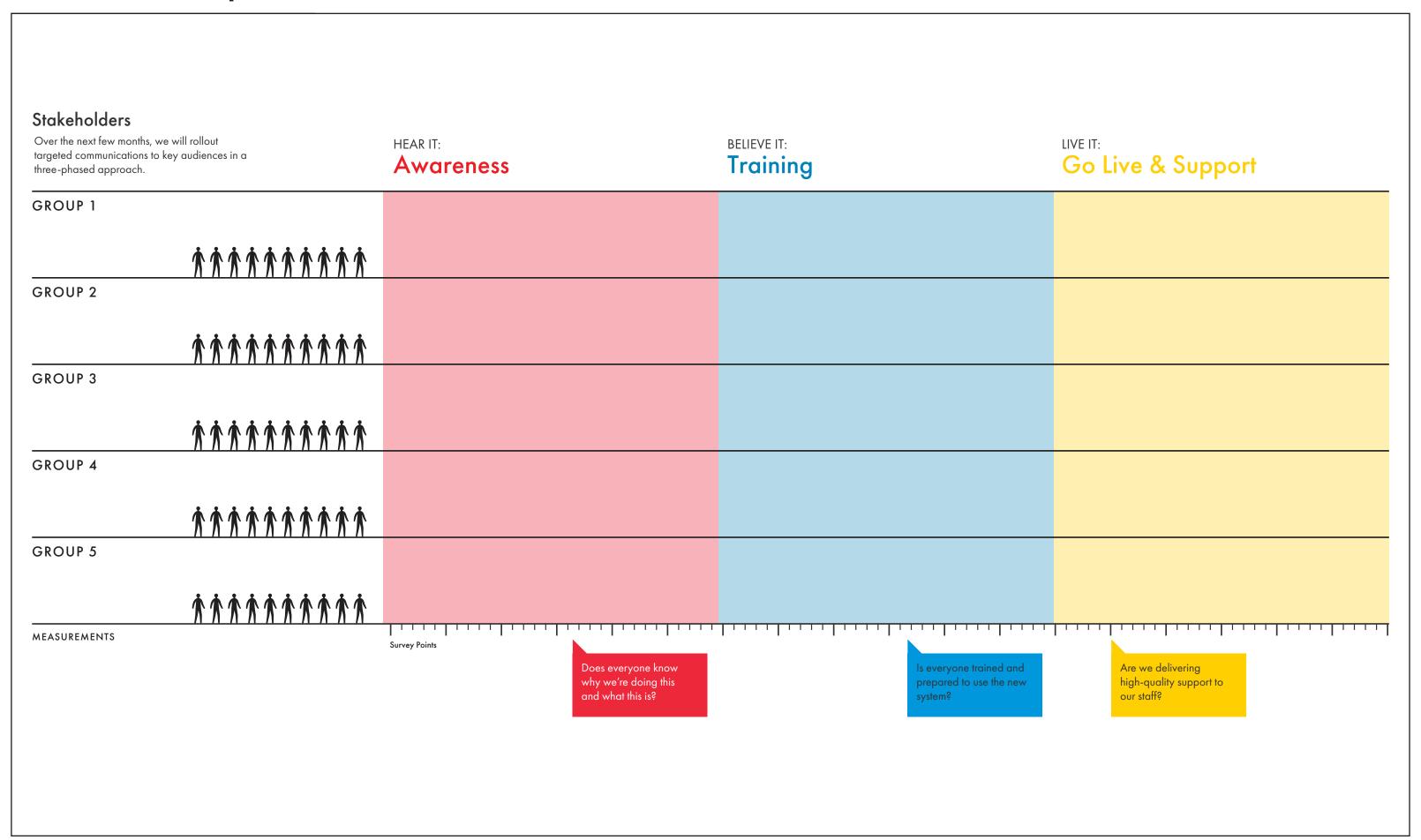
Activation Roadmap



Activation Roadmap Example

STAKEHOLDERS

MILESTONES

Stakeholders

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

HEAR IT:

Map/Visual

Awareness

BELIEVE IT: Training LIVE IT:

Go Live & Support

GROUP 1

GROUP 2



Explanation



Animation/Video



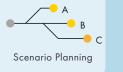


Executive/Stake-

holder Briefing



Presentation



GROUP 3









Offsite Team Building









Feedback Loop to Gather

GROUP 4



GROUP 5



MEASUREMENTS





Journey Map





Intranet Feature/

Microsite/Blog





Presentation



Worksheet

<u>~</u> ~





Handbook/Guide/

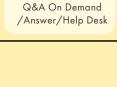


How-to Videos



Tips & Tricks/

Daily Reminders



Survey Points Q1

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

Q2

prepared to use the new system?

Q3

Are we delivering high-quality support to

BUILDING BLOCKS

