Microsoft Dynamics 365

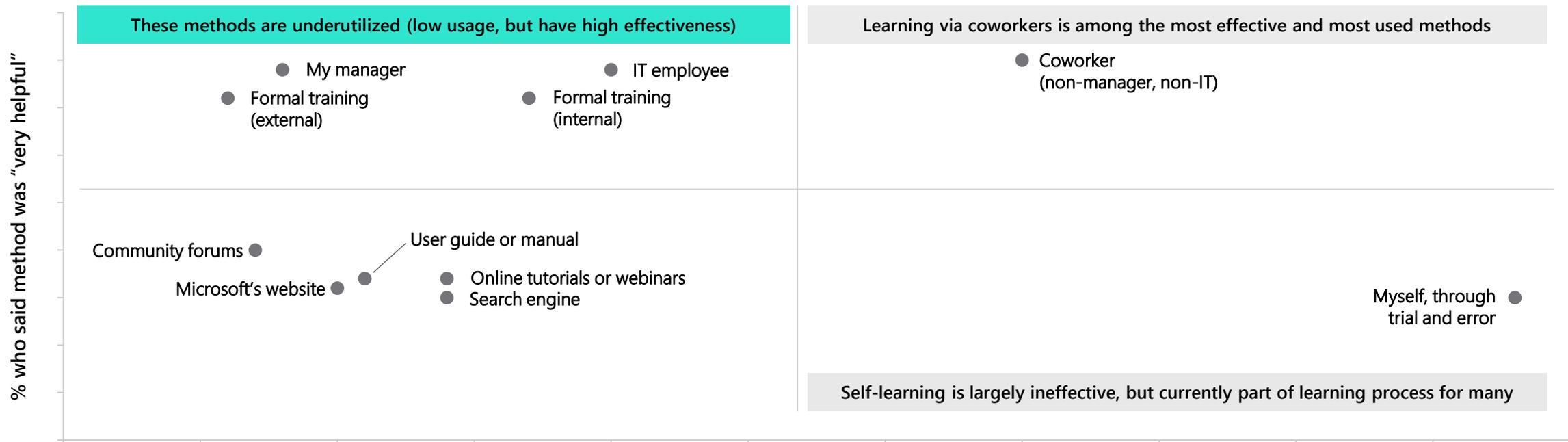# Build a Champion Program

Date 3-24-19

Groom Champions

Champions are not only passionate about what they do, but are also excited to evangelize and help their peers to learn more effective solutions.

Why are champions important?

Learning via coworkers is among the most effective and most used methods.

Percentage using learning method versus helpfulness

% who said method was "very helpful"

These methods are underutilized (low usage, but have high effectiveness)

● My manager

● IT employee

● Formal training (external)

● Formal training (internal)

Learning via coworkers is among the most effective and most used methods

● Coworker (non-manager, non-IT)

Community forums ●

User guide or manual

● Microsoft's website

● Online tutorials or webinars
● Search engine

Myself, through trial and error ●

Self-learning is largely ineffective, but currently part of learning process for many

How will champions support you?

Champions will help reduce the strain on the resources of the core
project team, and help drive engagement throughout the community.

1. Create the groundswell and enthusiasm that grows adoption of improved ways of working.

2. Build a circle of influence amongst their teams.

3. Bring the new ways of working to life across teams.

4. Identify business challenges and possible solutions.

5. Provide feedback to the project team and sponsors.

How will champions help you scale?

Champions will evangelize and help train their teams on the new ways of working. They build awareness, understanding, and engagement throughout the community.

1. Evangelize Dynamics 365 and its value across teams.

2. Help people in their team understand what is in it for them.

3. Build awareness of Dynamics 365 through informal communication channels.
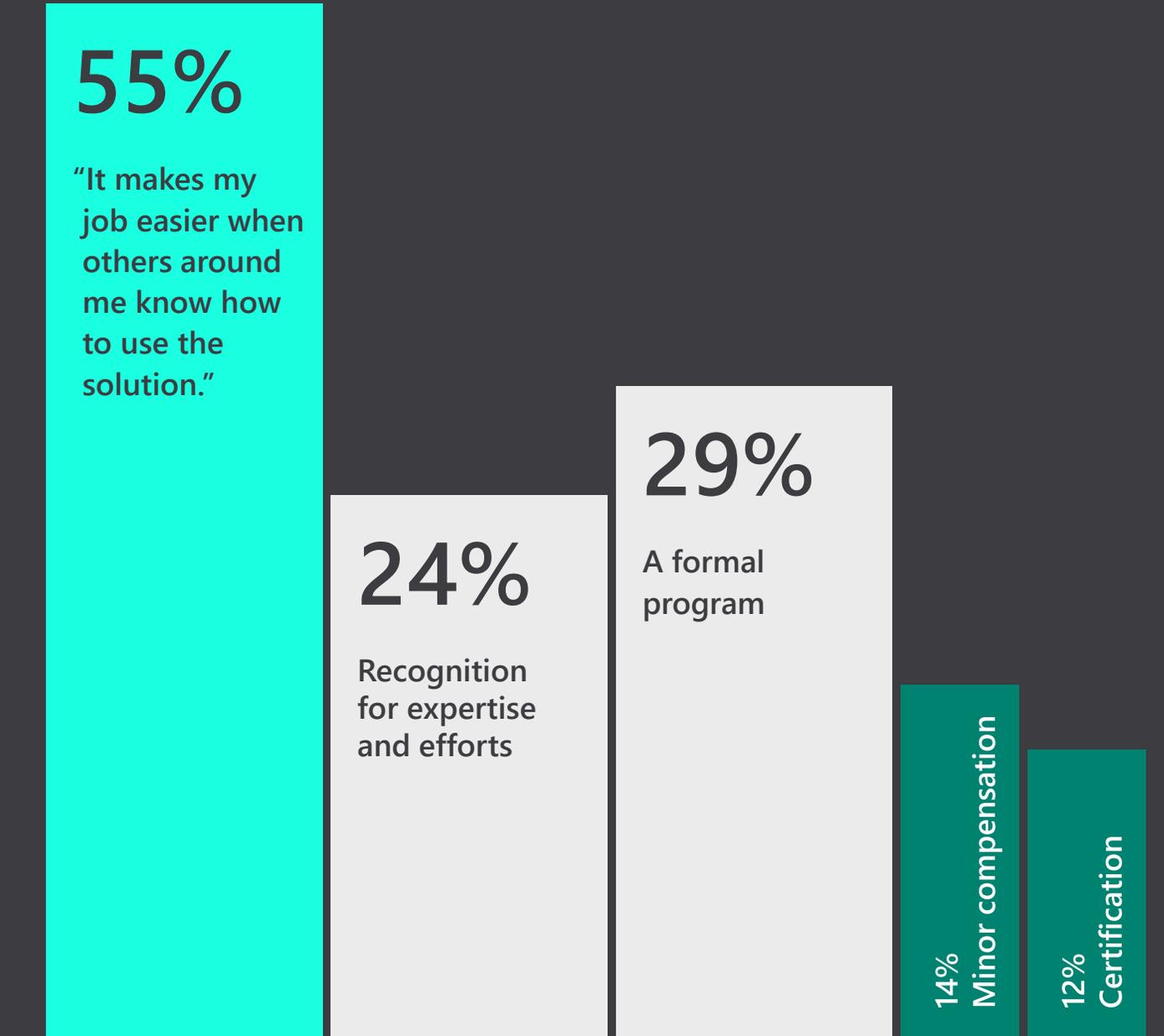
What champions are saying

"I am the power user. I'm trying to keep it going so others will do the same. It's about sharing ideas."

- Paul

"It's a matter of finding those people who are motivated. I see it as an opportunity. Part of my job is to encourage community and knowledge sharing."

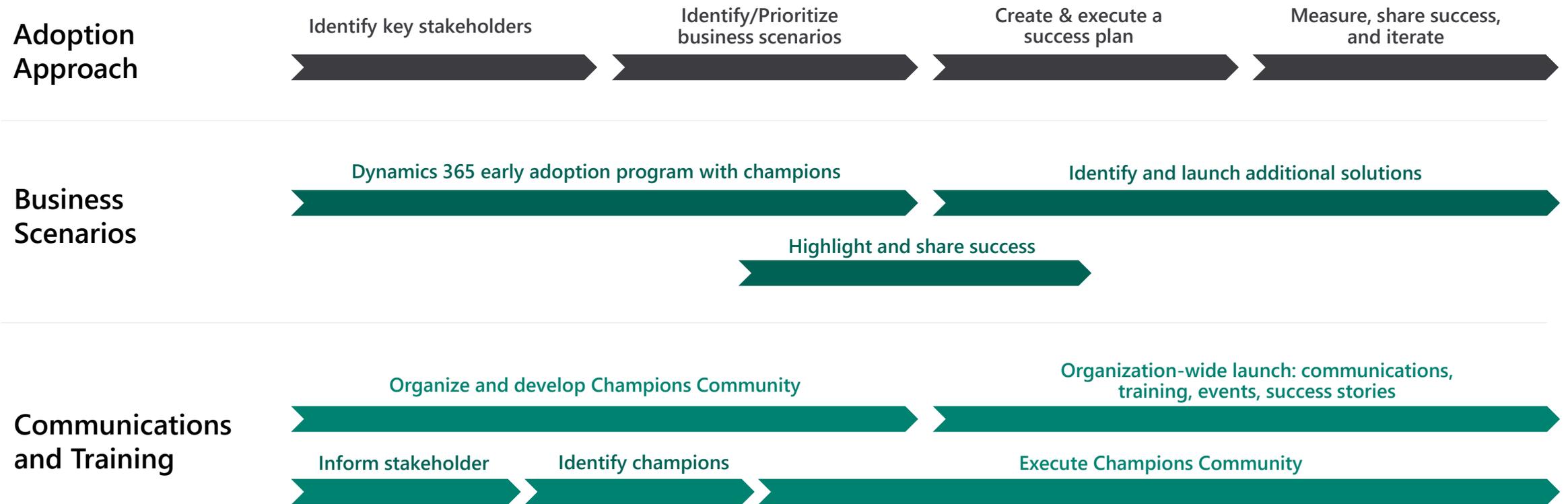*- Darren*

Build a sustainable champions community

Champions help build, grow, and sustain your Dynamics 365 rollout by evangelizing and helping their peers with the new solutions.

1. Should be formally trained to increase their depth and breadth of knowledge.

2. Should be encouraged and empowered to guide, teach, and train their peers.

3. Need consistent positive reinforcement that affirms the impact of their efforts

4. Need a clear plan upon which to execute.

5 steps to developing a Champions Community

1. Set the context.

2. Design and align the Champions Community to organizational objectives and vision for the Dynamics 365 solution.

3. Identify champions and get buy-in.

4. Build a plan with champions.

5. Execute and iterate.

Microsoft Dynamics 365

How do champions fit into overall launch planning?

Adoption Approach

Identify key stakeholders → Identify/Prioritize business scenarios → Create & execute a success plan → Measure, share success, and iterate

Business Scenarios

Dynamics 365 early adoption program with champions → Identify and launch additional solutions

Highlight and share success

Communications and Training

Organize and develop Champions Community → Organization-wide launch: communications, training, events, success stories

Inform stakeholder → Identify champions → Execute Champions Community

Organize and develop Champions Community

Communications and Training

Organize and develop Champions Community

Organization-wide launch: communications, training, events, success stories

Inform stakeholder

Identify champions

Execute Champions Community

Set the context and scope of the community: what, why, and how.

Design and align your champion strategy to organizational goals and the Dynamics 365 solution vision, and ensure it includes a community to engage and support the champions.

Attain sponsorship from key stakeholders and executives.

Develop your overall coverage plan, e.g., the number of champions per office, department, team, floor, etc.

Develop your champion commitment guide.

Meet with your stakeholders and champions

Communications and Training

Organize and develop Champions Community

Organization-wide launch: communications, training, events, success stories

Inform stakeholder

Identify champions

Execute Champions Community

Communicate the purpose and strategy of the Champions Community as part of your organization-wide launch.

Announce where they can be reached and how employees can learn from champions within your online and offline communications around the Dynamics 365 launch.

Provide champions with a fact sheet to provide to their manager to attain buy-in.

Give something back; recognize the work that champions are doing through public recognition and awards.

Identify your champions

Communications and Training

Organize and develop Champions Community

Organization-wide launch: communications, training, events, success stories

Inform stakeholder

Identify champions

Execute Champions Community

Gain an understanding of who your stakeholders are: the champions, organizational influencers, team leaders, executive sponsors, H&R (L&D or training teams).
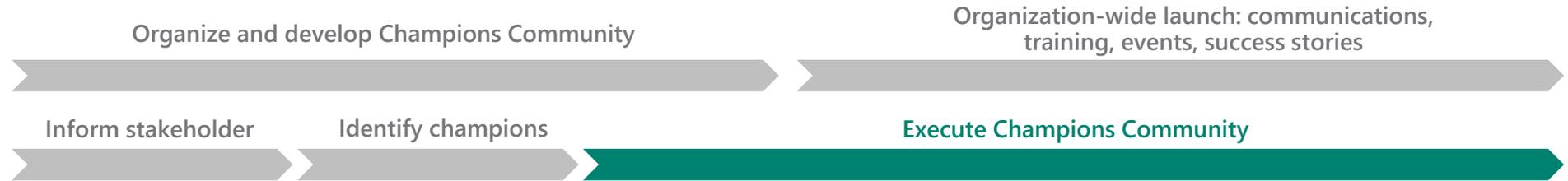
Articulate the value of the Champions Community to the organization to secure support from key stakeholders. More mature communities may include champion duties as part of HR commitments to recognize the work they do.

Work with these stakeholders to develop and approve the final design of the community.

Inform champions of their involvement and the amount of time needed to complete commitments.

Execute the Champions Community plan

Communications and Training

Organize and develop Champions Community

Organization-wide launch: communications, training, events, success stories

Inform stakeholder

Identify champions

Execute Champions Community

- Have discussions with department leads and managers across different lines of business to help locate thought leaders, technology evangelists, etc.

- Utilize your Dynamics 365 support or help group, or Yammer network if you have one, to identify who is already helping new Dynamics 365 users and has potential to grow as a champion.

Involve champions in the Dynamics 365 launch

Communications and Training

Organize and develop Champions Community

Organization-wide launch: communications, training, events, success stories

Inform stakeholder

Identify champions

Execute Champions Community

Having gone through the motions of planning, this stage is about actually executing on your plan!

Continuously meet with champions to learn how they're doing and gather feedback about how their teams are finding the new ways of working.

Throughout your organization-wide launch, encourage interested employees to learn more about the Champions Community, and provide them with guidance around how to get involved.

Highlight and share success

Business Scenarios

Dynamics 365 early adoption program with champions

Identify and launch additional solutions

Highlight and share success

| | Drive awareness amongst champions that highlighting and sharing the Dynamics 365 solution success is a part of their role. Ensure they understand how sharing success will support them in their discussions with new users by incorporating it into any champion training. |

| | Ensure there is an open space for champions to connect with one another, such as a Yammer group, where they can highlight these shared stories and have discussions around feedback. |

The champions program checklist

❑ Find enthusiastic Champions who can commit time and effort.

❑ Build a Yammer Group for Champions to share updates and successes.

❑ Provide materials ready to support their work on the group with teams and individuals (e.g., brown bag sessions).

❑ Ensure a regular rhythm for discussions with the Champions on what's working and what's not.

❑ Communicate to individuals about the Champions role and where they can be found – remember, they are not an IT support function but business representatives.

❑ Incorporate Dynamics 365 training resources into your own internal training site.

❑ Create a contest (e.g., scavenger hunts and giveaways) to between departments to encourage people to interact with the Dynamics 365 solution.

Microsoft Dynamics 365