



Ingredients of a futureproof organization: Cultural and digital transformation - Our Own Internal Adoption of Microsoft Teams

Körkapcsolás - PMSZ

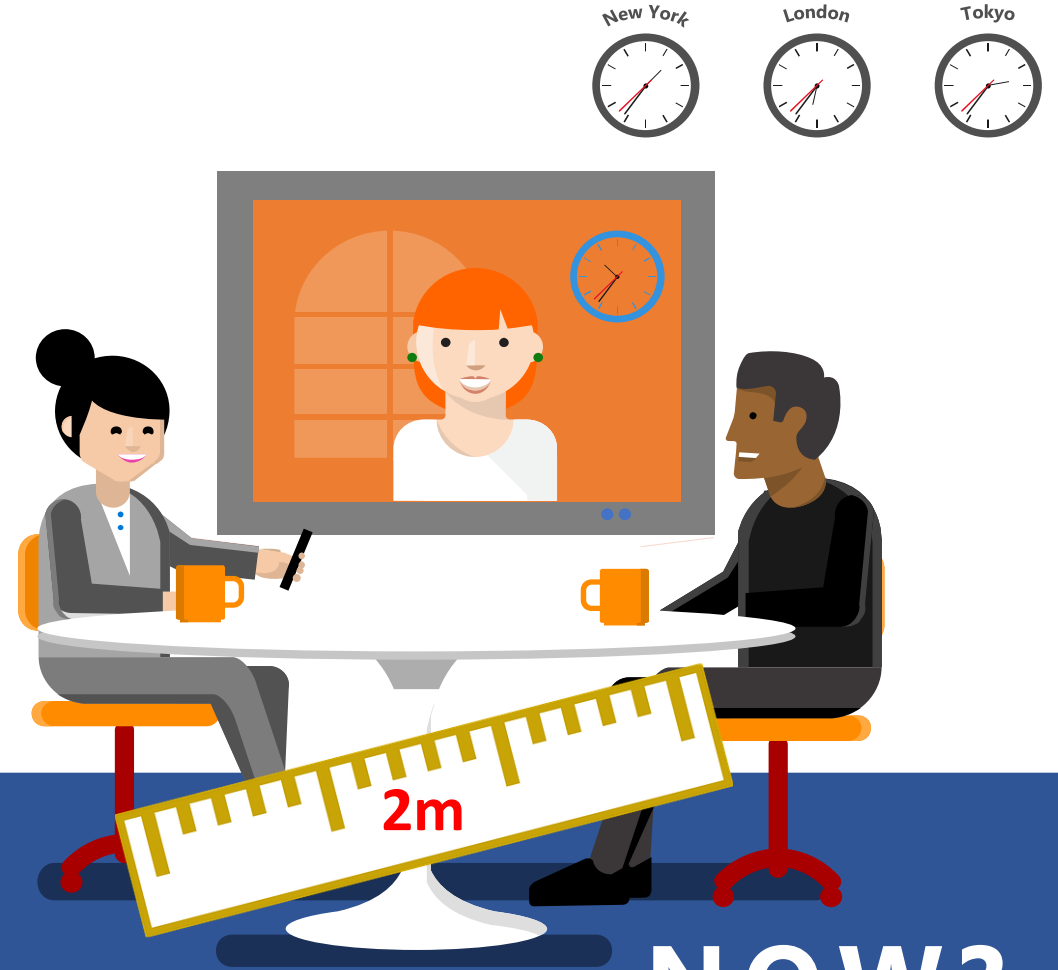
Bujdosó Bernadett

Modern Workplace Customer Success Manager | Central Eastern Europe

Things changed...



THEN



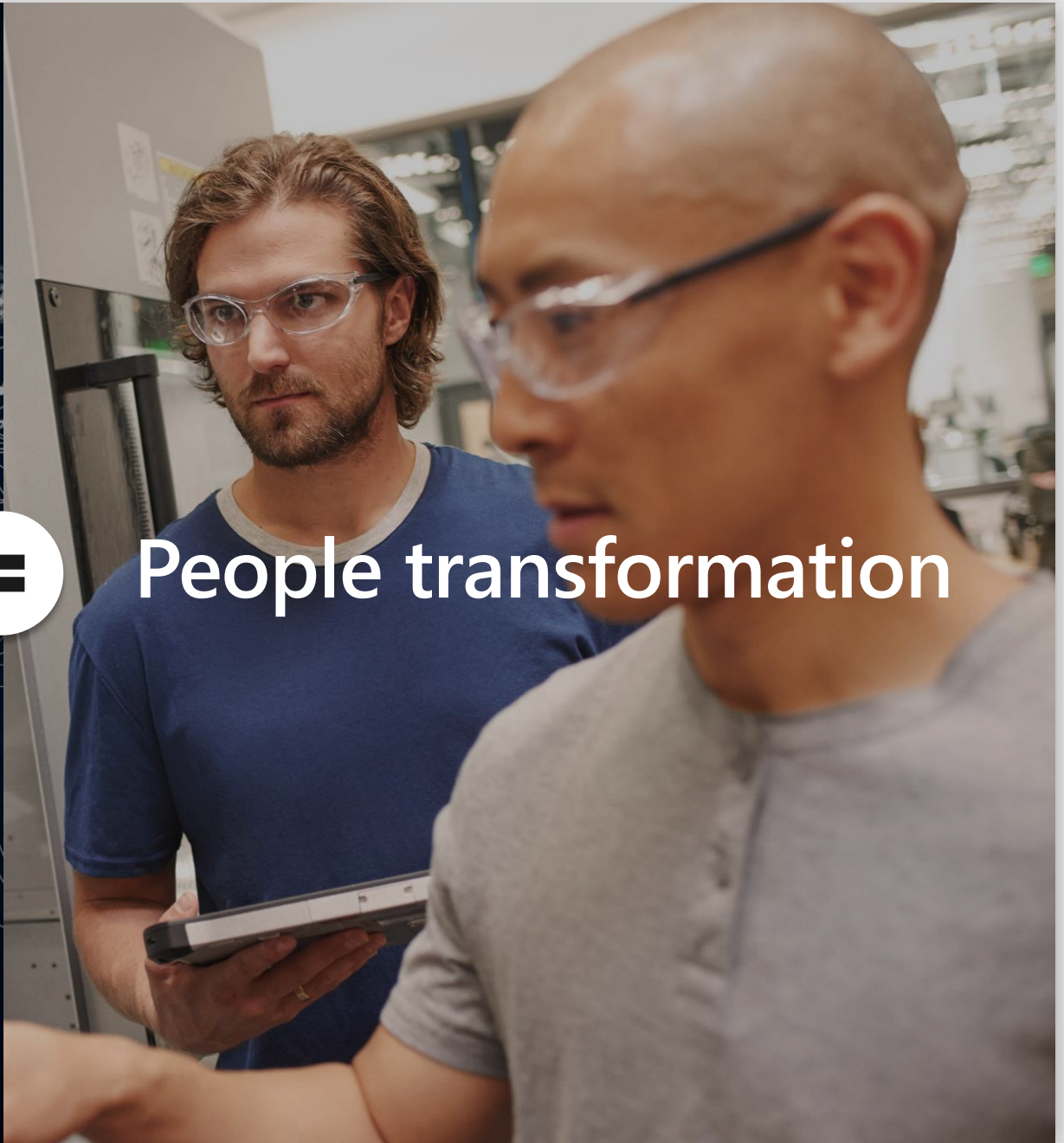
NOW?



Digital transformation

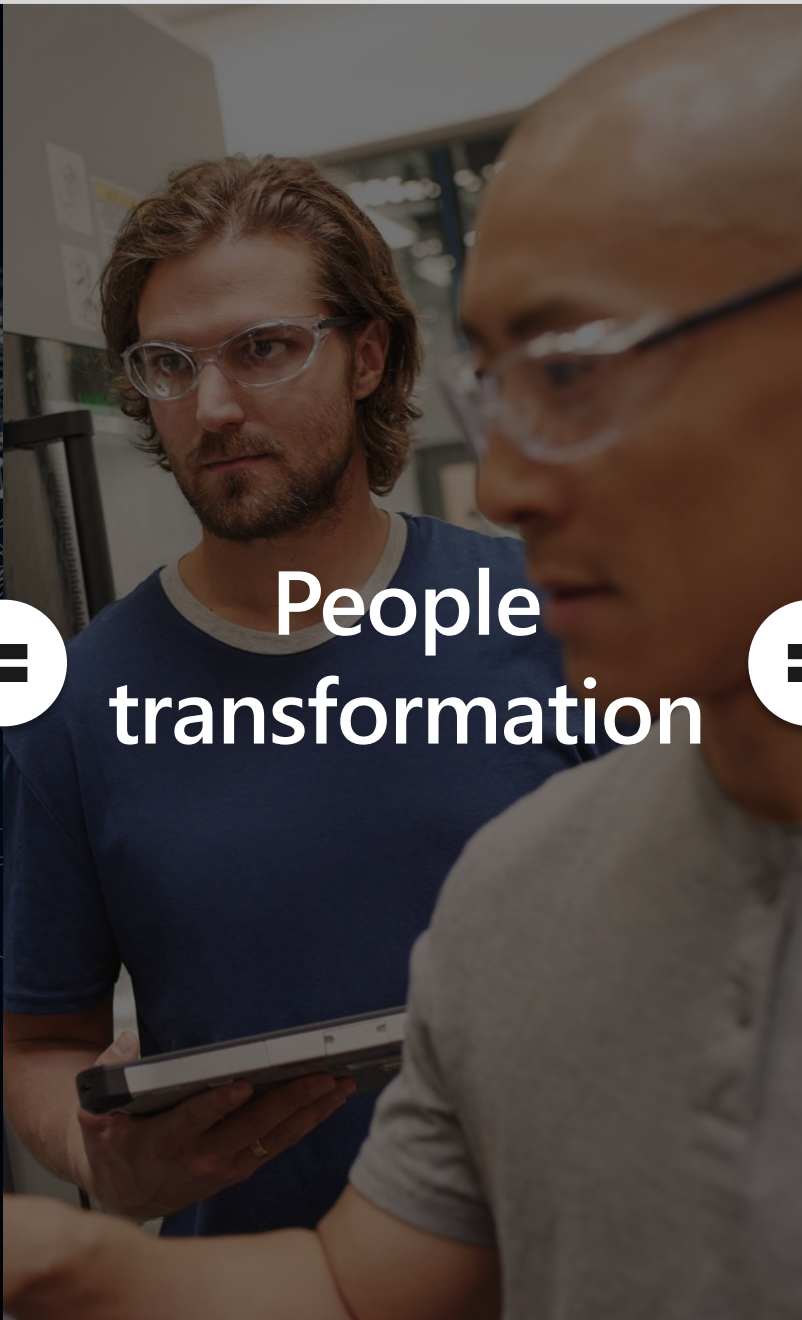


People transformation





Digital
transformation



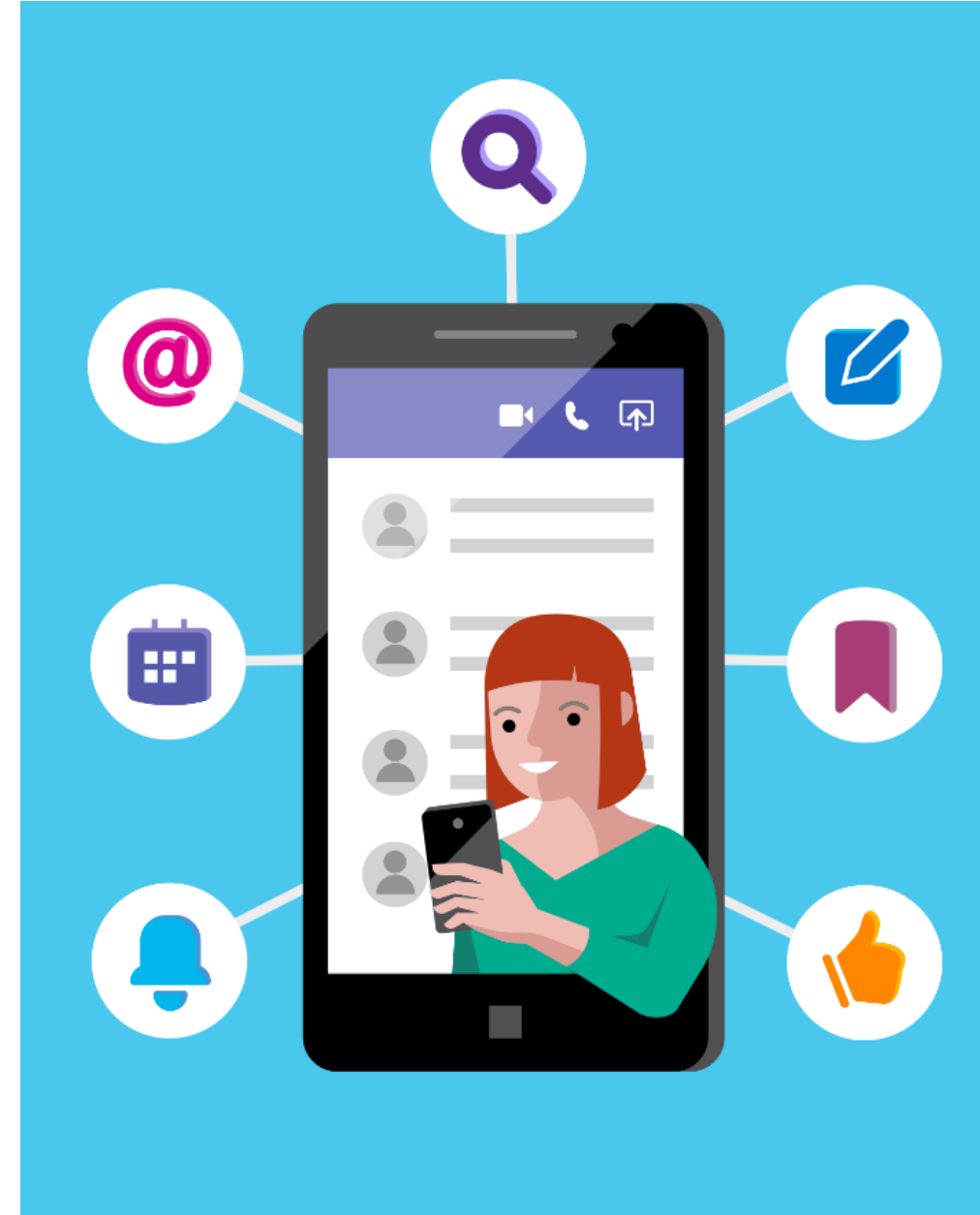
People
transformation



Culture
transformation

Our Internal Approach

- 1** **Technical readiness**—transition when the product meets our users' needs
- 2** **Adoption**—win the hearts and minds of our employees
- 3** **Sponsorship and personalization**—enable and ease change



Change Management Approach

Org Alignment is Critical to Success



Org Leader

- Sponsor the change
- Lead by example

Chief of Staff

- Evolve org processes to new modern vision
- Keep accountability to new way of working

Comms Lead

- Drive comms plan
- Steward for org's Team and Yammer
- Replace emails with modern methods, where appropriate

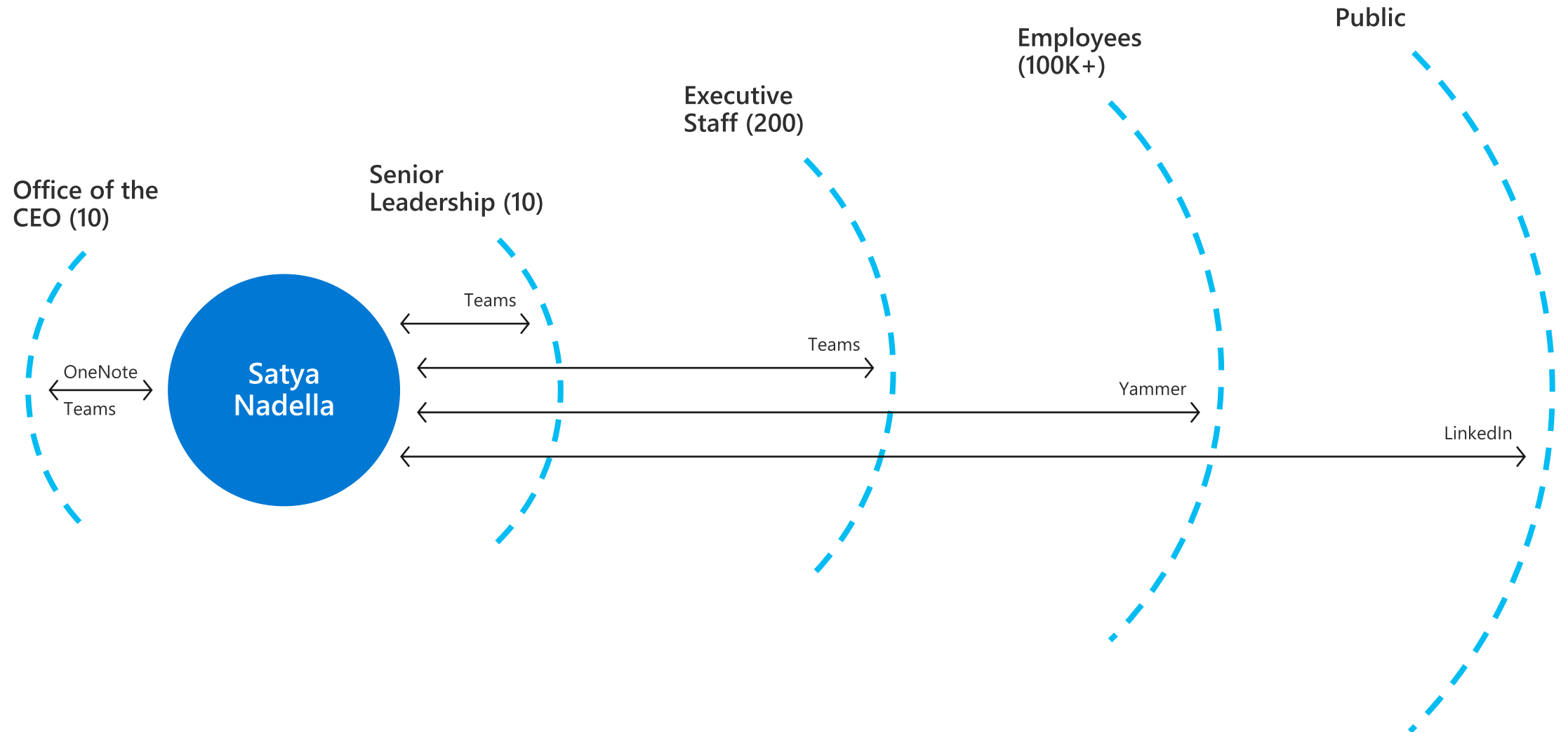
Exec Admin

- Assist leader to adopt framework and to lead by example
- Replace Skype meetings with Teams meetings

Adoption Lead

- Drive org adoption plan
- Participate in training
- Deliver org brown bags
- Contribute to Adoption Leads community

Scenarios - CEO Loops



Microsoft Teams use cases for each department

Customer Support

- Enable continuous knowledge sharing between shifts
- Provide visibility into customer escalations
- Search for solutions across conversations
- Speed up issue resolution with various subject matter experts



Engineering

- Enable continuous discussion across a distributed team
- Discuss ideas and requirements, gather inputs in the open
- Store standard documentation and files
- Integrate with developer tools like Jira



Finance

- Prepare earnings release with cross-functional stakeholders
- Streamline data consolidation and analysis
- Store budgeting documentation and files
- Share economic trends and news



Human Resources

- Drive alignment on job descriptions and streamline interview processes
- Plan and prepare new employee onboarding
- Engage distributed employees in training
- Share department resources and documentation



Marketing

- Coordinate campaigns and event tasks
- Share the latest content drafts for feedback
- Get automated reports from analytics tools
- Prepare marketing launch across multiple stakeholders



Sales

- Get quick answers from PMs and Sales Ops
- Share key customer wins
- Get lead notifications and deal mentions
- Share latest company, product and competitor news



Operations & Project Management

- Streamline project communication and tools
- Provide status updates, get feedback, coordinate tasks
- Share files and collaborate on deliverables
- Get new project members up to speed quickly



An illustration showing several hands interacting with digital content. At the top, a hand in a green sleeve holds a document with a red line graph. Another hand in a blue sleeve holds a white card with a green video play button icon. In the center, a hand in a blue sleeve holds a white card with a large 'T' and a person icon. The background features a large screen displaying a blue and purple abstract design. A large white circle is overlaid on the left side of the image, containing the title and list.

Communications & Marketing

- Microsoft Teams Intranet & Yammer promos
- Art of Teamwork Training intranet promos
- Teamwork Champions intranet promos
- Snackable Videos Yammer promos
- Physical & Digital signage in buildings
- Success stories with videos on intranet
- Meeting Room Upgrade info – In-room & Intranet
- Live events “Teams Tuesdays” & Launch events
- Accessibility Demo Day CSEO/PG/MSVIP

Learnings, Keys to Achieving Adoption in the unpredictable future

Key Learnings

1. Equip leaders to model the way
2. Establish a network of champions
3. Tie adoption to important business priorities for the company
4. Measure progress regularly
5. Phase adoption to learn and build momentum
6. Train with scenarios that resonate with specific audiences
7. Give guidance, while allowing room for experimentation & creativity



Hybrid mode - Resolutions

„I have one question for you... Let's schedule a meeting!"

◀ #1 Less meetings, more Teams!

"There are only 2 options: 30-minutes or 1-hour lasting meeting. Nothing in between."

◀ #2 Allow enough time for meeting prep and follow up

"Preparation? You will get prepared on meeting, that's how it works."

◀ #4 Help everyone prepare in advance

"No worries, we will take notes and record the meeting. If we do not forget..."

◀ #5 Keep notes from recurring meetings organized chronologically

"If it's in my calendar, then it's obligatory."

◀ #3 Only relevant stakeholders to attend. Follow the meeting conversation thread

"I think we agreed you will solve this out. Or not?"

◀ #6 Keep track of action items

"Of course, I will share it with you. As soon as I find it..."

◀ #7 Keep all relevant information in one place

Be the Cultural Sponsor & Ambassadors

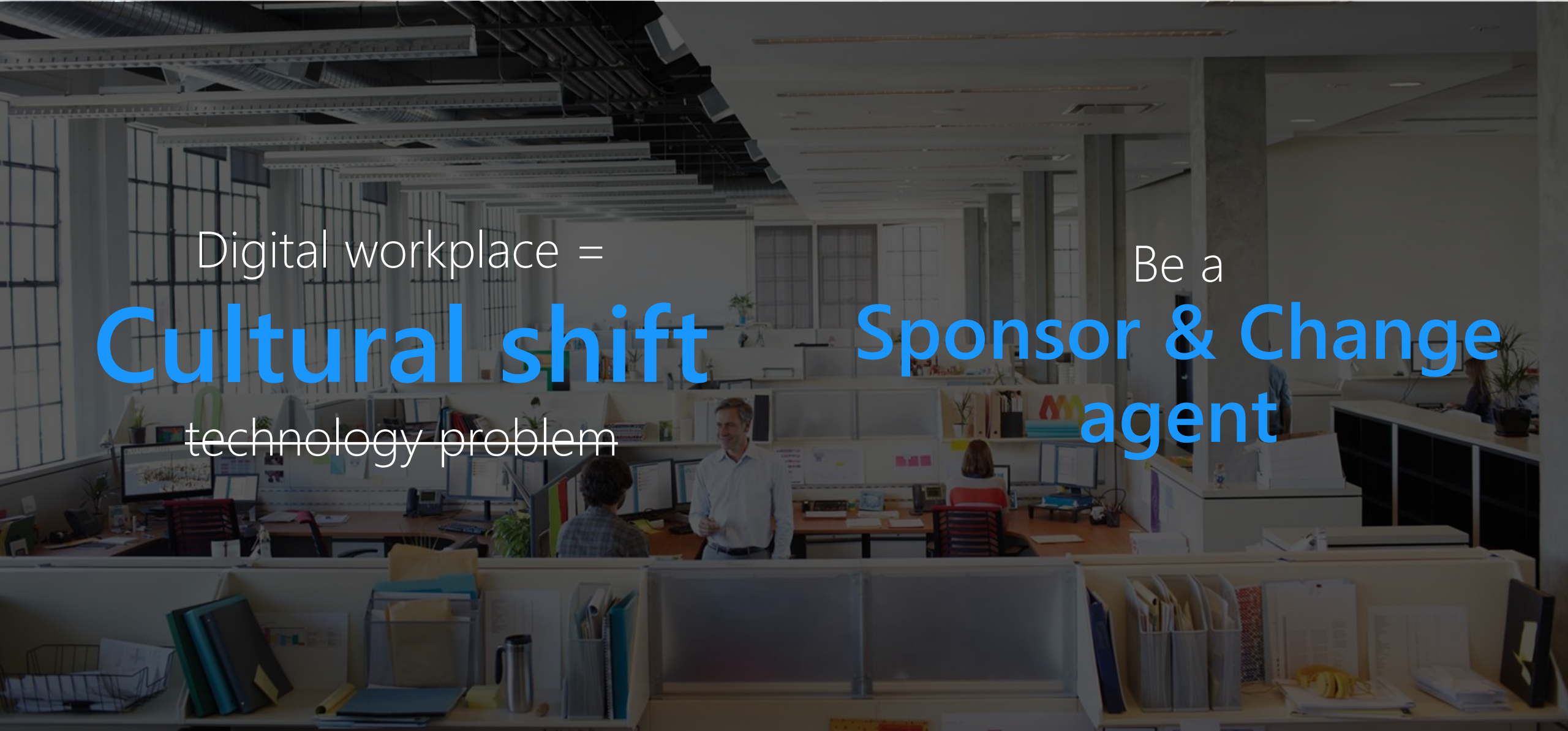
Digital workplace =

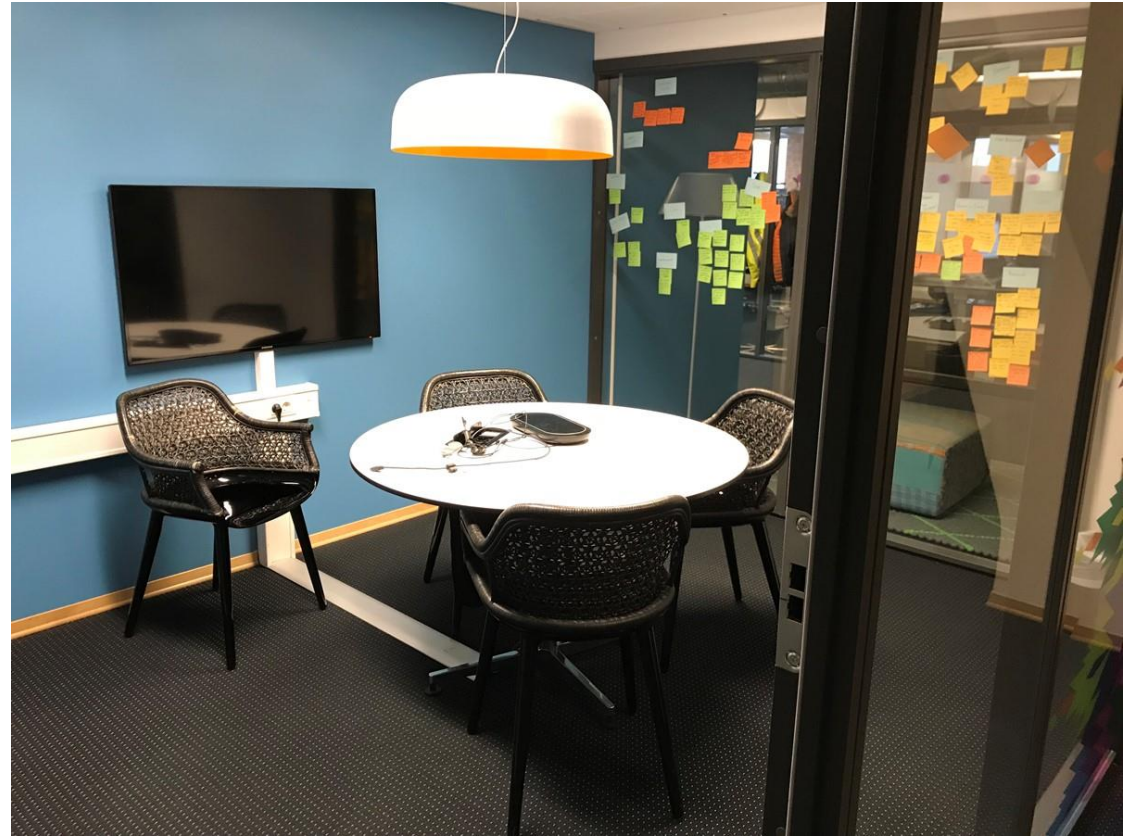
Cultural shift

~~technology problem~~

Be a

Sponsor & Change agent





Teamwork Champions >1300 – 57 Countries – 160 Buildings

We provide this highly active community everything needed to deliver Teams training & Support!

RECRUITING POOLS

- Active Teams Yammer participants
- EUSE Field Support & IT Managers
- Teams Elite members
- Art of Teamwork attendees
- Recommendations from other Champions

FUNDAMENTALS

- Make it Global
- Make Champions identifiable
- Ask Champions to land specific activities (Gives)
- Provide a value proposition (Gets)

GIVES

- Art of Teamwork Training & Office Hours
- Teams Yammer Group Support
- Microsoft Champions List on Intranet

GETS

- Digital Profile Badge
- Digital & Physical Swag
- Engage with SMEs & the Teams Product Group
- Monthly Champions Calls
- Access to the Team – Community

April '18

March '19

Retention

74.9%

100%

Chat

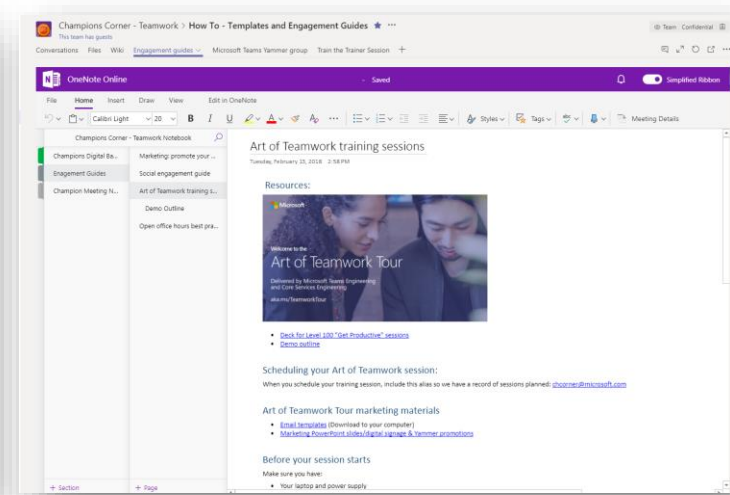
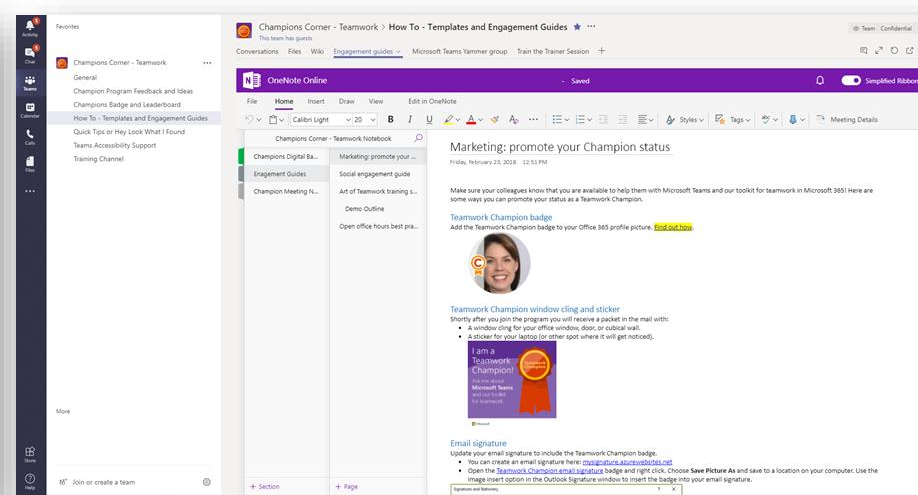
33%

97%

Meetings

41%

95%



The Art of Teamwork



Art of Teamwork: Get productive Level 100: beginner

Learn how inner and outer loop conversations can help you decide which tool to use when.

See a Microsoft Teams product demo, and get an overview of the future of Microsoft Teams. Participate in a Q&A with experts. Sign up for a live training below or watch a recent recorded training.



Art of Teamwork: Design your toolkit Level 200: intermediate

Learn how to help your workgroup decide what tool to use when.

See examples of effective Microsoft Teams structures for four scenarios: sales, engineering, operations, and event management. Participate in a Q&A with experts. Sign up for a live training below or watch a recent [recorded training](#).



Art of Teamwork: Exploring Personas - Executive Administration Level 200: intermediate

Prerequisite: L100 training or current daily use of Microsoft Teams.

Learn how to leverage Teams more deeply for core workstreams in the executive administration profession.

1-hour webinars

- L100, L200 & Persona-Based
- Multiple times weekly
- Three Time Zones

Results

- For every person trained, ~6 others have increased usage
- Drives adoption & retention

Adoption

Chat

Meetings

Email

	September 2018			February 2019		
	No AoT	AoT	Others in AoT Org	No AoT	AoT	Others in AoT Org
<i>Adoption</i>	89.8%	96.9%	93.3%	99%	100%	100%
<i>Chat</i>	39.7%	37.1%	33.3%	91%	96%	94%
<i>Meetings</i>	11.2%	14.6%	13.4%	89%	94%	92%
<i>Email</i>	0.5%	-2.4%	-0.4%	-5%	-14%	-10%

#OneLove4Teams

Campaign spanning 25 offices,
promoting CEE collaboration
principles and culture change
for better cross team
collaboration

Collaboration is key in MSA
area: 33 countries and 24
languages



Replicable by all areas: Create a
worldwide workstream and
leverage field landing resources in
CSEO and BSO

Teaming for success

Resolution #1:

*Fewer meetings, more
Microsoft Teams!*



Tools: Best in class use of
Microsoft Teams and Microsoft
365 applications

7 Collaboration principles



Orchestration



CEE Area Core team: Teams
Area PMM, IT Manager
(Microsoft Teams Expert),
Area Capability Lead, 2 Sub
Teams Champs, Area
Transformation Lead

Subsidiary V-Team: Teams
Ambassador (Product
Marketing Manager), EDS
Subsidiary Transformation
Lead, Local IT Manager

Process improvement leveraging
of Accounts Teams Hub, Area QBC
and Area –Sub QBC in teams



CEE #OneLove4Teams

Collaboration, Meeting Experience, Teams



- Actions**
- ✓ GM sending out an email with all resolutions in Jul
 - ✓ Slot on Sub All hands in August on collaboration through Teams and as a reminder on the #back2work campaign
 - ✓ Oct Resolution No 1 Promo
 - Nominated sub (MC) to provide a framework with suggested comms/simple actions by end of Sept for all subs to follow
 - All subs are advised to use the framework provided by the leading sub for the particular month with the freedom to infuse local specifics

Resolutions	Month	Country	Sub rep
Resolution 1	Oct	MC	Liya/Iryna/Tjaz/
Resolution 2			
Resolution 3			
Resolution 4			
Resolution 5			
Resolution 6			
Resolution 7			

Resolution 1 in motion...

Cross Team Collab index improved by 3 pts in 6 months



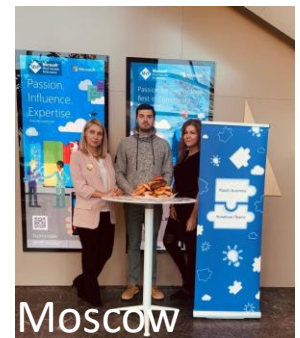
Resolution #1 Less meetings, more Teams!

Be mindful about whether you need to organize a meeting to achieve your objective. Consider using Teams group chat, thread-based conversations and co-authoring functionalities to get the work done! Bonus: all your work and conversations are captured in one place, so no more searching!



\$6.9M

total time savings over three years thanks to Teams



FOR REFERENCE

#back2business

#onelove4Teams