

Your communications plan

Successful adoption relies on great communication. Without it, your team won't understand why you're introducing new tools—or why they should use them.

Your internal communications team will be able to help you create messages that work for your people. You can always customize our ready-made templates to kick start your kick off.

Before, during, and after your rollout, there are three aspects you should focus on when it comes to communication:

- Understanding your audience
- Channels to deliver communication
- Messaging hierarchy

Let's get started!

Understanding your audience

Recognizing how different messages will land helps you to develop communications that truly assist your adoption efforts.

Questions to think about:

- Who are the communications going to?
- What is their current working world like?
- How will the changes impact them?
- Are there specific use cases that are relevant to them?

Top tip:

Create personas for your audience

Personas capture the typical habits or needs of the different 'tribes' in your organization. These are helpful in crafting targeted communications.



Channels to deliver communications

Email is often the go-to communication channel, but it isn't always the most effective. The average office worker receives 90 emails every day!

Use the other communication channels you have available to you and try to get the most out of them:

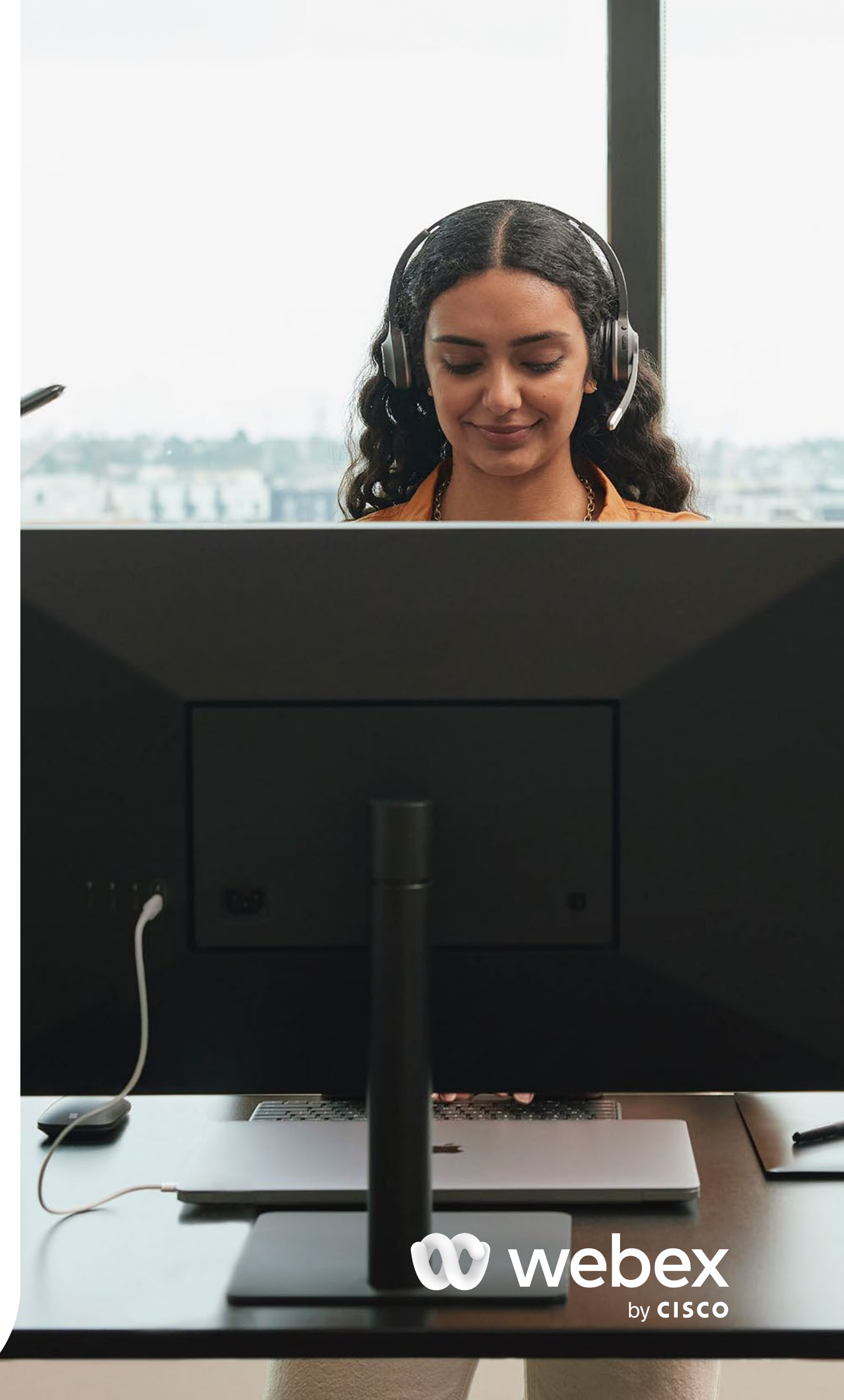
- Imagery or video on digital signage units
- Blog articles on intranet
- Posters around the office

Messaging hierarchy

Defining key messages you want to deliver will focus your communications— making them clearer and more concise.

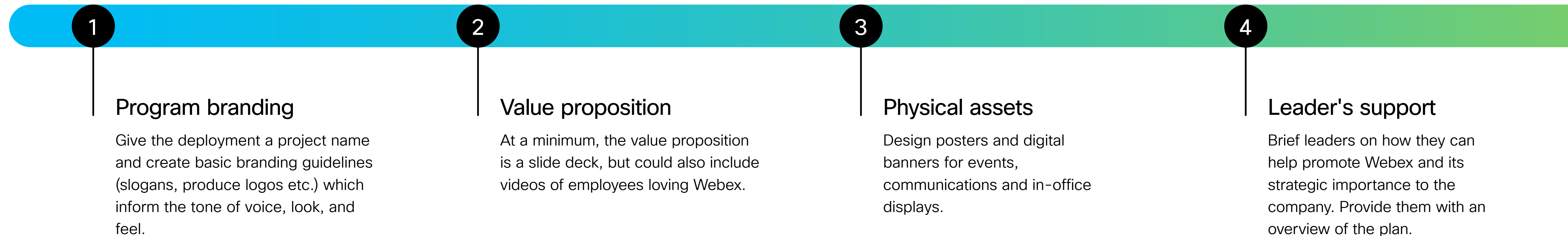
Build key messages and communication themes:

- If your key message is to “Meet anytime, anywhere“, your theme will be working on the go and breaking down silos
- If your key message is promoting work life balance, the theme can be “be home in time for dinner every day” or “meet globally without the air travel”



Key elements of a communications plan

Take a look at the timeline below and implement these steps for your organization.



5

Service desk brief

Brief the service desk on the roll out plan. Write FAQs for first line support to diagnose basic Webex issues.

6

Local IT brief

Local IT agents must be fully aware of the program and able to explain the value proposition to users. They should also have an understanding of common issues and how to fix them.

7

Influencer brief

Write content specifically targeted at influencers, early adopters, and super connectors. Give them early access to Webex.

8

PA/EA Brief

Assistants need to support their executive's adoption of Webex. Offer them high-touch training and support – they're a valuable channel for feedback.

9

Intranet homepage

Use your intranet homepage to advertise the availability of Webex. Write blog posts, articles, and design buttons and banners to promote Webex.

10

Self-service learning

Write—or source—comprehensive 'how to' self-service learning materials that are easy to read and navigate. Webex has written everything you need [here](#).

11

User survey

Design and build surveys that can be sent out before, and after, the upgrade. Use the results to prove to employees and senior leaders that Webex is having a positive impact.

12

Launch comms

This is a key communication sent to all employees conveying the business case, value proposition, and branding. It should inform people of what to expect, what's expected of them, and how to provide feedback.

13

Digital signage

Create content for digital signage to launch and promote Webex.

Communications launch plan

A robust communications plan is key to any successful adoption effort.

A good communication plan will not only inform people of changes in technology, but demonstrate the value proposition of this technology.

The plan is also a vehicle for branding, making it familiar to employees. Execution is key to create on-going demand for Webex. Treat it like a consumer launch inside the enterprise.

Messaging title: Giving time back to our people for what matters most				Date of messaging run: 1st March – 30th April		
Key Communications	Message title: Webex is here	Delivery date: 1st March	Message title: Make meetings meaningful	Delivery date: 5th March	Message Title: Be home in time for dinner everyday	Delivery date: 17th March
	Message themes: <ul style="list-style-type: none"> Webex is now our go-to meetings platform Actions to take Where to find help 		Message themes: <ul style="list-style-type: none"> Reduce your travel time and increase your time meeting people. Instead of 2 meetings per day driving across the city, have 5 from home with more time to get work done 		Message themes: <ul style="list-style-type: none"> HR-led messaging Flexible working initiative Webex as an enabler 	
	Message title: Seattle meets Sydney	Delivery date: 27th March	Message title: Go Mobile with Webex meetings	Delivery date: 14th April	Message title: Your commute just got easier	Delivery date: 1st May
	Message themes: <ul style="list-style-type: none"> Connecting global teams Continuous collaboration A Sydney to Seattle flight return is equal to 1.85 tons of carbon emissions per person 		Message themes: <ul style="list-style-type: none"> Mobile and desktop apps to make joining easy from anywhere 		Message themes: <ul style="list-style-type: none"> Using video technology to connect teams without the commute Home/ flexible working 	

Example communications launch plan

February			March				April					May					
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	
Champions communications																	
Stakeholder communications											HR Related messaging						
			1. Webex is here				2. Go Mobile with Webex meetings				3. Your commute just got easier						
			High level messaging campaign														
			1. Seattle meets Sydney						3. Be home in time for dinner everyday								
			High level messaging campaign														
					2. Make meetings meaningful				4. Continuous collaboration								

Communications checklist

Checklist items	Resources	Status
We understand the different personas and groups among our audience; how they differ in their goals, challenges, motivations, work habits, needs, etc.		
We have defined our key message hierarchy; the core of what we want our audience to understand.		
We have defined our communications launch plan.		
We have planned for communications to the business as a whole.		
We have planned for communications to senior leaders.		
We have planned for communications to Executive or Personal Assistants (EAs/PAs).		
We have planned for communications to the Service Desk staff so that they understand about the change and how to support.		
We have planned for communications to local IT staff so that they understand about the change and how to support.		
We have planned for communications relevant to our use cases.		
We have planned for communications for our champions network.		
We have circulated the communications plan to project stakeholders for feedback.		
We have drafted all communications and obtained internal sign-off.		
We have secured a communications launch budget for things like design, printing, video production, shipping, etc.		
We have fully designed and finalized all of our communications assets ready for sending.		
<i>Keep adding your own...</i>		