



Copilot for Microsoft 365

Adoption and Change Management



Digital Workplace

Agenda



Introduction: why Adoption and Change management is crucial



Design



Build



Execute



4-month adoption plan

Although Copilot is intuitive to use, it's also **revolutionary** and asks for a new way of interaction. Guiding people will be crucial to overcome possible **resistance, fear** and make sure people know how to interact with Copilot and how it can be beneficial to them.

Our Adoption and Change management plan focusses on the whole journey the project team needs to go through. From designing the adoption approach, building the plan, to execute the plan. The 5 steps of ADKAR will be integrated in the final adoption plan. This plan will be **tailor made** with each customer depending on their own culture, their habits in the way of communicating, preferences in training people and last but not least the pace they want to go at. This journey aims to create an Adoption approach that leads towards a **sustainable and mature** AI accompanied workforce

Adoption and Change management crucial to make Copilot a success

Copilot for M365 end-user adoption approach



Awareness

Why are we doing this?
What's in it for me?

Desire

Tailor a **plan** based on your **company's** culture

Knowledge

Get **pilot users, champions & ambassadors** on board

Ability

Get **end-users** on board using the **way of working**

Reinforcement

Reinforce change and keep it **stick**

5-step approach that supports solution adoption in the workplace

Project services

Run services

Cegeka Copilot for M365 Adoption tailored service

Purpose & Culture

- Change **Readiness & impact** assessment
- Engage with or define the Change **Ambassadors & Champions**
- Define **KPI's, success criteria & reporting**
- **Surveys** to gather **insights** on the current way of working

Project services

Skilling & Growth

- Training (virtual/classroom)
- Webinars
- **Learning** platform
- Quick reference guides
- Quick reference videos
- Ask the **Expert** sessions aka Digi-café
- **One-on-one** sessions

Run services

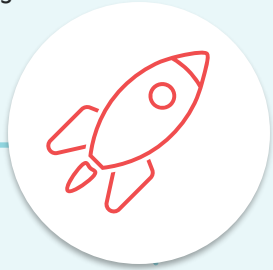
Coaching & Support

- Follow-up Change Champions program
- Follow-up Change Ambassadors program
- Functional coaching post project
- Additional skilling & Growth sessions

Step by step approach to reach a sustainable & mature AI accompanied workforce

Introduction – kick off

Set up the project members and roles, incl communication and HR
Identify the executive sponsor of the program & Key influencers



Design the adoption plan

Our experts will create a tailor made ADKAR plan according to the needs of the relevant persona's and scenarios in your company



Key influencers

Key influencers will give insights in *what's in it for me* and which use cases will be important for their colleagues.



Launch Pilot

50 users get started and receive support from our expert team according to the 5 step ADKAR approach



Roll out approach for "all staff"

The ultimate goal is to have a clear view how Copilot can be beneficial for the end users and who can use it under which conditions.



Scale up to ambassadors

Ambassadors play a crucial role in **evangelizing** for Copilot and leading by example. Our team will make sure the necessary ambassadors are activated.



Design phase

Approach

Engage the right people to gain the necessary support in the long run

- The design phase is not to be underestimated. In this phase it will be crucial to invest in **stakeholder management** to make sure key players support the roll out and understand the journey we take on.
- A crucial stakeholder to get onboard in this phase is your executive sponsor. (S)He will help to create awareness and desire among employees.
- In this phase we also assess the **change maturity and readiness** of the company (do they have an **ambassador** community, how active are they, have there been a lot of changes recently or upcoming,...) Based on the outcome we can build the necessary change plans.
- We organize a **workshop** to define the *goals* and the *desired outcome* of the project and determine the roll out plan. We identify the possible resistance and fear to overcome during the roll out.
- We start with a **pilot** wave, where it's crucial to define who should be part of it and what we want to achieve at the end of the pilot phase.
- We advise to start with a small pilot with different personas to learn as much as possible about the use cases, scenarios and grasp the end users feedback in the early stage of the program.

Build phase

Approach

Plan ahead, but be flexible to embrace opportunities

- We believe that the **communication plan** needs to be built in an agile way and adapted based on progressing insights, changes that happen and opportunities that occur. Nevertheless, it's important to have a communication calendar ready for the next months to keep the conversation going.
- If the ambassadors community is not active or absent it's important to reactivate/create it in an early stage of the program. Ambassadors will be your eyes and ears for the divisional specific input and will be **key influencers** to support your content plan and spread the awareness. The “war for attention” and information overload many end users experience, can be overcome if a person you trust and you connect with tells you and shows you how you can benefit from Copilot.

Executional phase

Approach

Better do, than don't

- The execution of the Adoption plan needs:
 - Dedication from the change manager and/or community manager
 - Commitment from the communication team
 - Persistence to keep going when resistance and fear shows up, reinforce where necessary and go back to basics if needed
 - Start with the info available and keep on building progressively
 - Flexibility to adapt (the roll out can go slower or faster. Depending on the feedback, the type of communications and sessions can be adjusted based on new needs)



Practical approach

Change & Adoption Kick off

- Kick off Adoption team**
Identify the executive sponsor of the program & Key influencers
- Workshop Change maturity & adoption approach**
-Define the change maturity
-Define the adoption approach
-Plan the 5 ADKAR steps
- Pilot Persona's & scenario's**
Define possible persona's and scenario's with your champions
- KPI definition**
Get acquainted with the adoption score in Viva Insights

Pilot users

- Awareness**
Video & blog from the CIO to announce Copilot
- Training & Knowledge**
Training program:
-Beginner
-Intermediate
-Advanced
- Centre of Excellence**
-Quick guides
-FAQ
-Training Video
- Feedback**
Round Table with Pilot users

Ambassadors

- Ability & Support**
Q&A and Copilot café
- Training - Prompting**
Focus on the ability of prompting
- Reinforcement**
-Tip of month
-10-day Copilot Boost
- Survey**
End users feedback on lessons learned and persona's – scenario's
- Testimonial**
Video testimonial with ambassadors and sponsor

Copilot Touch & Go

- Persona's-scenario finalization**
Based on the feedback finetune Persona's -scenarios
- Define the roll out strategy**
-Who needs to work with Copilot?
-Who can request a license at what condition?
- Adoption approach**
-Finetune the Adoption approach
-Scalable for full roll out
-Review Adoption team Roles and Responsibilities
- Touch & Go**
Depending on the company's decision to roll out Copilot, we offer the necessary handover or continuation of the program in run mode.

