



Roll Out Best Practices

Implementing a Successful Employee Communication and Engagement Solution

Current State

What are current employee communication channels?

Audience

What employee segments will be involved?

Timeline

What is the timeframe for an initial rollout? Expansion?

Stakeholders

What senior leaders can we involve in the rollout process?

Promotion

How can we best promote this new community to the company?



Current State

What tools/software are you currently using to communicate with your employees?

Email Newsletters

Intranet

Posters

Yammer Groups

Modules

What challenges do you have with these tools?

Key Considerations

- Ineffective platforms/programs may roll up into your new Dynamic Signal community.
- What challenges can we solve with your new Dynamic Signal community?

Audience: Beta Phase

Beta Group: 50-200 employees

- Participants should be easy to reach, they should find obvious value in the community, and they should all benefit from a singular communications strategy
 - Ideally, a mixture of corporate/HQ employees and field employees, but at least Corporate/HQ employees until further rollout tactics are in place
-

Beta Phase: 4-6 weeks

- Test strategies with content and communications
 - Survey beta participants to get feedback on their experience
 - Tip: Survey beta participants before, during and after the beta phase
-

Beta Phase Objective:

- Build a solid plan for organization-wide expansion and finalize content and communications strategy
- Use Beta phase benchmarking to set goals and objectives throughout year 1

Audience: Post-Beta

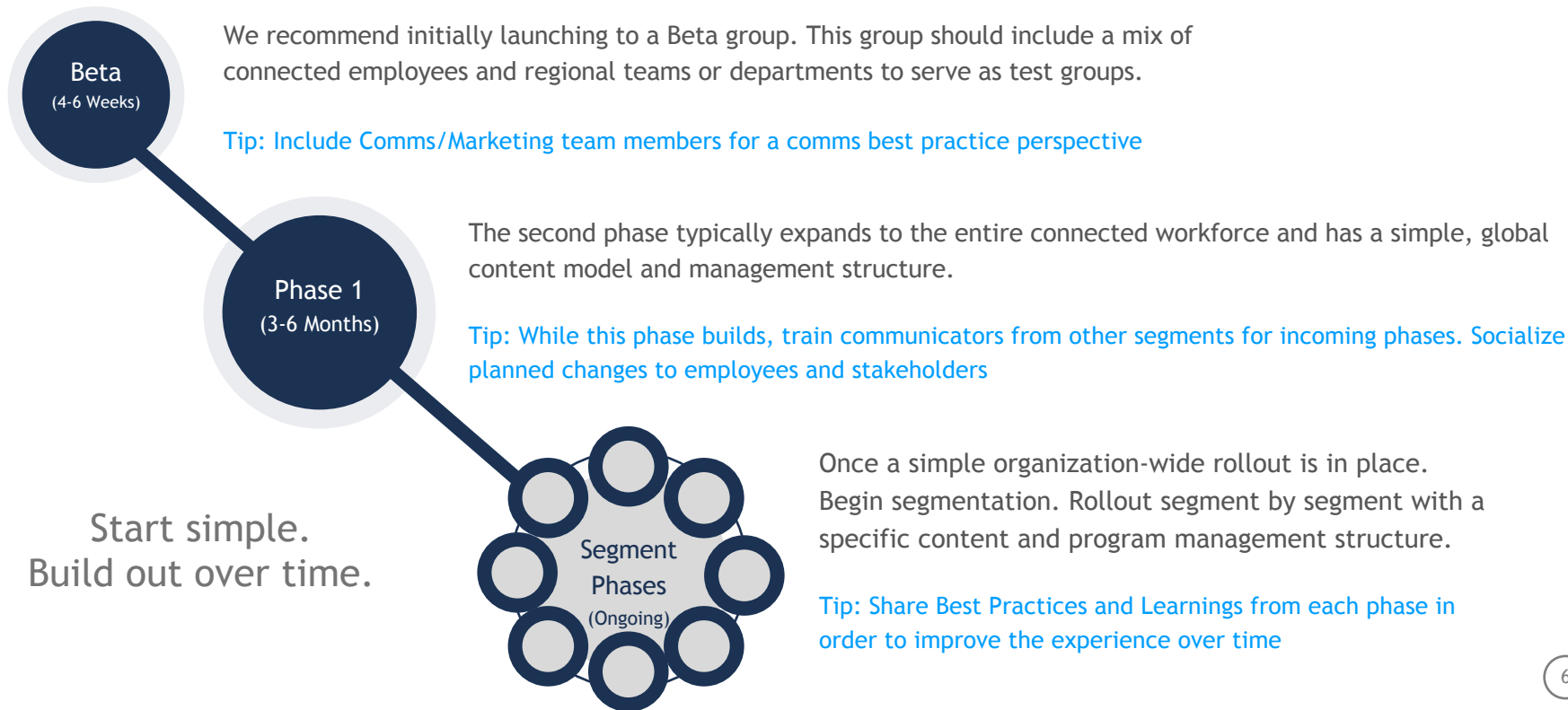
Post-Beta Rollout Options

- Phased Rollout: Rollout to the entire org with limited segmentation- start with a basic rollout and in Phase 2, segment and build out.
 - Company-wide Rollout: Rollout to the entire org at once with planned segmentation, necessary communicators to own segments.
-

Best Practice: Map your audience structure to your Org Structure

- How are regions mapped within your org?
 - Are regions multi-national, such as EMEA, or county-specific?
- Which departments exist across your organization?
 - Typical departments include: Sales, Marketing, Communications, HR.
- Which departments/regions are highly engaged?
 - If planning a phased rollout, start with highly engaged segments first
 - Tip: If there are existing Ambassador programs or social media users, include them in the first phase

Timeline: Phased Rollout



Timeline: Company Wide Rollout

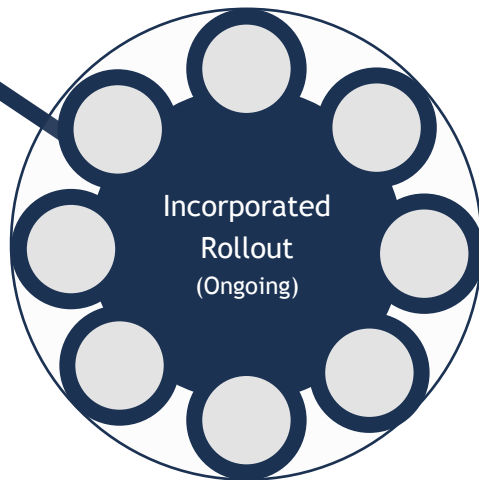
Beta

(4-6 Weeks)

We recommend initially launching to a Beta group. This group should include a mix of connected employees and regional teams or departments to serve as test groups.

Tip: Include Comms/Marketing team members for a comms best practice perspective

Planned rollout. All stakeholders identified and incorporated.



The next phase is the expansion to all employees. Rollout is segmented with owners for necessary segments managing targeted content and communications. Global, regional and departmental experience is immediate.

Stakeholders: Program Ownership & Sponsorship

The community should be owned on a Global/Corporate level with guidelines in place for business segments (e.g. region, department, product line) that would like to get on board.

Best Practices:

- Executive Sponsorship is a key component to the success of the program
- Give content & communications control to the business segment communicators
 - Allows for communicators to disseminate targeted information to their employee groups
 - Encourages communicators to promote the program to their employee groups from the ground level



Internal Promotion: Community Stakeholders

Promotion should happen before, during, and after your hub is launched and should be two-fold focused on both Stakeholder Buy-in and Employee Buy-in.

Pre-launch:

- Identify administrators and communicate upcoming changes to them at 1-3 months leading up to the implementation
- Communicate value proposition to the stakeholders in the program through to ensure buy-in and engagement

VALUE PROPOSITION: How will this benefit the owners of the community? What problems will it solve for them? What problems will it solve for the employees they communicate with? How will it benefit the company?

Benefits & Solutions:

- Centralizing communications efforts & tracking those efforts- finally seeing measurement
- Ease of use and management both for admin and employee (end user)
- Notifying on mobile and tracking all engagement
- Segmenting content per employee, cutting through the noise
- Humanizing executive team

*if an existing tool or platform will be replaced, explain that resource time and effort should be transitioned from current efforts. Highlight any time or cost savings benefits.

External Promotion: Employees

Pre-launch:

- Pre-socialize the hub on your communication channels including newsletters, social media channels, advertisements and internal forums (Slack, Yammer, Chatter, Jive etc.).
- Messages from Executives - emails, Town Halls, Meetings, Company Updates - message informing of what's to come, why they're excited and why the employees should be excited- what to expect, benefits of initiative etc.
- Launch around an internal/external event that involves a large segment of the employee population

VALUE PROPOSITION: How will this initiative benefit the employees? How will it help them do their jobs better? Be more informed? How will it help the company? What is the app? How do they use it?

Benefits & Solutions:

- Stay informed
- Stay safe
- Contribute- share your story
- Share brand content and be rewarded for it (if gamification involved)
- Humanize brand- share your story with your social audiences

Launch Promotion: Key Considerations

- Launch in conjunction with an existing event/initiative for greater spotlight
- Event Traction- sponsoring events/town halls/Break rooms
- Holding Lunch & Learns, pop-up booths, training sessions & office hours
- Intranet/Internal Site Takeover- pushing all employees/traffic to the new app
 - Hosting exclusive content that is only accessible via app
 - Linking content from the intranet/internal sites/emails TO the Dynamic Signal app
- Socialize Launch on all employee channels (e.g. email, Yammer/Slack, newsletters, staff meetings, other platforms)
- Plan ‘surprise & delights’ for new users and highly engaged groups



Points of Failure: Key Considerations

- Implementing an overly complicated content strategy
- Neglect building stakeholder support
- Lack of Executive/Leadership Sponsorship
- Failure to properly promote and socialize the program
- Failure to clearly define the benefits, objectives and goals of the program and communicate those to employees





1111 Bayhill Drive, Suite 125,
San Bruno, California 94066

dynamicsignal.com
[@dynamic_signal](https://twitter.com/dynamic_signal)

Thank You.