Teams-ready Room Upgrades: Change Management Strategy

BMGF IT: Cheryl Platz, Andy Stetzler, Adam McKee, Janice Thorne
Kalles Group: Marci Morford, Jeanette Rogers, Sonja Torseth

Our overall goal:

Give the **right information...**
...to the **right groups...**
...at the **right time**.

Remain transparent without
overwhelming our customers.

Our Audiences

Rather than blanketing the whole foundation at once, we're identifying specific groups that need to receive accelerated outreach ahead of the broader foundation.

Program Assistants, PCs, EAs

All employees

Tech and Teams enthusiasts

Regional offices

Let the message wash over you!

Segmenting our overall message into conceptual chunks lets us roll out the same content to different audiences on different timelines.

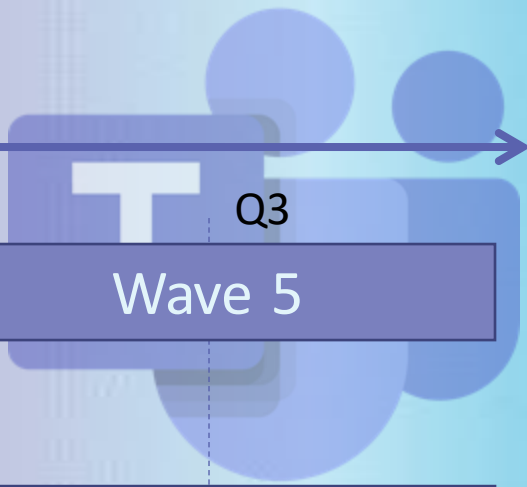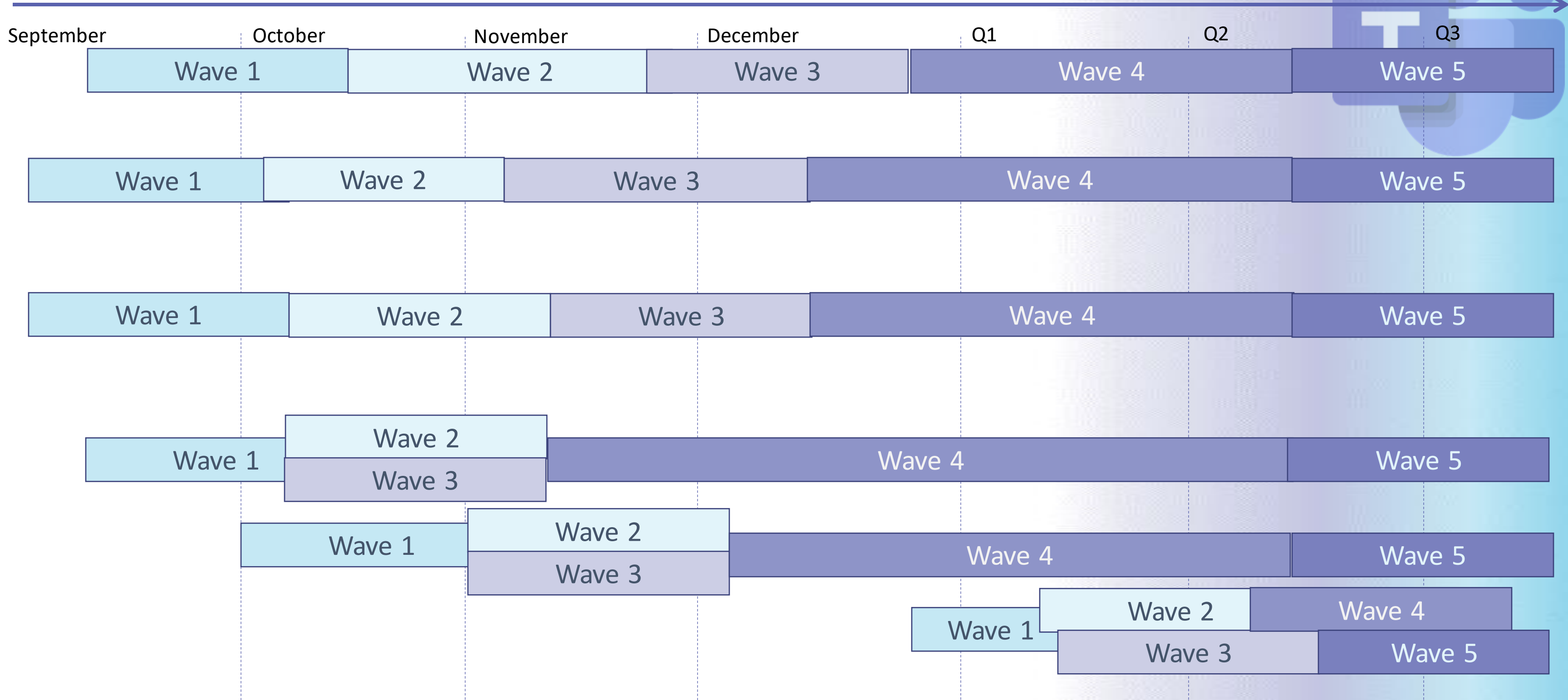Regional audiences will receive Waves 2 & 3 in parallel.

Wave 1: Coming soon!

An initial awareness campaign about the upcoming changes and the timeline of potential impacts. Room preview opportunities and Skype continuity emphasized.

Wave 2: Try Teams meetings

Actively encourage our audience to try Meetings and Rooms. Provide hands-on training and reference for scheduling & room use

Wave 3: Use Teams (when you can)

Where appropriate, audiences are encouraged to use Teams. Emphasize benefits of switching to drive voluntary adoption.

Wave 4: Teams is our meeting standard

Targeted messaging that positions Teams as the rule, not the exception. Begin to socialize phone use in Teams, and Skype retirement timeline.

Wave 5: Goodbye, Skype!

Ease the final steps in Skype's retirement. Prepare folks for removal of Skype from Outlook. Assist any late adopter groups.

Timeline and deliverables

Wave timing by calendar date, audience, and location
Proposed deliverables for each wave

Teams-ready rooms: Change Management
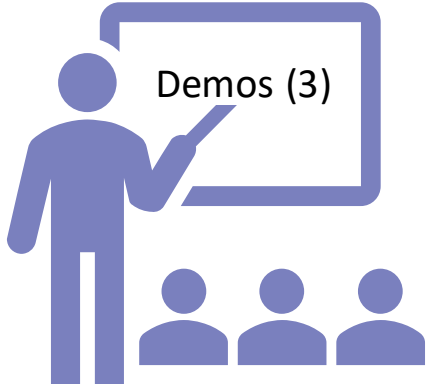
September – Wave 1 (General), Wave 2 (PA)
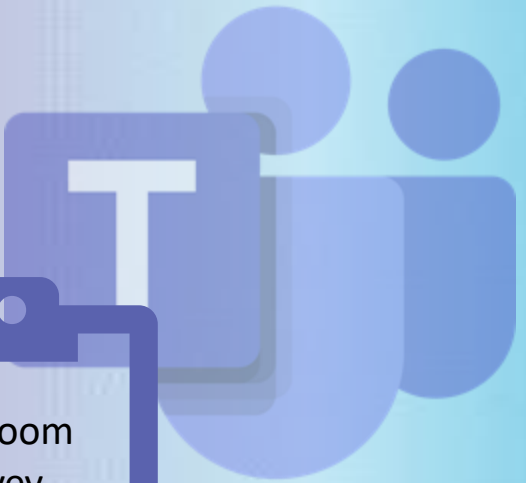
Teams-Ready Rooms are coming!

SharePoint site, Catalyst post, Ampersand, posters

You may need to reschedule some meetings, we're here to support (2)

Quick Guides (3), Interactive Timeline

Demos (3)

In-Room Survey Tracking

General

Initial Comms, begin rescheduling in SEA rooms during upgrade

Focus Groups (2) confirming our messaging strategy

You may need to reschedule (2) meetings, we're here to support

2020 and recurring meetings guidance

PA/PC/EA

Information to support end-users

We have increased training opportunities and resources! (1)

Service Desk 1-pager

IT/Jedi

WDC Teams-Ready Rooms are coming!

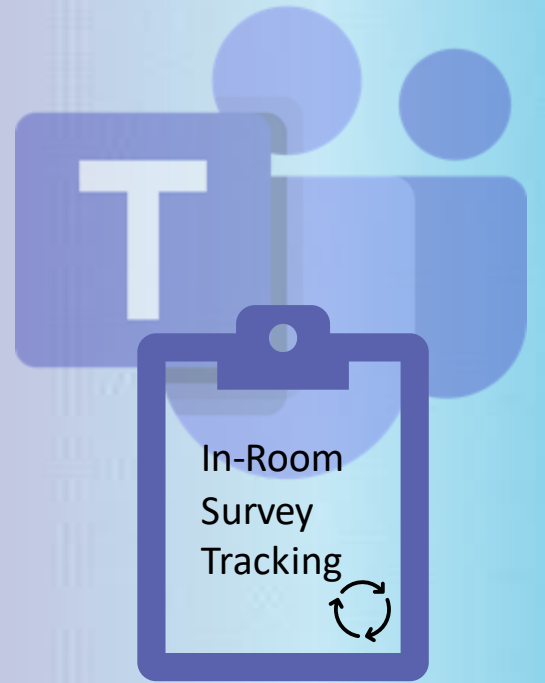Here's what's coming, WDC!! (3)

Regional

Nov/Dec: Wave 2+3 (LON), Wave 3 (General)

General

Start Scheduling Teams Meetings!

Check out user guides, table tents, SharePoint, training opps! (1)

Using Teams Meetings outside of rooms (it's great!) (1)

Increased training (2)

Atrium Home Week Event

In-Room Survey Tracking

PA/PC/EA

We're still here to help!

Emails (1), Key Assistant contacts

Emails (1) regarding 2020/recurring

Teams Community Moderation

Regional

LON Teams-Ready Rooms are here! Africa/Asia: Teams-Ready Rooms are Coming!

LON – Rooms are Coming/Here! What you need to know! (2)

Africa/Asia: Teams-Ready Rooms are coming! (1)

Virtual training Events

On-Site Training (equipment)

H1 2020: Wave 4 (General), Wave 2+3 (Asia/Africa)

General

Teams Meetings are great! Use them!

Use Teams meetings instead of Skype!

VTC + All One Touch to Join

Benefits of Teams Meetings

Ongoing Training Opps

In-Room Survey Tracking

PA/PC/EA

Almost all meetings can use Teams now! Experience the benefits!

Emails (1), Teams community, Key Assistant contacts

Teams Community Moderation

Regional

Africa/Asia Teams-Ready Rooms are here!

Africa/Asia: Teams-Ready Rooms coming!

Virtual training Events

On-Site Training (equipment)

Teams-ready rooms: Change Management

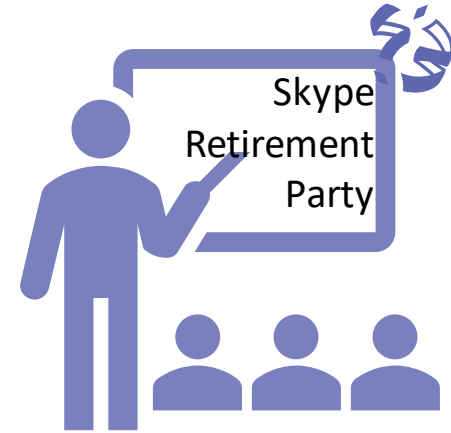# H2 2020: Wave 5 (General), Wave 4+5 (Asia/Africa)
Transition Complete, Skype Retirement Party

General

Skype is retiring! Check your meetings! Phone Guidance!

Transition complete! Hooray! Come to the party! (2)

Check your meetings – skype isn't going to work! (5)

Phone Call Changes

Skype Retirement Party

In-Room Survey Tracking

PA/PC/EA

Skype is retiring! Check all meetings to ensure they don't use Skype!

Emails (1), Teams community: check meetings, no more Skype

Teams Community Moderation

Regional

Skype is retired, Skype meetings won't work anymore!

Africa/Asia: Teams-Ready Rooms are here! Stop using Skype!

Teams-ready rooms: Change Management

Stretch goal: Community of practice

Find a sustainable way to encourage peer-to-peer learning, leveraging the Teams Jedi program and our power users. This community would provide continuity between Teams feature rollouts (like collab).

Questions?
Contact our team.

BMGF IT Sponsor:
Bob Benoit

Overall comms strategy and in-room experience:
Cheryl Platz

Teams service owner & Jedi Master program:
Janice Thorne

Change management deliverables and timeline:
Marci Morford (Kalles Group)

Training and supporting materials:
Jeanette Rogers and Sonja Torseth (Kalles Group)

Teams room hardware rollout & project schedule:
Adam McKee & Andy Stetzler