

Activation Roadmap

Stakeholders

Over the next few months, we will rollout targeted communications to key audiences in a three-phased approach.

HEAR IT:
Awareness

BELIEVE IT:
Training

LIVE IT:
Go Live & Support

GROUP 1



GROUP 2



GROUP 3



GROUP 4



GROUP 5



MEASUREMENTS

Survey Points

Does everyone know why we're doing this and what this is?

Is everyone trained and prepared to use the new system?

Are we delivering high-quality support to our staff?

Activation Roadmap Example

STAKEHOLDERS

MILESTONES

Stakeholders

Over the next few months, we will rollout targeted communications to key audiences in a three-phased approach.

GROUP 1



GROUP 2



GROUP 3



GROUP 4



GROUP 5



MEASUREMENTS

HEAR IT: Awareness

BELIEVE IT: Training

LIVE IT: Go Live & Support

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|---|---|---|
| <p>Map/Visual Explanation</p> <p>Animation/Video</p> <p>Offsite Team Building</p> | <p>Executive/Stakeholder Briefing</p> <p>Scenario Planning</p> | |
| <p>Map/Visual Explanation</p> <p>Animation/Video</p> <p>Offsite Team Building</p> | <p>Presentation</p> <p>Scenario Planning</p> | |
| <p>Map/Visual Explanation</p> <p>Animation/Video</p> <p>Intranet Feature/Microsite/Blog</p> | <p>Presentation</p> <p>Card Deck</p> <p>1:1 Meeting</p> | <p>How-to Videos</p> <p>Feedback Loop to Gather Input</p> |
| <p>Poster/Mural</p> <p>Journey Map</p> <p>Intranet Feature/Microsite/Blog</p> | <p>Presentation</p> <p>Worksheet</p> <p>Handbook/Guide/Playbook</p> | <p>How-to Videos</p> <p>Quick Reference Wallet Card/Keychain</p> <p>Q&A On Demand /Answer/Help Desk</p> |
| <p>Poster/Mural</p> <p>Journey Map</p> <p>Intranet Feature/Microsite/Blog</p> | <p>Presentation</p> <p>Worksheet</p> <p>Handbook/Guide/Playbook</p> | <p>How-to Videos</p> <p>Tips & Tricks/Daily Reminders</p> |

Survey Points Q1

Does everyone know why we're doing this and what this is?

Q2

Is everyone trained and prepared to use the new system?

Q3

Are we delivering high-quality support to our staff?

BUILDING BLOCKS

