is shown. To the right, a 'Need Deployment help' section with a 'Request FastTrack Assistance' button is visible. The 'Optional Sections' section follows, explaining that additional areas will prepare for cloud services, onboarding, communication planning, and adoption activities. It features two columns: 'Onboarding' (Plan the onboarding of the selected scenarios, Begin Onboarding Now >) and 'Adoption' (Plan communications and adoption activities to drive value, Begin Adoption Now >). At the bottom, it lists 'Workloads (Microsoft 365, Office 365, Enterprise Mobility + Security, Microsoft 365 powered devices, Microsoft 365 powered device)' and 'Members (Brian Shiers)'. The date range 'Sep 19, 2017 to Sep 19, 2018' is also displayed.


Success Plans > Summary [Share Plan](#)

FastTrack Ignite Microsoft 365

[Plan Output](#) [Success Plan Library](#) [Training Resources](#)

Included Product: Microsoft 365  
Plan Description:  
Our plan to enable Microsoft 365 for our organization

Success Plan Creator: [Brian Shiers](#)  
Team Members: [Brian Shiers](#)  
Kickoff Date: Sep 19 2017  
Completion Date: Sep 19 2018  
[View VDW Success Plan](#)

 **Success Plan**  
Identify scenarios, timelines, and key people for the project.  
[Complete your plan >](#)

**Need Deployment help**  
[Request FastTrack Assistance](#)

**Optional Sections** [^](#)

The following additional areas will prepare you for use of cloud services, onboarding for select scenarios, communication planning, and adoption activities: Service Readiness, Onboarding, and Adoption. Use these sections to add additional value.

Onboarding	Adoption
Plan the onboarding of the selected scenarios. <a href="#">Begin Onboarding Now &gt;</a>	Plan communications and adoption activities to drive value. <a href="#">Begin Adoption Now &gt;</a>

Workloads (Microsoft 365, Office 365, Enterprise Mobility + Security, Microsoft 365 powered devices, Microsoft 365 powered device) Sep 19, 2017 to Sep 19, 2018

Members ([Brian Shiers](#))

# We'll get you there with FastTrack

FastTrack includes a team of hundreds of engineers who are committed to providing IT professionals and partners all over the world with the best Microsoft 365 experience.

Microsoft FastTrack eligible customers can request onboarding to receive remote and personalized assistance. Our FastTrack engineers will help you plan your Microsoft 365 project, assess your technical environment, provide remediation guidance, migrate data to Office 365\* and **provide user adoption assistance.**



**We'll get you** there with FastTrack

Get started today

<http://fasttrack.microsoft.com>



Moving at the pace of change, and not breaking the business was really important to us. Our partnership with the FastTrack team was fantastic. They helped us work through lots of our onboarding challenges, as well as strategically how to setup our business processes and business change.

– Omar Bhatti Senior Principal, CSC

\* Migration services available for customers with 500+ eligible licenses

# Iterate for Continuing Success

Driving adoption is a continuous cycle and doesn't end after launch day or measuring your launch impact. Continue to look for new ways where Microsoft 365 can add business value to keep up with the evolving needs of your users and organization.

- ☐ Use the insights from your evaluation process to kick off additional trainings to educate users about best practices and high-impact Microsoft 365 solutions
- ☐ Schedule additional business scenario and solutions development sessions with more departments in your organization. Afterwards, hold departmental trainings where you explain how Microsoft 365 can drive success for each business line

You can use the Productivity Library to help you identify new Scenarios to further utilize Microsoft 365

<http://aka.ms/productivitylibrary>

- ☐ Make sure to encourage your users and Champions to develop ideas for how Microsoft 365 can improve business practices and to share them with others via engagement events, community activities, and a Yammer group. Use these ideas to generate additional solutions and kick off additional trainings

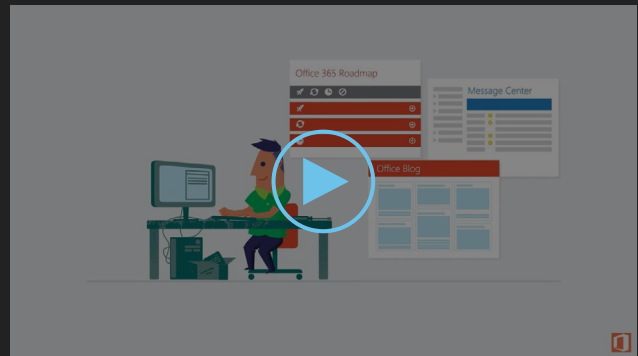


**We want them to love this tool, and part of that is not only listening to employees, but taking that feedback and truly turning it around and implementing that feedback.**

*– Jeff Schuman, Nationwide*

# Manage and Prepare for Change

## Managing Change in Office 365



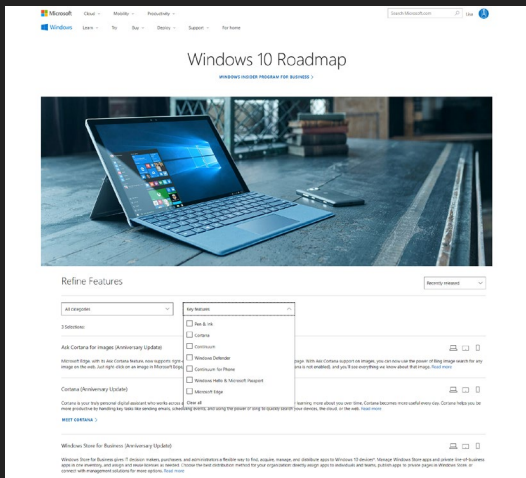
<https://aka.ms/managingchangeO365>

Your business and the cloud are in constant motion. People are always looking for new opportunities to work more effectively and the cloud's continually updated features enables this to happen.

It's best to keep an eye on the Public Roadmap and the blogs to be aware of potential new service features and updates that you can take advantage of.

# Public Roadmap

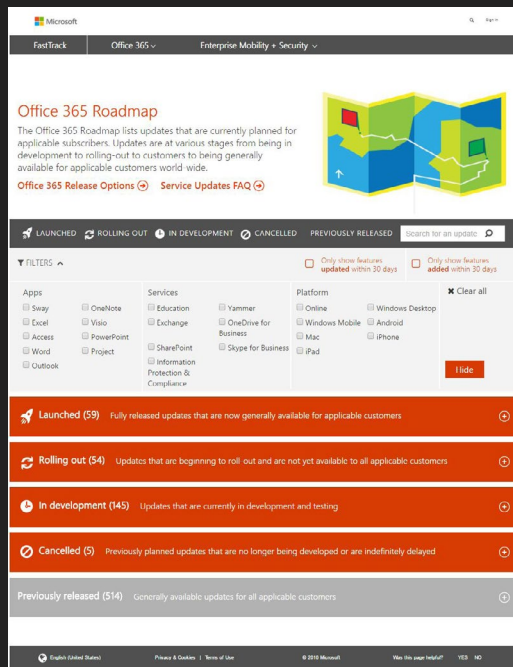
## Windows 10 Roadmap



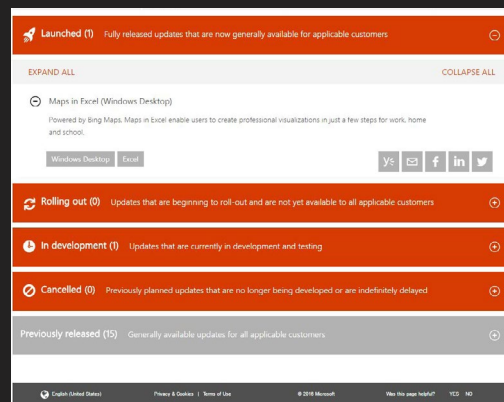
Filter features by app, services, or platform to identify which features and updates you can best take advantage of.

<http://aka.ms/win10roadmap>

## Office 365 Roadmap



Features are grouped by development phases so you can see upcoming updates, what's currently being rolled out, and what's already available to your customers.



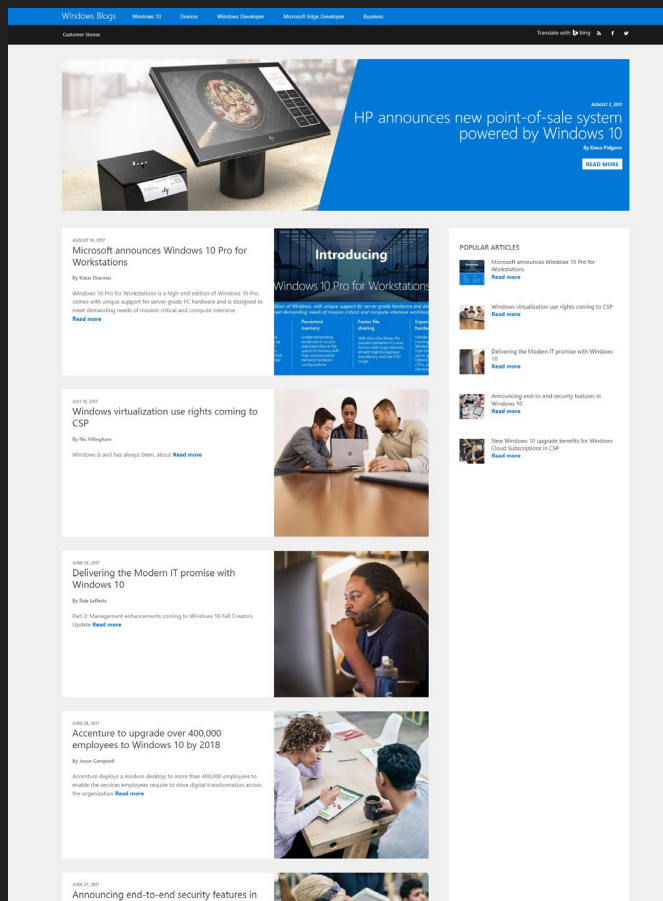
<https://roadmap.office.com>



# Blogs

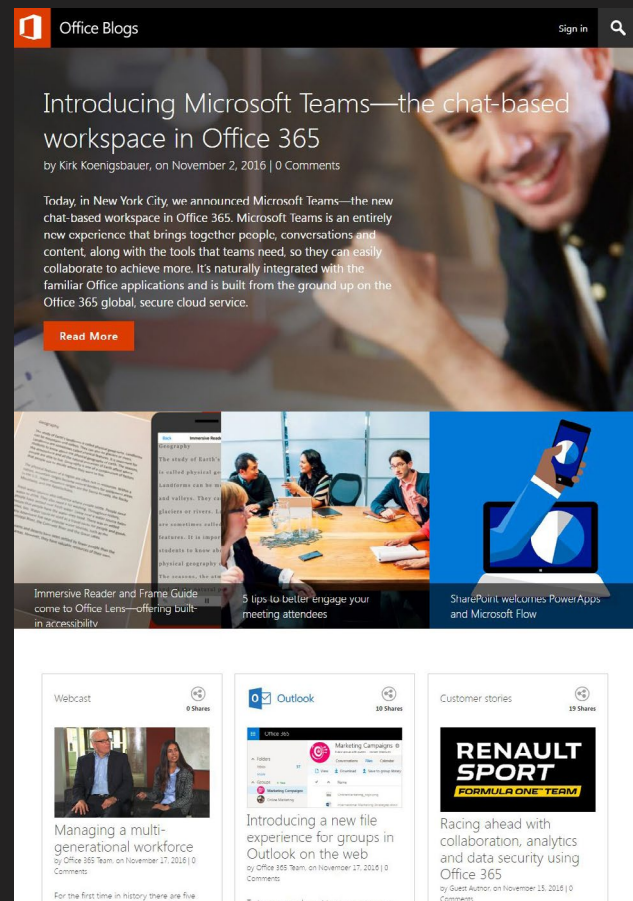
Follow the Windows for your Business Blog and the Office Blogs to stay up to date on ways your organization can work more effectively with new service updates and features.

## Windows for your Business Blog



<http://aka.ms/win10blog>

## Office Blogs



<http://blogs.office.com>

## Become an insider to access more resources

Join the Windows Insider Program or Windows IT Pro Insider to get early access to new builds and provide feedback on the latest features and functionality.

<http://aka.ms/windowsinsider>

<http://aka.ms/windowsitproinsider>



# Manage Your Updates

## Office 365 Updates:

Using the Office 365 admin center, you can sign up for an early release so that your organization receives updates instantly. If you rather, you can also designate that only certain individuals receive the updates, or choose to remain on the default release schedule and receive the updates later. Learn more about your options here:

<http://aka.ms/releaseoptions>

## Windows 10 Updates:

Windows 10 provides a new model for organizations to deploy and upgrade Windows by providing updates to features and capabilities through a continual process. This new model, referred to as Windows as a Service (WaaS), requires you to rethink how you deploy and upgrade Windows.

To support different needs and use cases within your organization, you can select among different Windows servicing branches:

- ➔ Current Branch (CB) is for early adopters, IT teams, and other broader piloting groups. It is used to further validate application compatibility and newly-released features.
- ➔ Current Branch for Business (CBB) is for the majority of people in an organization. It allows for staged deployment of new features over a longer period of time.
- ➔ Long-Term Servicing Branch (LTSB) is for critical or specialized devices. It receives no new features, while continuing to be supported with security and other updates for a long time.

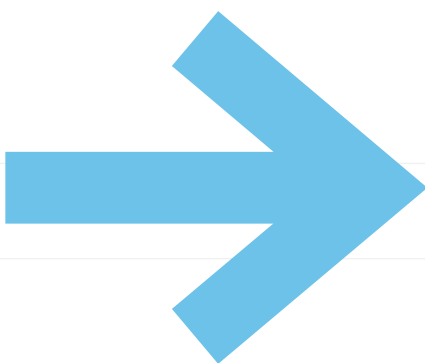
Use the Windows Insider Program to test and deploy preproduction code and gain early visibility into features that will be shipped in future Windows updates.

<https://insider.windows.com/en-us/>

# Microsoft 365 Roll-out Timeline

Workstream	Week 1	Week 2	Week 3	Week 4	Week 5
Identify Key Stakeholders and Assemble Team	Identify and recruit Success Owner and Project Manager	Identify and recruit Executive Sponsor(s), and fill remaining team roles			
Identify and Prioritize Your Scenarios	Identify and develop your Scenarios	Prioritize your Scenarios			
Define Success Criteria		Define success criteria/key performance indicators (KPI) and establish KPI benchmarks			
Create Success Plan	Begin capturing your project details in a Success Plan at <a href="http://fasttrack.office.com">http://fasttrack.office.com</a>	Finalize your Success Plan			
Build your Champions Program	Identify and recruit Champions  Create Yammer Group to support your Champions	Train Champions and brainstorm activities	Determine ongoing champion duties	Finalize champion launch activities	Get feedback and success stories from Champions to use in launch
Early Adoption Program	Recruit program participants. Set up a Yammer group to make communication and feedback collection easy	Circulate a baseline survey to your participants. Provide participants with activated account to formally begin your Early Adoption Program.	Check in with program participants to collect informal feedback		Send out a final survey and use any insights gathered to make adjustments to your launch.
Communication and Awareness	Develop communications plan and engagement event strategy. Develop communications materials using the available templates	Send a 'countdown email' to employees	Ensure that Microsoft 365 has a visual presence throughout your corporate offices	Announce upcoming Microsoft 365 launch on company intranet. Prepare for launch engagement event.	Create a Yammer group for end users to share their Office 365 success stories. Circulate a baseline survey to end users
Training	Develop end user training plan		Set up internal training site to store training resources		Train end users
Support		Ready help desk to support end users			
Boost User Engagement and Drive Adoption					
Manage and prepare for change					
Measure, Share Success, and Iterate					

To help you get started with planning your Microsoft 365 roll-out consider the timeline below.  
Make the necessary adjustments to build the right timeline for your roll-out.

Week 6 (target launch)	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
		Get feedback from Champions and iterate program as necessary				
Send an 'Announcement Email to let users know what's available. Execute launch engagement event		Send "Tips and Tricks" email to end users		Send "Tips and Tricks" email to end users. Circulate a post-launch survey		Send "Tips and Tricks" email to end users
Train end users	Setup ongoing training series					
	Prepare and run contests to continue encouraging user engagement Update and maintain internal training site Share success stories Periodically host additional engagement events					
	Monitor the Public Roadmap and blogs Communicate to and ready end users for new feature releases					
	Collect and report on Microsoft 365 success criteria and Key Performance Indicators (KPIs) Capture and share success stories Roll-out new Scenarios					

# Customer Success Story

When Henkel leaders assessed the company's IT systems were outdated and outmoded, they decided to "make it happen" by taking a giant leap to the cloud. Watch the video to learn how Henkel planned for a success launch of Office 365.

## Henkel: Adoption Excellence

Learn how Henkel planned for Office 365 success



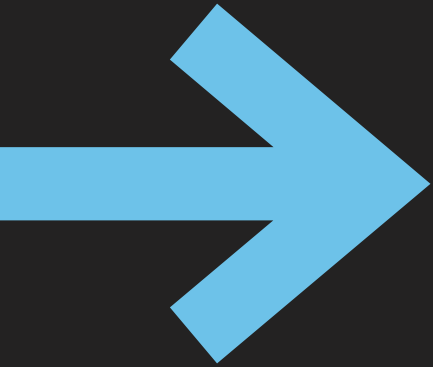
<http://aka.ms/adoptionexcellence>





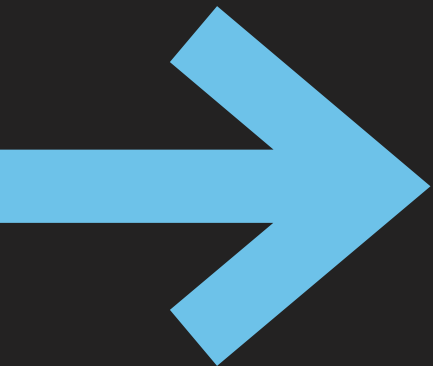
# Plan, Implement and Manage Checklist

- ☐ Use the FastTrack to help you during Microsoft 365 launch
- ☐ Create a Success Plan that will help you realize your Microsoft 365 goals
- ☐ Set up an Early Adoption Program to gain insights you can reuse during your launch
- ☐ Use the pre-launch, launch and post-launch checklist to stay on track with your roll-out
- ☐ Continue to manage and prepare for change by keeping an eye on the Microsoft Public Roadmap and Blogs



## Visit fasttrack.microsoft.com

<http://fasttrack.microsoft.com>

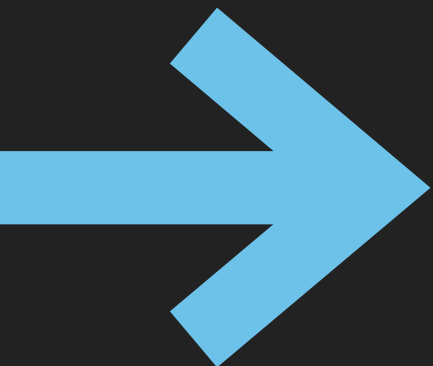


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