



Project Online/Server Adoption Strategy

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Darrin Lange & Will Golding

About the Speaker

Darrin Lange, PMP

- Sr. Director of Operations
- Microsoft P-Seller, Technical Sales Specialist

Will Golding

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- 25 years management and technology experience



Project Management

Microsoft
Partner



Gold Data Analytics

Gold Collaboration and Content

Silver Project and Portfolio Management

Making technology work



Advanced Project Management Deployment

- Domain expertise – on premise and on-line
- Data integration, analytics and BI
- Change and quality management via Agile
- Training and compliance
- PMI and PMBOK aligned



Industry Appropriate Solutions

- Vertical implementation experience
- Combining business and IT objectives
- Exec, IT, Divisional and Role specific activation



Deep Technology Expertise

- Skilled engineers across multiple Microsoft and other platforms
- LOB and ERP integration
- Custom application development
- IT and platform architecture



Analytics



Collaboration



Project Management



TECHNOLOGY- LED INNOVATION

20+
BUSINESS CONSULTANTS

40+
DEVELOPERS AND TESTERS

20+
TECHNOLOGY ARCHITECTS

15+
USER INTERFACES AND EXPERIENCE DESIGNERS

10+
PROJECT MANAGERS

Our featured offerings:



Timebook



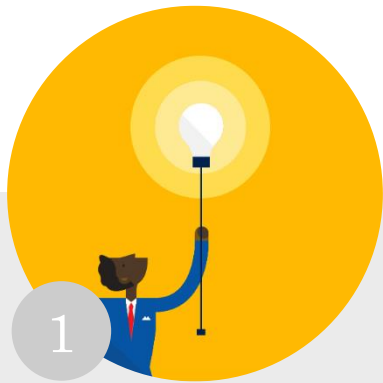
QuickProject

Why do I care about adoption?



What you need to do to be successful

Key attributes of a successful adoption approach.



Establish a vision & create business scenarios

A deep understanding of the business goals, as well as people challenges and needs to achieve them.



Prioritize capabilities & create an adoption plan

Capabilities that people love and that helps them achieve business goals and get things done more effectively.



Deploy the adoption plan

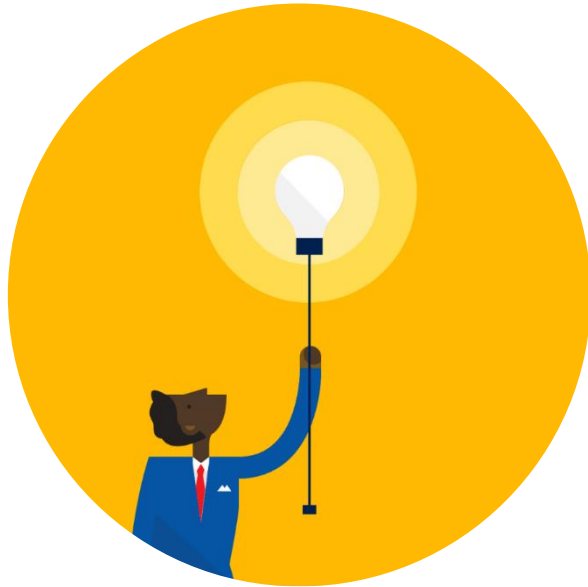
A strategy to drive adoption including communications, readiness, and community.



Measure success & share results

A benchmark, KPIs, and success stories to help demonstrate success internally, improve, & expand.

Establish A Vision & Create Business Scenarios



- Identify Key Stakeholders
- Set Vision
- Identify Business Scenarios



Establish a vision & create
business scenarios



Prioritize capabilities &
create an adoption plan



Deploy the adoption plan



Measure success &
share results

Why identify key stakeholders?

Role	Responsibilities	Department
Executive/Directors	Communicate high-level vision and values of Project Online to the company	Executive Leadership
PMO	Effectively the project police who looks after the governance of the project	Project Management
Resource Manager	Assign the right people to the right projects at the right time	Project Management
Project manager	Oversee the entire Project Online launch execution and rollout process	Project Management
Team Member	Actively work on one or more phases of the project	Project Management
Champions	Help evangelize Project Online and manage objection handling	Any Department (Staff)
IT specialist	Oversee all technical aspects of the rollout, including integrations	IT



Draft your vision statement

Draft your vision statement¹ below in 1–4 sentences. These statements will help your end users understand the benefits of the new technology, which is key to getting their buy-in and support.

Draft your vision statement here.

“Drive productivity by facilitating cross-geographic and functional team project collaboration”

“A platform to deliver a consistent message and facilitate two-way communication”

“Increase access to information and the ability to share best practices and learn from each other peer-to-peer”

“Accelerate innovation giving us the agility to meet the needs of our changing business”



Draft your business scenarios and its challenges



[Business scenario]

[Business scenario]

[Business scenario]

[Business scenario]

[Business scenario]

[Department/team]

[Department/team]

[Department/team]

[Department/team]

[Department/team]

[Challenge]

[Challenge]

[Challenge]

[Challenge]

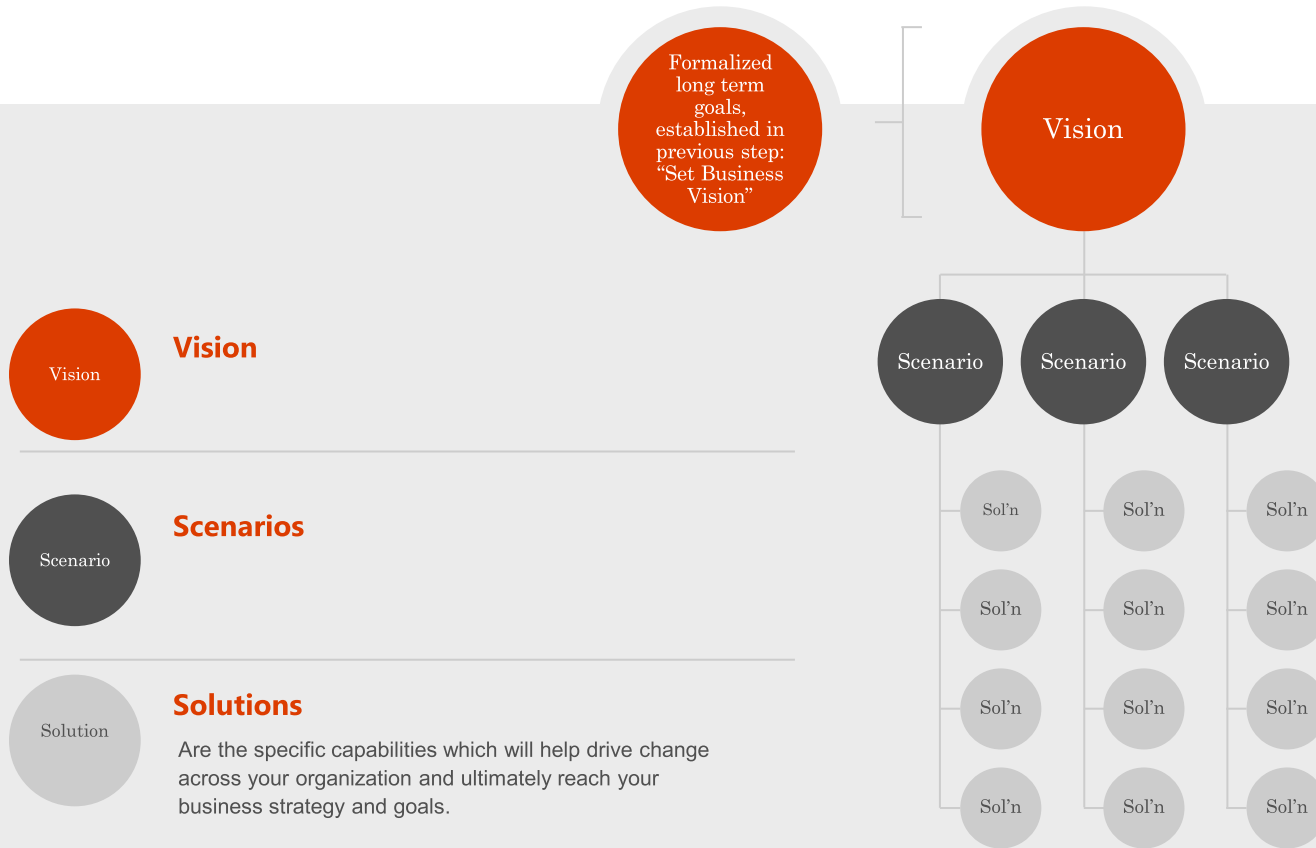
[Challenge]

Example:
Better resource allocation across projects

Project team – all departments

Lack of visibility into resource utilization across the portfolio or projects

How does it all fit together?



Prioritize capabilities & create an adoption plan



- Define solution
- Prioritize capabilities
- Define success criteria
- Create a champion program
- Create an adoption plan



Establish a vision & create business scenarios



Prioritize capabilities & create an adoption plan



Deploy the adoption plan



Measure success & share results

Define your solutions

Focus on the user experience

Make the solution belongs to users

Ask people about areas for improvements

Getting to solution: answer these four simple questions

As a [person's role]

I want to [take an action]

So that I can [do what/why]

That means I need [capabilities needed to accomplish above]

Prioritizing capabilities

It's important to start small and demonstrate quick value, so that you don't overwhelm your teams.

We encourage you to take the following four parameters into consideration as you work to prioritize the solutions and define your step-by-step approach.

Complexity

How complex or difficult is it to put the solution into place? Complexity could be due to technical, organizational, or cultural challenges.

Added value

How much value will this solution deliver to employees?

Impact

Will the solution impact employees across the whole company or is it specific to a team or department?

Leadership involvement

For each solution, estimate the amount of leadership support you are likely to receive.

Prioritizing capabilities

Once you have all of your solution ratings, you can apply your scores to a priority table to analyze how they compare to each other.

Priority

Capabilities	Added value	Complexity	Impact	Leadership Alignment	Total score
Portfolio Management	1 2 3 4 5	5 4 3 2 1	1 2 3 4 5	0 1 2 3 4	8
Enterprise Resource Management	1 2 3 4 5	5 4 3 2 1	1 2 3 4 5	0 1 2 3 4	12
Project Management	1 2 3 4 5	5 4 3 2 1	1 2 3 4 5	0 1 2 3 4	17
Integrated Collaboration	1 2 3 4 5	5 4 3 2 1	1 2 3 4 5	0 1 2 3 4	?

Define your success criteria

As you draft your success criteria, use the SMART mnemonic to guide you:

-
- S** **Specific:** Clear & unambiguous; answers the questions, “What, why, who, where?”

 - M** **Measurable:** Concrete; clearly demonstrates progress.

 - A** **Attainable:** Realistic; not extreme.

 - R** **Relevant:** Matters to stakeholders.

 - T** **Timely:** Grounded to a specific target date; answers the question, “When?”
-

Plan for a sustainable champions community



Develop a champion community:

- 1 Set Context
- 2 Design and align the champions community to organizational objectives and vision for Project Online
- 3 Identify champions and get buy-in
- 4 Build a plan with the champions
- 5 Execute and iterate

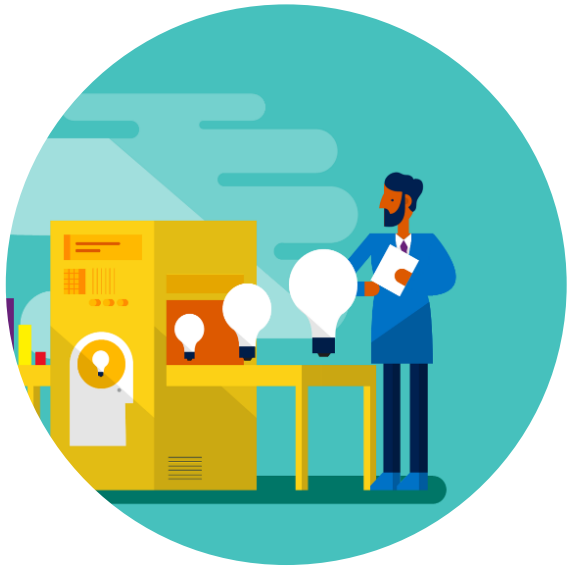
Plan activities to drive adoption from pilot to post launch

End-to-end adoption project plan sample

	Pre-launch phase						Post-launch phase							
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	
Key events							Target Launch (date)							
Project management	Finalize project plan					Check in with awareness leads	Execute launch activities							Build on results on end-user survey
Vision/business value	Vision and business scenario development		Define solutions and success criteria		Build adoption plan & Secure Budget		Scenario prep, executive training	Launch scenarios	Engagement activities/ evaluate success	Engagement activities/ evaluate success	Engagement activities/ evaluate success	Engagement activities/ evaluate success	Engagement activities/ evaluate success	Engagement activities/ evaluate success
Technology enablement	Readiness for technical deployment of Project Online		Configure solution based on prioritized capabilities		Run Pilot with Champions/Early Adopters		Make final configuration changes before launch	Enable solution(s) to organization, department(s) or team(s)						
Comms/training	Identify comms, training and event needs		Develop comms & training plan; Train helpdesk		Launch teasers: posters, flyers & booklets; setup Learning center	Internal site announcements; dept. specific awareness tactics; first touch event(s); launch FAQ & Yammer Help Group; first round of trainings		Executive Welcome Email & Event	Setup ongoing training series	Ongoing awareness email campaign	Launch participation giveaway	Ongoing awareness email campaign	Update and maintain Learning Center	Preform end-user survey
Champions	Identify champions		Train champions and brainstorm activities		Determine ongoing champion duties	Finalize champion launch activities	Survey champions, capture early adopter successes	Execute launch activities	Launch weekly scenario spotlight based on early adopter success	Launch recurring tips & tricks	Identify and train new champions			
Governance	Begin governance discussion; confirm exec sponsorship		Usage policy development		Prepare best-practice policies	Finalize usage policies	Share policies and resources						Based on survey, implement adjustments to usage policy	



Deploy the adoption plan



- **Pilot/Pre-Launch Phase:** Drive awareness, anticipation, and answer questions
- **Launch Phase:** Support organizational roll-out and open feedback loop
- **Post Launch Phase:** Stay engaged, sustain momentum, and measure progress



Establish a vision & create business scenarios



Prioritize capabilities & create an adoption plan



Deploy the adoption plan



Measure success & share results

Pilot Phase: refine your plan

Awareness Project Plan Sample

5 weeks	4 weeks	3 weeks	2 weeks	1 week	Launch	Post-launch
Posters, flyers, booklets, teasers						
		First Touch event				
		Internal site announcements, department-specific awareness tactics				
						Weekly Scenario Spotlight
	Help desk training					
	Champions training					
	Learning Center (set up, then update as needed)					Maintain & Update Learning Center
		Pilot survey				
		Early adopter videos				
		Lunch & learn				Recurring Lunch & Learn
						Recurring Tips & tricks
		Intranet site announcements				
			FAQ			Maintain FAQ
				Launch event		
				Executive welcome email		
				End-user training		
				Policies, best practices		
						Contests, giveaways
	Weekly reporting, success criteria updates					

To maximize adoption, use a variety of tactics at launch

Consider a mix of these activities to maximize impact and adoption.



Communications



Engagement events



Training

The more communications, events, and training sessions within you organize, the more likely your colleagues will engage with Project Online during your launch and afterward.

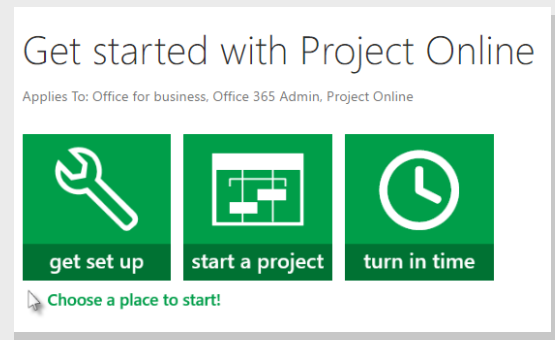
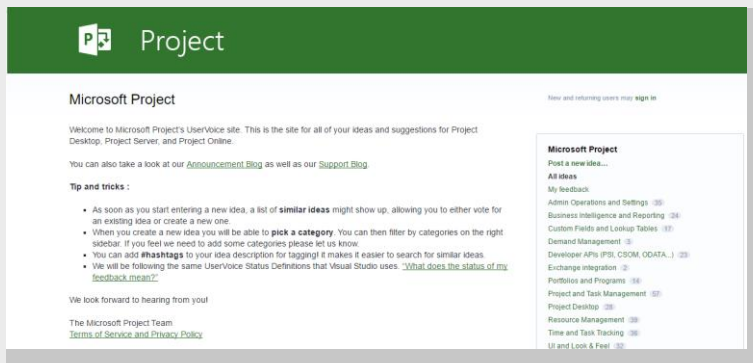
Post Launch Phase: Ongoing usage and support

Increase depth & breadth of usage and manage upcoming changes in the service

Project Community and Support Resources

Project Online Learning Center

End-User Training



Measure Success & Share Results



- Measure progress against a benchmark
- Capture & share success



Establish a vision & create business scenarios



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Deploy the adoption plan



Measure success & share results

Measurement framework

Scenarios

Benefit areas

- | | |
|---|--|
| <input checked="" type="checkbox"/> Agility | <input checked="" type="checkbox"/> Quality of service |
| <input checked="" type="checkbox"/> Financial | <input checked="" type="checkbox"/> GRC |
-

Capability areas

- | | |
|--|--|
| <input checked="" type="checkbox"/> Portfolio Management | <input checked="" type="checkbox"/> Project Management |
| <input checked="" type="checkbox"/> Enterprise Resource Management | <input checked="" type="checkbox"/> Integrated Collaboration |
-

Measurement maturity

- | | |
|---|--|
| <input checked="" type="checkbox"/> Current methods | <input checked="" type="checkbox"/> Good |
| | <input checked="" type="checkbox"/> Better |
| | <input checked="" type="checkbox"/> Best |
-

Capture and Share Success

Assess user satisfaction through surveys

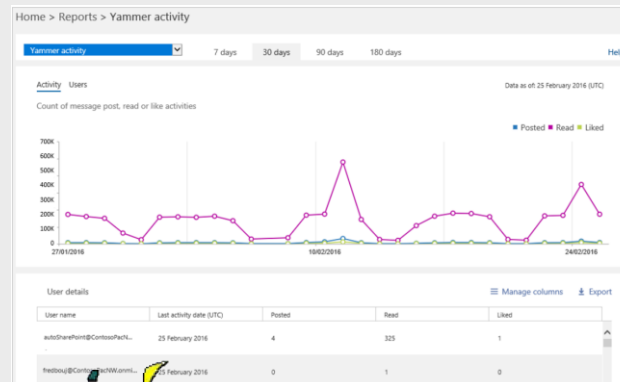
Distribute satisfaction surveys to gather data about your users' knowledge and sentiment towards Project Online

KPI dashboard to support capabilities

KPI dashboards tie to the metrics needed to represent consumption or adoption improvements.

Capturing and sharing stories

Stories about business value can easily be shared internally through an Project Online Success Stories group in your Yammer network



CELEBRATE!

David Hamilton
To All Company

The packaging of the new juice bottles is really poor quality. They are difficult to remove from the pallet, and they're not easy to place on the display. We've got bottles rolling all over the place. This isn't making for a great customer experience.

Like · Reply · Share · More · 3 hours ago

Michael Pereira
I agree. We're having the same problem at our store. We've actually lost a few bottles because they are challenging to handle.

Reply · Like · Share · More · 2 hours ago

Yukako Souza
The bottles break very easily, too. The manufacturer didn't appear to take into consideration how hard these are to hold when they designed the packaging.

Reply · Like · Share · More · 2 hours ago

April Reagan
We've lost 2-3 packages of juice in the last 2 days. Each package of juice costs us \$40 in sales. We really can't afford to be presenting poor quality like this to our customers.

Reply · Like · Share · More · 2 hours ago

Antonio Alwan
Thank you for bringing this quality issue to our attention. I lead our Manufacturing and Sourcing teams. Vandelay is our supplier of this juice, and we have made them aware of the issues you are describing. We hope to have a resolution quickly. Thanks again for your feedback and please feel free to reach out to me with questions.

Reply · Like · Share · More · 2 hours ago

Antonio Alwan
Update - I just talked to our point of contact at Vandelay. They are concerned about these reports and have already put some plans in place to rectify the situation. They indicated that we can expect future shipments to be easier to handle and stock. Thank you for alerting us to this malfunction so we could react to it more quickly.

Reply · Like · Share · More · 4 minutes ago

👍 Jenny Liu, Peter Connelly, April Reagan and 4 others like this.

Conclusion

Driving adoption is a continuous cycle and doesn't end after deployment.



-
- Kick off additional trainings to educate users about best practices and high-impact Project Online solutions.
-
- Schedule additional business scenario and solution workshops with more departments.
-
- Periodically host additional engagement events to drive engagement.
-
- Encourage users and champions to develop ideas for how Project Online can improve business practices and to share them with others.
-
- Seek new opportunities to improve business processes and empower people.
-

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Questions?

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Thank You!