

Your Roadmap to

Digital Workplace Adoption

How to drive engagement and adoption of your new digital workplace

01

Connect to purpose



02

Set clear goals



03

Connect to business



04

Know your people



05

Get your communication right



Tailor engagement

06

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Measure success



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Follow the 7 steps and complete the exercises. Then you'll have your very own roadmap to share with your colleagues and get you started. Enjoy!

open >

01

Connect to purpose



A key aspect of building your Roadmap is connecting your vision for your future digital workplace to the overall purpose of your organization.



The vision board: Take a moment to reflect on your vision for your new digital workplace and how it connects to the overall purpose.

How does our new digital workplace connect to our overall purpose?

Collaboration

Engagement

Experience

Productivity

Connectedness

Communication



02

Set clear goals



Be clear about what kind of difference you want your new digital workplace to make for people in your organization. What does it look like when you succeed?



“What’s in it for me?”: Finish the sentence from each employee’s perspective.

It’s easier for me to...



For me it’s a big help that...



I am excited about...



03

Connect to business



The list of benefits of a new digital workplace is long. But which are most important from an employee perspective? Focusing on the most important benefits will help you sharpen your communication.



Prioritizing what matters:

Use the list to prioritize what matters most to the people of your organization.

Benefits / priority

Improving productivity and work flow	1st	2nd	3rd
Increasing cross-company collaboration	1st	2nd	3rd
Sharing knowledge and ideas	1st	2nd	3rd
Increasing mobility and accessibility	1st	2nd	3rd
Enabling self-service and ease-of-use	1st	2nd	3rd
Boosting pride and passion	1st	2nd	3rd
<input type="text" value="Add your own benefit"/>	1st	2nd	3rd
<input type="text" value="Add your own benefit"/>	1st	2nd	3rd
<input type="text" value="Add your own benefit"/>	1st	2nd	3rd



04

Know your people



People in your organization will have different drivers and barriers when it comes to adopting a new digital workplace. Get to know them!



Mapping drivers and barriers: List the key drivers and barriers for digital workplace adoption in your organization. How do they differ across employee groups?



What will motivate?

Have different type of employees in mind

What are the pros?



What will demotivate?

Have different type of employees in mind

What are the cons?





05

Get your communication right



Driving engagement and adoption is all about communication. If people don't know the *why*, *what* and *how*, adoption is likely to slow or ultimately fail.



Brainstorm ideas for your communication plan:
Use *The Engagement Model Inspire > Act > Share™* to note your ideas on how to engage people in your organisation.



It's a big success I'm proud to be part of!



Note your ideas:

This looks really cool, I like it already!



Inspire
Create awareness and inspire people to participate.

Make it fun to participate and reward best practice

Build excitement with a creative campaign

Share

Inspire

Act

Share
Keep momentum by showing progress and sharing successes.

Note your ideas:

Mobilize local ambassadors and provide the right tools and training

Act
Link it to peoples' everyday work and empower them to act on it.

Note your ideas:

I know how to use it and why it's relevant to me too!





06

Tailor engagement



Apart from the obvious differences (e.g. age, education, job role), people also differ in how they react to change and new technology in particular. Knowing how to identify and engage with different types is paramount to successful adoption.



Identify your user types: Split your users into *first movers*, *followers* and *sceptics*. How do you identify them in your organization and how do you get them engaged?



When can I get started?
What are the new features?

Who are your first movers?

Locations? Departments? Roles?

Get them to co-drive adoption by ...

Ambassador programs



What will be different?
Can I do something wrong?

Who are your followers?

Locations? Roles? Departments?

Get them onboard by ...

Training Support



This is much too complicated!
Why? The old one worked fine!

Who are your sceptics?

Locations? Roles? Departments?

Gain their support by ...

Involvement Address concerns



07

Measure success



Once you have launched your new digital workplace, it is important to track how successful the adoption is and react if it isn't. Setting up relevant KPIs and feedback loops should form part of your planning process.



Plan your KPIs: Use the list as inspiration on how to track adoption as you go. Choose the options available to you and reflect on KPIs and targets.



Quantitative



Qualitative



User statistics

Focus groups

Adoption survey

Sounding boards

Engagement survey

Local ambassadors

Other?

Other?

KPIs and targets:



5

WAYS TO FAIL

You are excited about getting started on promoting your new digital workplace. But what are the typical pitfalls to avoid when it comes to adoption and engagement?



01 Keep the purpose to yourself

For most people a new digital workplace is just another 'IT-thing' to deal with. If it isn't clear to people what the purpose of it is, they are not going to care. So be clear on this from the beginning and use it actively throughout.



02 Don't tell them how to use it

Yes, a digital workplace should be intuitive and easy to use – but no, it isn't for everyone and remember, they are also busy with other tasks. Make sure you focus enough time and effort on training and onboarding people.



03 Use corporate lingo

Using business arguments and rationale will not get everyone onboard. People are motivated by different things, and for many people you will need to focus on the more emotional side of things, such as connectedness and pride, to create excitement.



04 Focus on all the nice tech stuff only

It's easy to think that everybody is as excited about new technology as you are. But they're probably not. Understanding what drives different people will be of great value to help you succeed with a smooth adoption.



05 Make it a surprise!

A new digital workplace is a substantial change, so don't hurry it through. Allow people time to prepare and reflect well in advance, and start communicating early on. After all, no one likes surprises (except for Christmas of course :-).

About this tool

This tool is for everyone working with employee communication, and those about to embark on the journey towards a new digital workplace.

The focus of this tool is on all the non-technical aspects of creating a digital workplace that works for your employees, and how to drive adoption of it across your organisation.

This tool is not intended as a detailed instruction to digital workplace design, but rather a quick guide to spark reflection on how to create excitement and engagement among employees along the way.

About Open

Open is a leading employee communications agency. We are experts in creating effective strategies to engage people in large organizations. We combine strategic and creative communication, based on the belief that active involvement is key to successful change.

Get in touch

Write to us at wemeanbusiness@weareopen.eu or visit www.weareopen.eu to find out more.

