



Adoption Team Member Role Details

Microsoft 365 Adoption Guide | Supplemental Resources

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Executive Sponsor

Focus	Ownership and guidance
Department	Executive Leadership
Summary	<ul style="list-style-type: none">• Plays an essential role in championing transformation throughout the organization• Influential leader who understands and actively communicates the value of working in a more collaborative way
Qualifications	<ul style="list-style-type: none">• Trusted and influential leader who can enable cultural change• Innovative visionary who encourages new ideas and cutting-edge technology• Collaborates across boundaries to build strategic relationships• Microsoft 365 advocate that is tech/social media savvy
Responsibilities	<ul style="list-style-type: none">• Articulate value proposition across executive team• Serve as a role model in the community• Ensure appropriate funding and staffing to successfully execute change, not limited to collaboration programs
Next steps with Microsoft 365	<ul style="list-style-type: none">• Deliver the introduction to the transformation effort as part of the program kick off• Use Microsoft 365 capabilities to issue future company-wide announcements and updates, such as QBR's, earnings summaries, etc.• Use modern employee engagement methods – create content, engage in discussion, use video

Success Owner

Focus	Ownership and guidance
Department	Any (most often HR or IT)
Summary	<ul style="list-style-type: none"> Plays an essential role in championing collaboration service strategy & Microsoft 365 throughout the organization Influential leader who understands and actively communicates the value of working in a more collaborative way
Qualifications	<ul style="list-style-type: none"> Relevant levels of business and cultural acumen Trusted advisor in the organization Innovative visionary who encourages new ideas Collaborates across boundaries to build strategic relationships Microsoft 365 advocate who is tech/social media savvy
Responsibilities	<ul style="list-style-type: none"> Articulate value proposition across business stakeholders and user communities Serve as a role model in the community Participate in a network engagement event to help launch effort Encourage Microsoft 365 usage and emphasize that it is supported for the organization Ensure appropriate funding and staffing to successfully execute programs
Next steps with Microsoft 365	<ul style="list-style-type: none"> Deliver the introduction to the transformation effort as part of the program kick off Use Microsoft 365 capabilities to issue future company-wide announcements and updates, such as QBR's, earnings summaries, etc. Take advantage of the Yammer feed to keep a finger on the pulse of the organization Periodically "like" posts that are appealing to encourage continued good conversations/collaboration in the network

Champions

Focus	Awareness and engagement
Department	Staff-level individuals in any business unit or department
Summary	<ul style="list-style-type: none">• Build Microsoft 365 awareness, understanding and engagement across the organization• Enthusiastic and knowledgeable about Microsoft 365 and eager to grow participation
Time commitment	<ul style="list-style-type: none">• Pre-launch: 2 hours per week• Post-launch: 3 hours per week
Qualifications	<ul style="list-style-type: none">• Tech/social savvy• Enthusiastic and forward thinking• Thought leaders who are eager to participate in making Microsoft 365 a success
Responsibilities	<ul style="list-style-type: none">• Evangelize Microsoft 365 and the business value across teams• Build awareness through informal communication channels• Support project manager in launch activities, awareness campaigns, and engagement events• Assist in welcoming new users, providing guidance and best practices

Program Manager

Focus	Planning and execution of the Microsoft 365 rollout
Department	IT
Summary	<ul style="list-style-type: none">• Oversees entire rollout, from pre-launch project planning and assignments to execution and success assessments• Experienced in successfully managing an enterprise-wide initiative or program• Requires both technical and business acumen
Qualifications	<ul style="list-style-type: none">• Strong interpersonal, leadership and motivational abilities• Results-driven, problem solver• Detail-oriented, excellent time management• Social savvy, enterprise social advocate
Responsibilities	<ul style="list-style-type: none">• Define project scope, goals, timeline and milestones and review with other stakeholders• Assign responsibilities to rollout team and clearly communicate expectations• Ensure coordination of launch, communications, training and end user engagement activities• Coach, mentor, motivate and supervise project team members and resolve rollout issues/conflicts
Next steps with Microsoft 365	<ul style="list-style-type: none">• Create a SharePoint team site with an embedded Yammer group to keep tabs on the rollout project plan and timelines, share status updates and delegate responsibilities

Training Lead

Focus	Training
Department	Learning and Development, Human Resources
Summary	<ul style="list-style-type: none">• Establishes a thorough understanding of Microsoft 365 and its intended use among end users• Manages and delivers all training content creation/customization
Time commitment	<ul style="list-style-type: none">• Pre-launch: 4 hours per week• Post-launch: 2 hours per week
Qualifications	<ul style="list-style-type: none">• Experienced in multi-channel training development and delivery• Ability to plan and coordinate with a diverse group of people• Highly organized, detail oriented, excellent verbal and communication skills• Tech/social savvy
Responsibilities	<ul style="list-style-type: none">• Review resources available on the Microsoft FastTrack website and customize to meet internal standards• Coordinate logistics for all training activities, regularly conduct and supervise Microsoft 365 training sessions• Integrate Microsoft 365 training into the new hire onboarding process

Departmental Leads

Focus	Engagement and adoption within business unit
Department	All departments/business units, management level
Summary	<ul style="list-style-type: none">• Identify how specific departments and teams will use Microsoft 365• Evangelize Microsoft 365 across teams and encourage active participation and engagement
Time commitment	<ul style="list-style-type: none">• Pre-launch: 3 hours per week• Post-launch: 1 hour per week
Qualifications	<ul style="list-style-type: none">• Superior interpersonal skills; well-connected, influential and respected among peers• Understanding of and ability to navigate departmental operations, information environment, organization and culture• Strong listening and mentoring skills• Management support and bandwidth to actively participate and fulfill leadership responsibilities
Responsibilities	<ul style="list-style-type: none">• Serve as a liaison between end user community and rollout team• Articulate Microsoft 365 benefits and value across business units• Deliver department-specific communications and guidance on Microsoft 365 usage• Identify opportunities to streamline business processes with Microsoft 365
Next steps with Microsoft 365	<ul style="list-style-type: none">• Create SharePoint team site with embedded Yammer group for department, business unit, or team to collaborate with one another, discuss team initiatives and projects• Use Microsoft 365 to upload relevant files and keep track of assignments and progress.

IT Specialists

Focus	Technical setup and support
Department	IT
Summary	<ul style="list-style-type: none">• Oversees all technical aspects of integrating Microsoft 365 with existing business applications• Has the authority to make high-level IT decisions
Qualifications	<ul style="list-style-type: none">• Deep understanding of internal technical architecture and integration opportunities, including Active Directory Sync and Single Sign On• Experience with managing IT support team and authority to make IT decisions affecting large audiences• Microsoft 365 advocate
Responsibilities	<ul style="list-style-type: none">• Work with the FastTrack center to technically onboard the organization to Microsoft 365• Identify and involve all required IT personnel• Work with project manager on integration timing/logistics• Communicate any technical issues or queries
Next steps with Microsoft 365	<ul style="list-style-type: none">• Use the recommended guidance to create your Microsoft 365 deployment collaboration experience in Microsoft Teams. Use other components of Microsoft 365 to gather feedback, track project completion and collaborate on documentation.

HR Managers

Focus	Business process integration
Department	Human Resources
Summary	<ul style="list-style-type: none">• Responsible for integrating Microsoft 365 into existing HR processes• Creates and manages all HR-focused conversations/content across Microsoft 365
Time commitment	<ul style="list-style-type: none">• Pre-launch: 2 hours per week• Post-launch: 1 hour per week
Qualifications	<ul style="list-style-type: none">• Experience in managing all HR functions including recruitment, onboarding, performance/benefits• Ability to plan and coordinate with a diverse group of people• Highly organized and detail oriented, excellent written and verbal communication skills• Tech/social savvy
Responsibilities	<ul style="list-style-type: none">• Review current HR processes, identify opportunities for Microsoft 365 integration• Identify opportunities to use Microsoft 365 to gain employee support and feedback for HR initiatives• Proactively manage all HR focused groups on social media• Assist rollout team in drafting the social media usage policy
Next steps with Microsoft 365	<ul style="list-style-type: none">• Create a SharePoint team site with embedded Yammer group for employees to access necessary HR documents and ask questions about policies• Create a SharePoint team site with embedded Yammer group with relevant onboarding materials to manage new personnel• Introduce new hires to the rest of the organization via the Yammer All Company group

Communications Lead

Focus	Awareness and understanding
Department	Corporate Communications
Summary	<ul style="list-style-type: none">• Oversees the development, approval and delivery of company-wide communications related to the Microsoft 365 rollout• Strong working knowledge of internal communications best practices
Time commitment	<ul style="list-style-type: none">• Pre-launch: 5 hours per week• Post-launch: 2 hours per week
Qualifications	<ul style="list-style-type: none">• Demonstrated success in developing and implementing corporate communications to a variety of audiences• Experience using social media tools and approaches as part of communication strategy• Outstanding writing and proofreading skills and excellent verbal communication skills• Authority to approve and deliver corporate communications, strong working knowledge of communications best practices
Responsibilities	<ul style="list-style-type: none">• Work closely with other members of the steering committee on rollout communication strategy• Customize communication materials to meet internal guidelines• Ensure timely delivery of all pre-launch and launch communications• Position Microsoft 365 tools as primary corporate communications channels
Next steps with Microsoft 365	<ul style="list-style-type: none">• Use a Yammer or Teams group to issue company-wide announcements and newsletters and respond to questions/feedback• Use a Yammer or Teams group to share news and articles related to the organization/industry

Community Manager

Focus	Yammer network facilitation
Department	Corporate Communications/Social Media Strategy
Summary	<ul style="list-style-type: none"> • Manages day-to-day network activity and helps project manager with Yammer rollout strategy • Well connected, authoritative and has experience in communication, technology and social media
Time commitment	<ul style="list-style-type: none"> • Pre-launch: 15 hours per week • Post-launch: 10 hours per week
Qualifications	<ul style="list-style-type: none"> • Well-connected, enthusiastic and engaging professional who understands internal company structure and culture • Social media/networking expert and Yammer advocate • Multi-disciplinary and capable of motivating/influencing diverse stakeholder groups • Ability to effectively communicate business value/ROI to various stakeholder groups, including executives
Responsibilities	<ul style="list-style-type: none"> • Champion Microsoft 365 to new and existing users, serve as a role model and community support • Participate in training preparation and delivery, communication development and distribution • Encourage engagement to optimize network value, provide best practices on network etiquette and usage • Manage launch events and awareness campaigns, compile support resources into a learning group
Next steps with Microsoft 365	<ul style="list-style-type: none"> • Actively engage with members in the network, respond to unanswered posts, share conversations to appropriate groups • Create and upload support resources to Yammer101 group, answer how-to questions, provide tips & tricks and product updates

SharePoint Site Manager

Focus	SharePoint site facilitation
Department	IT/Corporate Communications
Summary	<ul style="list-style-type: none">• Manages day-to-day SharePoint site activity and helps project manager with Microsoft 365 rollout strategy• Well-connected, authoritative and has experience in communication, technology and social media
Time commitment	<ul style="list-style-type: none">• Pre-launch: 10 hours per week• Post-launch: 4–5 hours per week
Qualifications	<ul style="list-style-type: none">• Well-connected, enthusiastic and engaging professional who understands internal company structure and culture• Proficient in SharePoint and Microsoft 365 advocate• Multidisciplinary and capable of motivating/influencing diverse stakeholder groups• Ability to effectively communicate business value/ROI to various stakeholder groups, including executives
Responsibilities	<ul style="list-style-type: none">• Champion Office365 to new and existing users, serve as a role model• Help manage SharePoint site strategy for the organization, serve as the link between business side and IT• Encourage engagement to optimize value, provide best practices on usage
Next steps with Microsoft 365	<ul style="list-style-type: none">• Actively engage with SharePoint site users, respond to requests and feedback• Create and upload support resources to SharePoint, answer how-to questions, provide tips & tricks and product updates