

Driving Change and Culture: Activating Leaders, Managers and Employees with Viva Engage

Steve Nguyen Allison Michels





MAY 6-8, 2025 • LAS VEGAS, NV







The official event app for the **Microsoft 365 Community Conference**

Event invitation code: NextGen2025

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- Event announcements
- Personalized agenda, session details
- ⇒ Speaker & attendee profiles
- Networking, meet-ups, messages
- Event documents



Steve NguyenPrincipal Program Manager
/stevenguyen



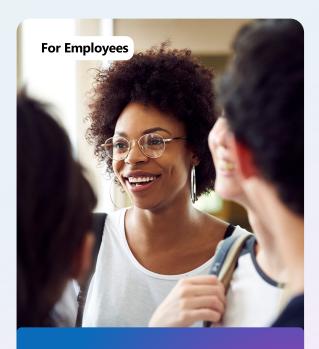
Allison Michels
Senior Program Manager
/allisonmichels



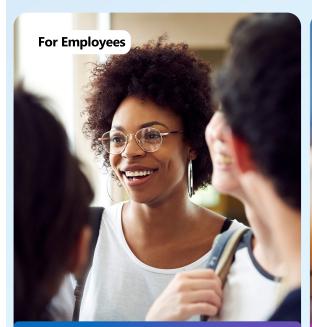
Viva Engage

Connect people across the organization

with leaders, coworkers, news and knowledge



Activate employees to contribute their energies, expertise and ideas



Activate employees to contribute their energies, expertise and ideas



Empower leaders and communicators to reach, engage and listen at scale



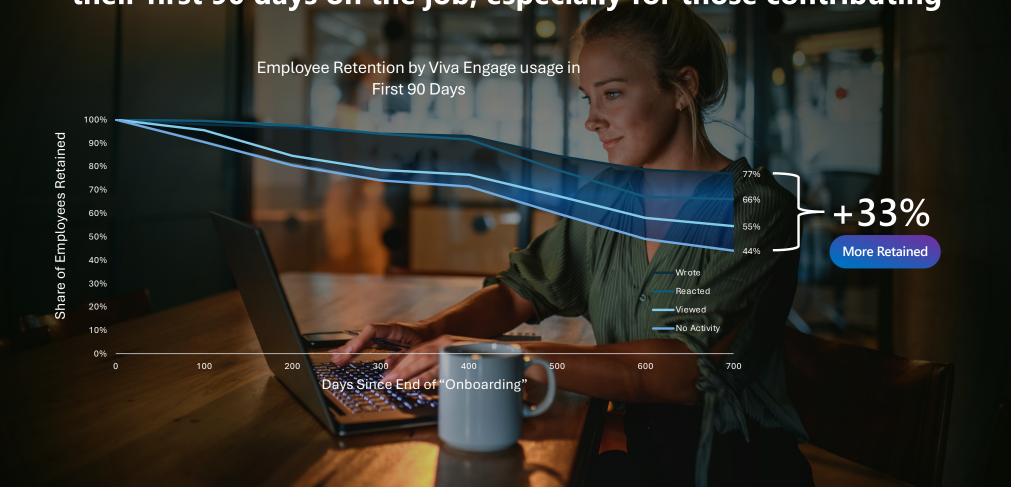
Build effective communities to support business objectives and employee experience



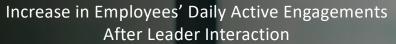
Find knowle answers faster can be mo

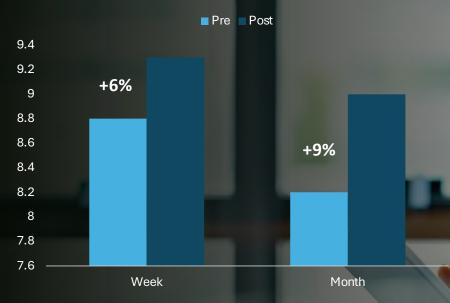
Across SharePoint, Outlook & Teams • Across tenants • Trusted platform • Powered by Copilot & Al





Engage facilitates leader-employee engagement





Leader interactions have a positive impact on downstream engagement. A week after receiving a reply from a leader, daily active engagements were up +6% across the network.

A month after, their daily active engagements were up an average of 9%.

Leadership Impact



30%
Increase in employee retention when leaders have high Engage usage

Leaders have a positive impact by:



Replying to employee posts



Aligning employees with strategic updates



Connecting employees with one another



Creating a positive culture by example

From Organizational Leader Research Insights IViva on Web Sprint1 Feb 2023 .pptx (sharepoint.com)).

TRUST

emerges as most impactful driver to overall leader and employee comms satisfaction Microsoft builds **trust** in its communications with employees.



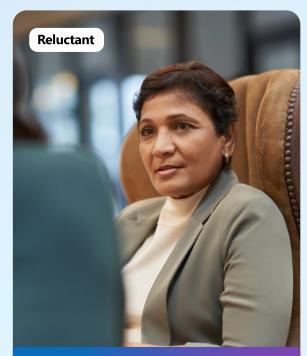
Top driver for "Microsoft does a good job communicating with employees"

My leader has earned my **trust** and confidence in their leadership.

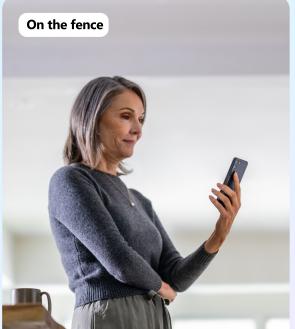


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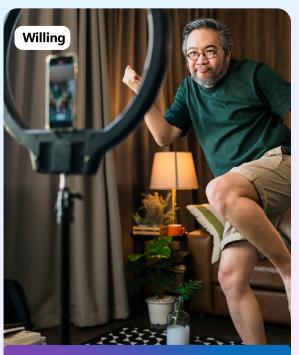
Types of leaders



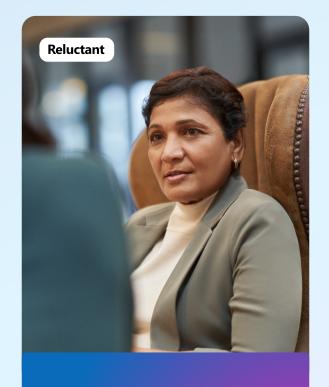
Is the risk worth the reward?



How will I be perceived?



How can I measure the impact?



Is the risk worth the reward?

Characteristics

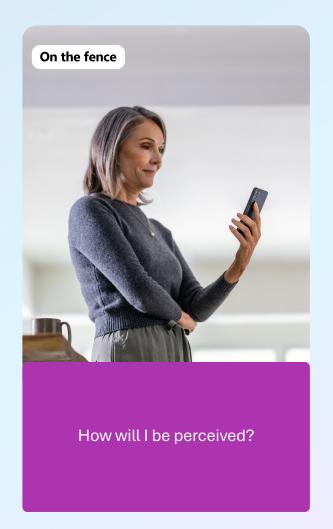
Hesitation to take action
Lack confidence in their abilities
Reluctance to engage

Positive Traits

Potential for growth Willingness to learn

Where to start

Start with small steps, such as posting in a community.



Characteristics

Indecisive
Infrequent engagement
Commitment fluctuates

Positive Traits

Open to new ideas
Considering increased engagement

Where to start

Encourage thought leadership post on storyline



How can I measure the impact?

Characteristics

Proactive with content ideas
Consistent engagement
Strong commitment

Positive Traits

Leadership skills Inspires others

Where to start

Maintain rhythm and post to storyline and communities



Start with the benefits



Real engagement



Two-way dialogue



Reactions



Sentiment

Get set up as a leader

1

Set up delegate

Support your leader(s) by acting as their delegate

Delegates perform critical actions like content generation and evaluating leader analytics 2

Setup your leader

Adding your leader in Engage allows you to setup an audience for them

Spotlights their contributions in Leadership Corner

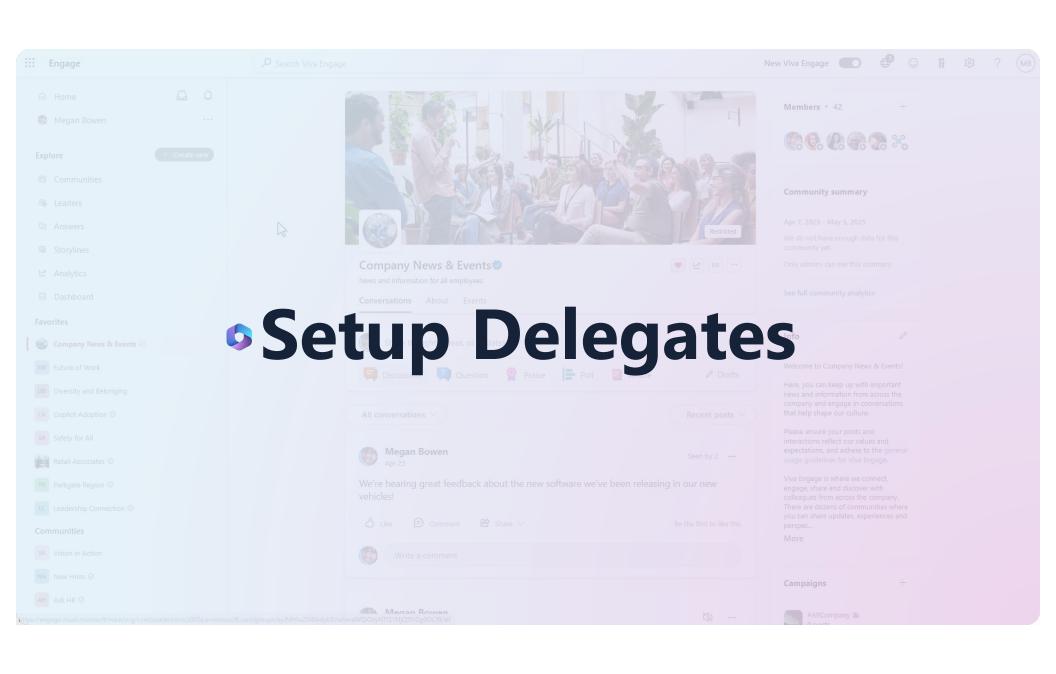
3

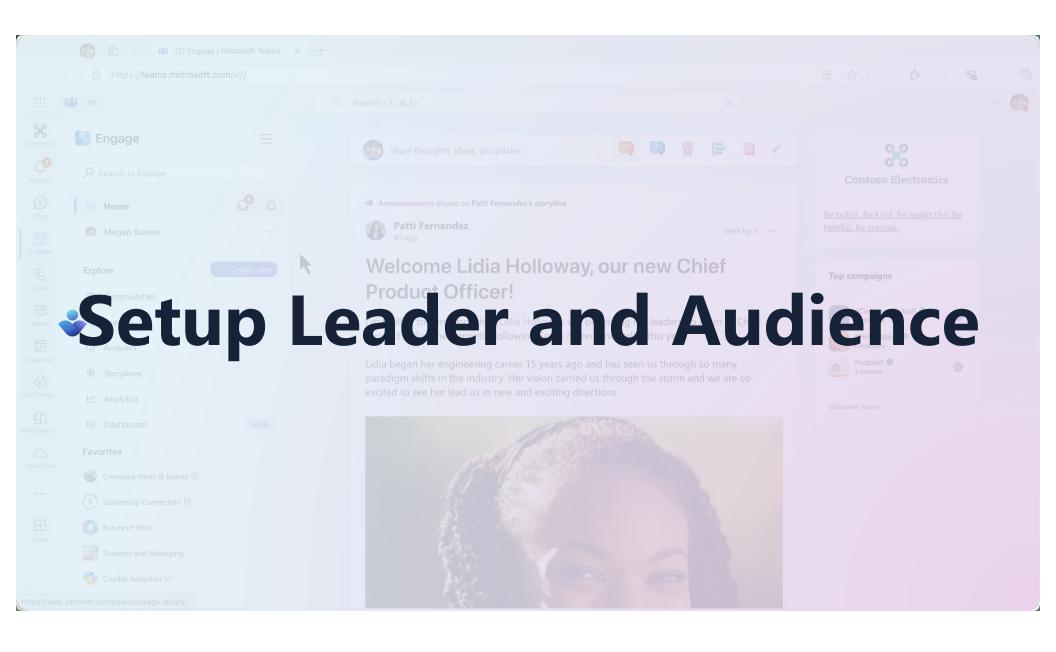
Set up audience

Helps target leader content to the right people

Prioritizes leader content in the audience's home feed and digests

Generates analytics specific to the audience









My employees are starting to worry about employee morale. Our year end results and recent issues we've had with our supply chain are contributing towards the slight decline in morale. The supply chain challenges have increased over time. Employees are expressing fear and frustration about their future impact. Draft a post I could use for Viva Engage that will inspire and encourage employees.



Copilot

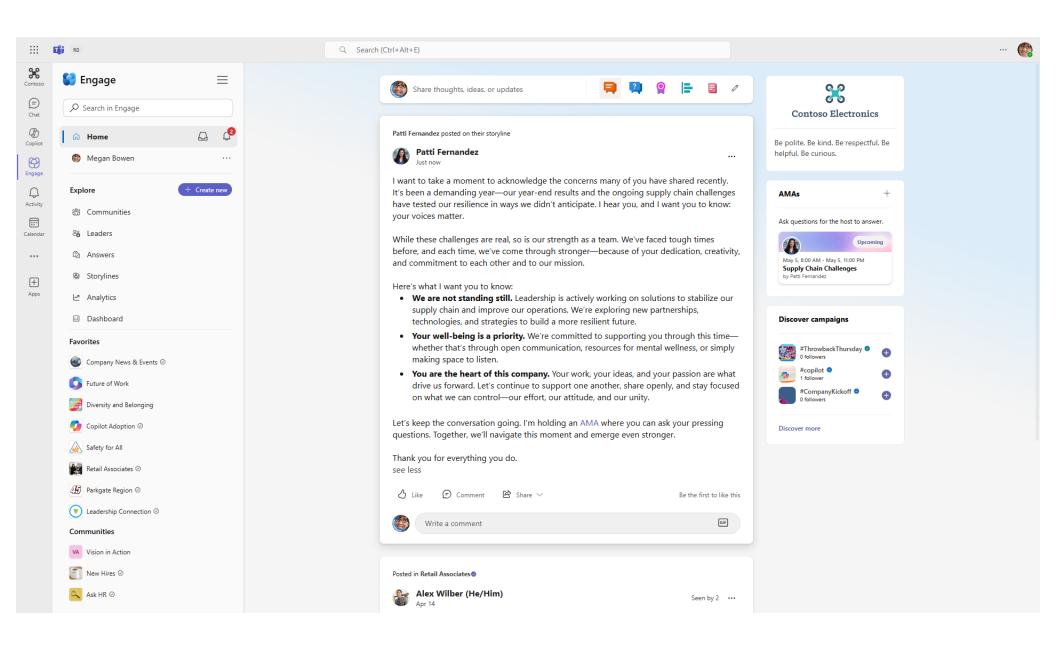
Hi Team,

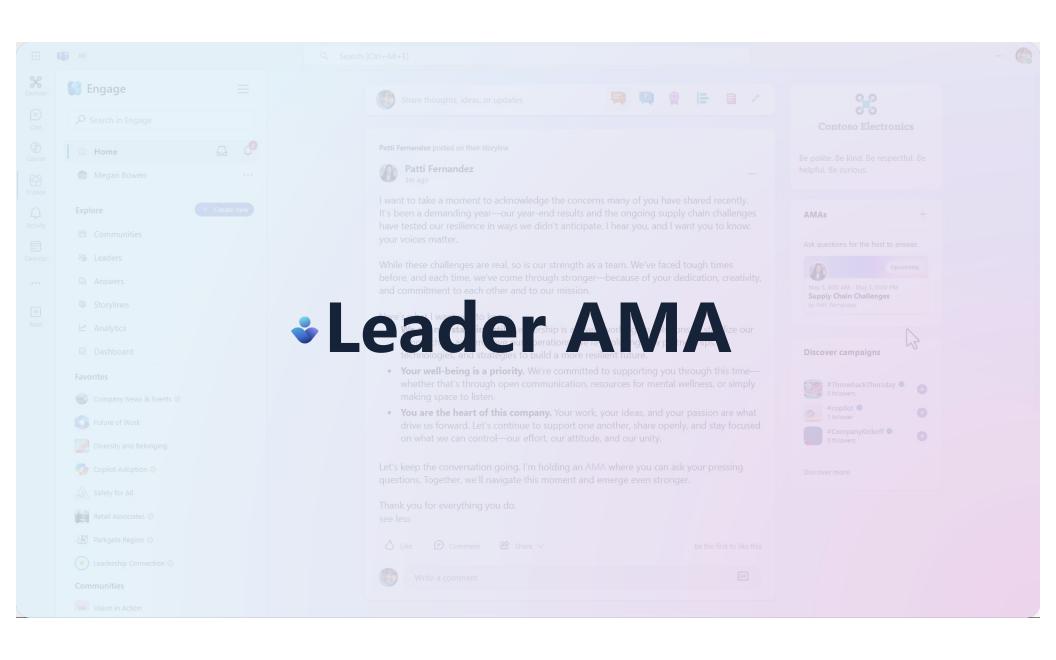
I want to take a moment to acknowledge the concerns many of you have shared recently. It's been a demanding year—our year-end results and the ongoing supply chain challenges have tested our resilience in ways we didn't anticipate. I hear you, and I want you to know: your voices matter.

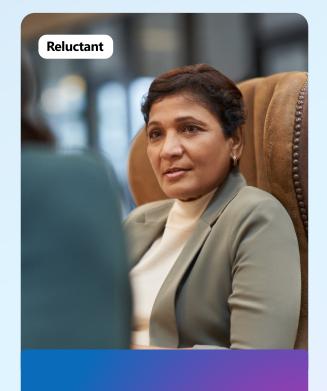
While these challenges are real, so is our strength as a team. We've faced tough times before, and each time, we've come through stronger—because of your dedication, creativity, and commitment to each other and to our mission.

Here's what I want you to know:

We are not standing still. Leadership is actively working on solutions to stabilize our supply chain and improve our operations. We're exploring new partnerships....







What are my next steps?

Best Practices

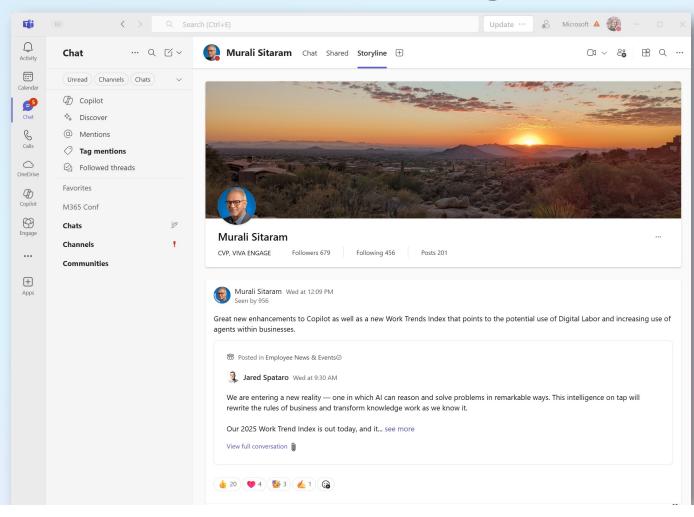
Set them up for future success

Build confidence with incremental steps

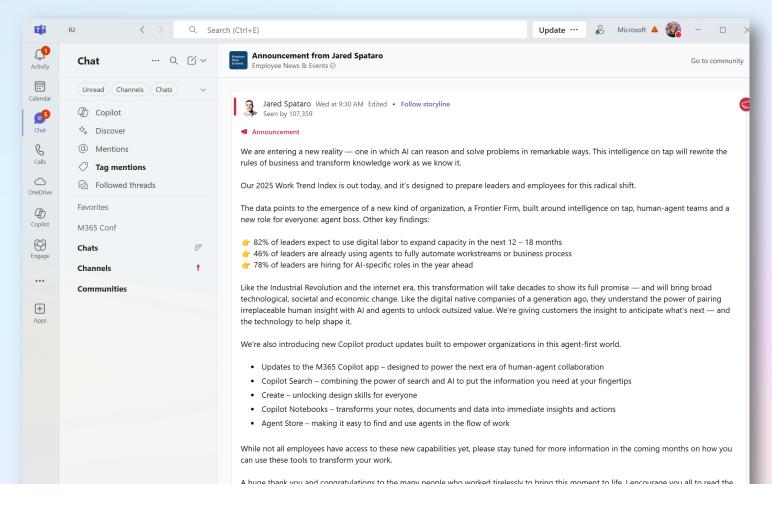
Consider an AMA to address employee themes



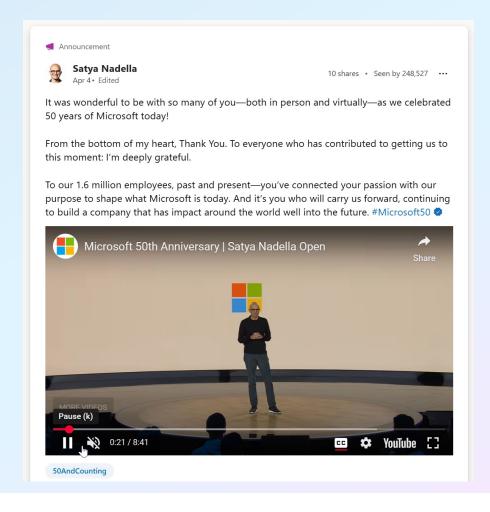
Cascade messages



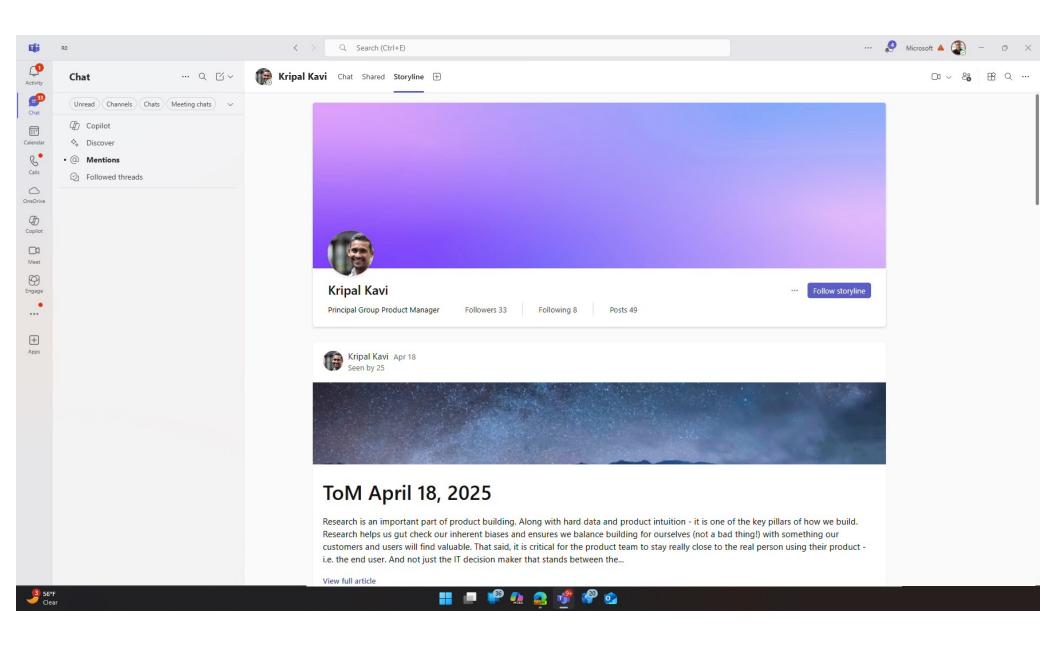
Review existing communications



Recycle, Reuse and Repurpose content









I Look at my past month's teams chats, emails, meetings, customer discussions and write an appropriate post for Viva Engage that will be interesting for my audience that consists of [audience demographics]



Copilot

Based on the past month's Teams chats, emails, meetings, customer discussions, and files, here is a "Top of Mind" post for Viva Engage that will be interesting for your audience consisting of product managers, engineers, and customer success and account managers.

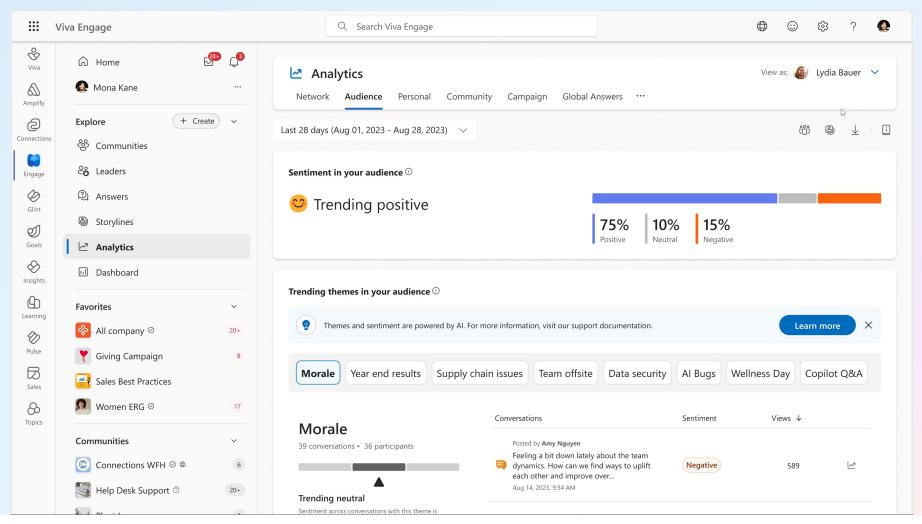
Top of Mind: April 2025

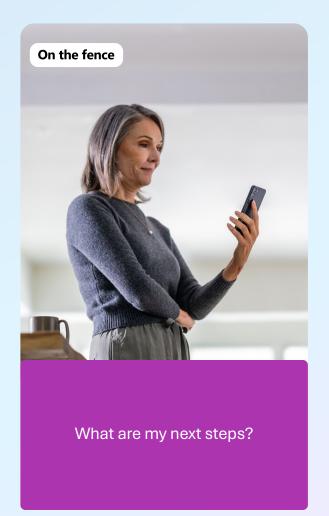
M365 Conference Prep: Our team is gearing up for the M365 Conference in Las Vegas. We've finalized session content, organized speaker schedules, and ensured logistics are in place. Special thanks to Heather Cook, Dan Holme and Laurie Pottmeyer (MCAG) for their exceptional efforts.

Customer Success: We've had insightful discussions with customers showcasing how Viva Engage and Copilot enhance internal communications and engagement

Product Enhancements: We're actively gathering feedback and improving our products. The centralized customer feedback system has been a game-changer, allowing us to track important issues and prioritize tasks effectively.

Review data for reach & engagement





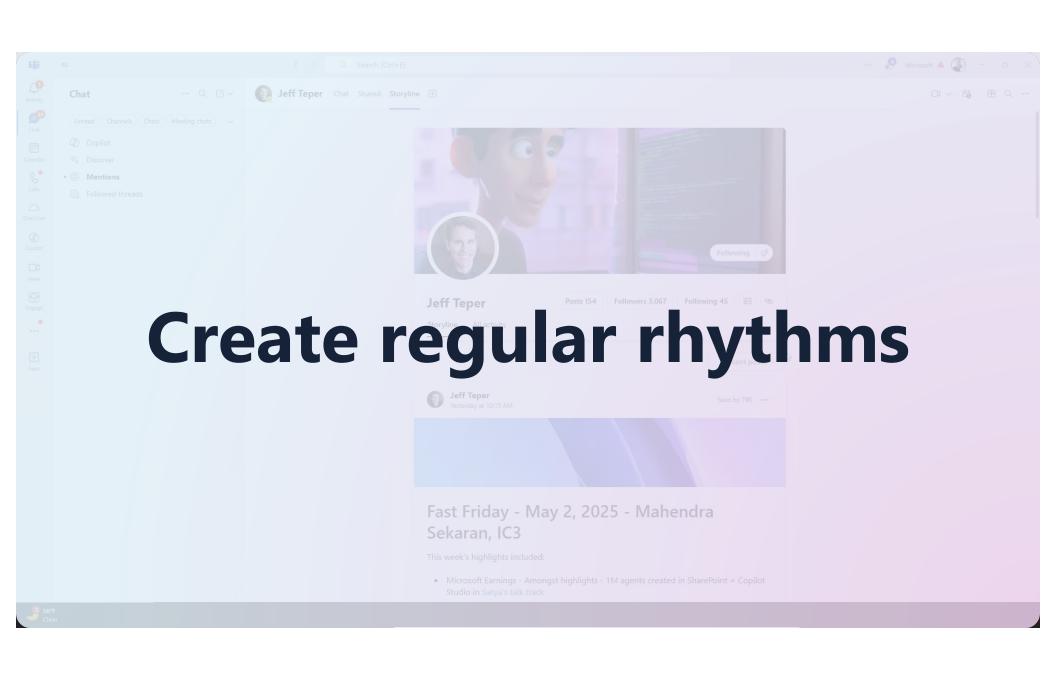
Best Practices

Start with similar habits but increase the engagement

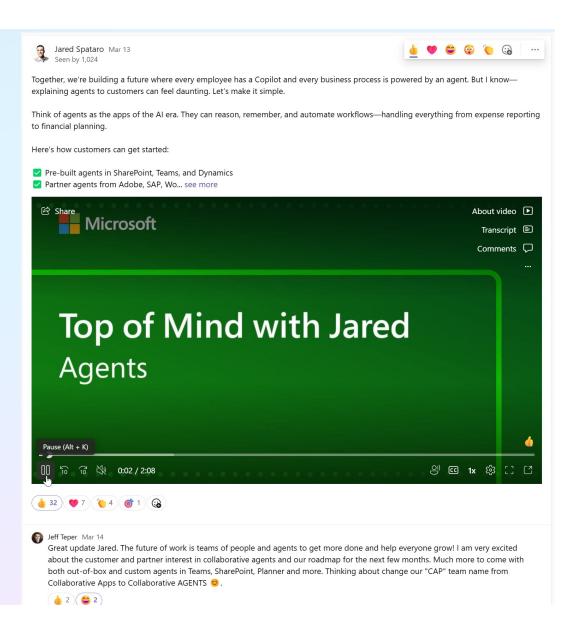
Capitalize on their openness to new ideas

Use benchmarks to show growth potential

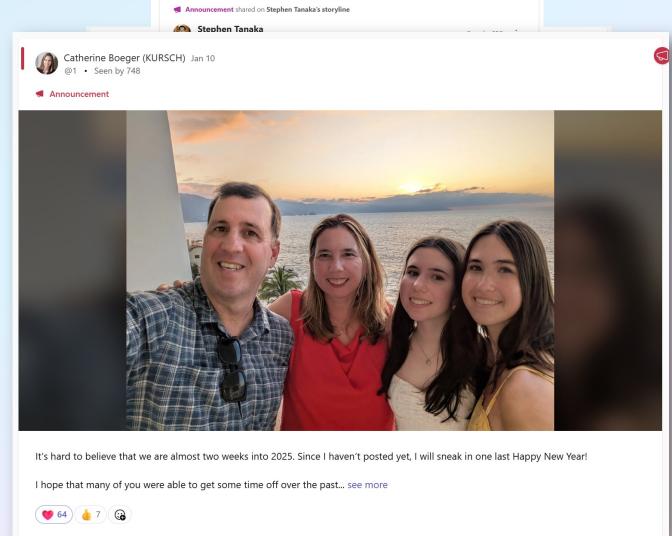




Incorporate diverse media types

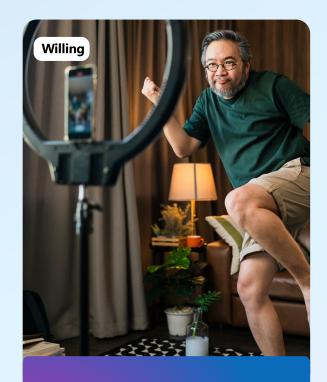






Answer employee questions AMA style





What should I continue doing?

Best Practices

Encourage proactive and consistent behaviors

Show the impact of their willingness

Lead by example, pull in other leaders



Trust

emerges as most impactful driver to overall leader and employee comms satisfaction

Microsoft builds **trust** in its communications with employees.



Top driver for "Microsoft does a good job communicating with employees"

My leader has earned my **trust** and confidence in their leadership.



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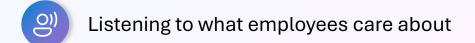
Two-way dialogue builds trust

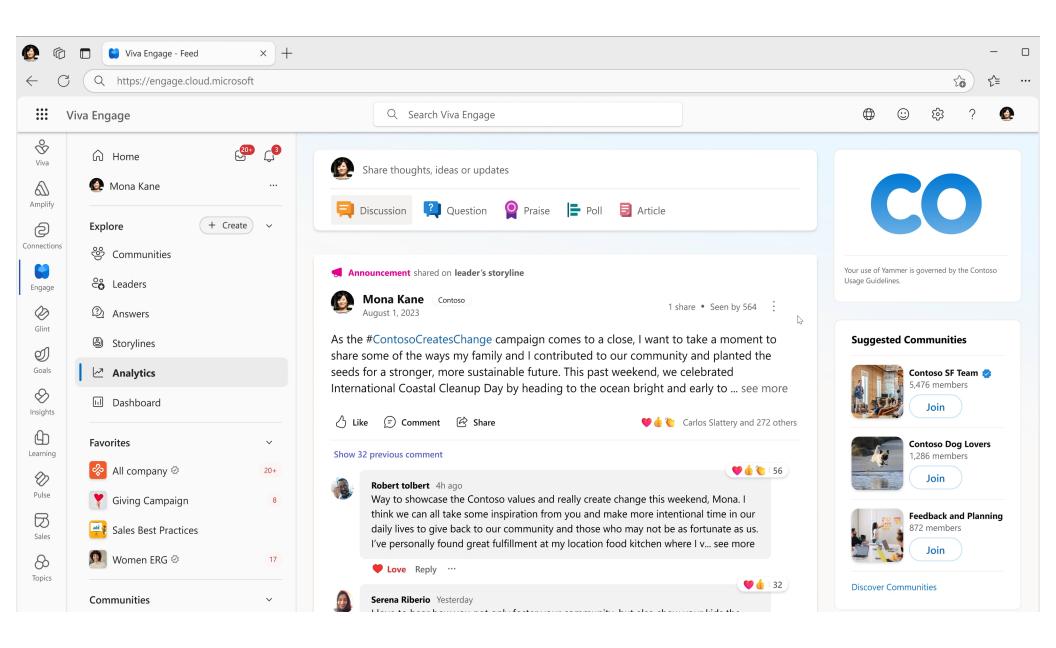
Leaders who earn trust and confidence in their leadership

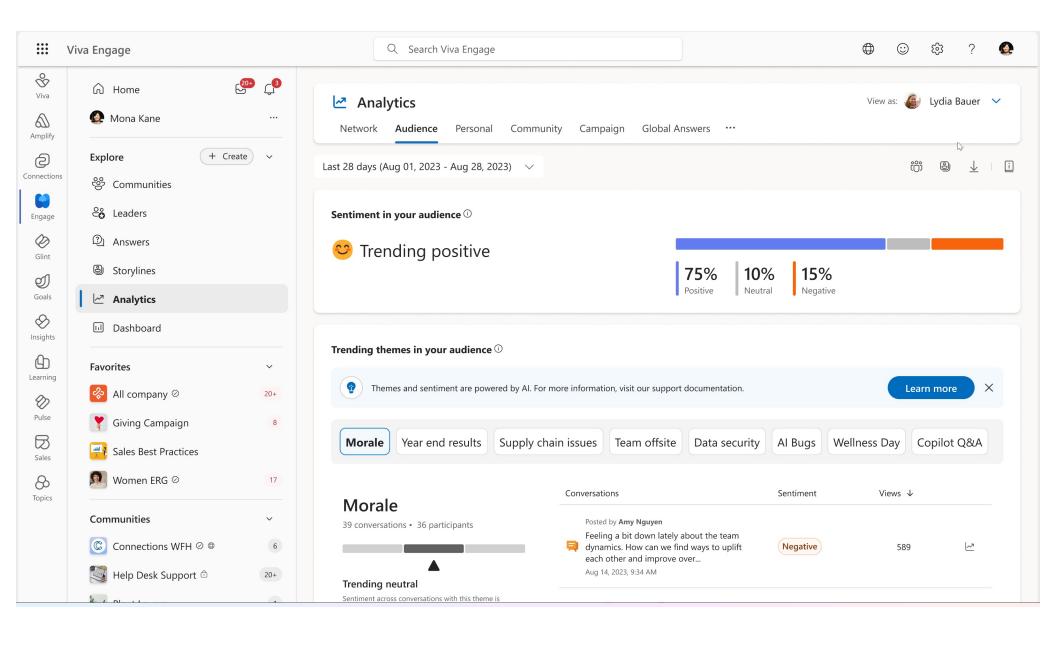












Leaders with high trust scores lean into twoway dialogue

Channels like Viva Engage and AMA/All Hands are effective at facilitating two-way dialogue



Hold All Hands with Q&A or AMAs frequently

I appreciate the opportunity to ask my leader questions every month during their Town Halls, and that they commit to answering the top upvoted employee questions.



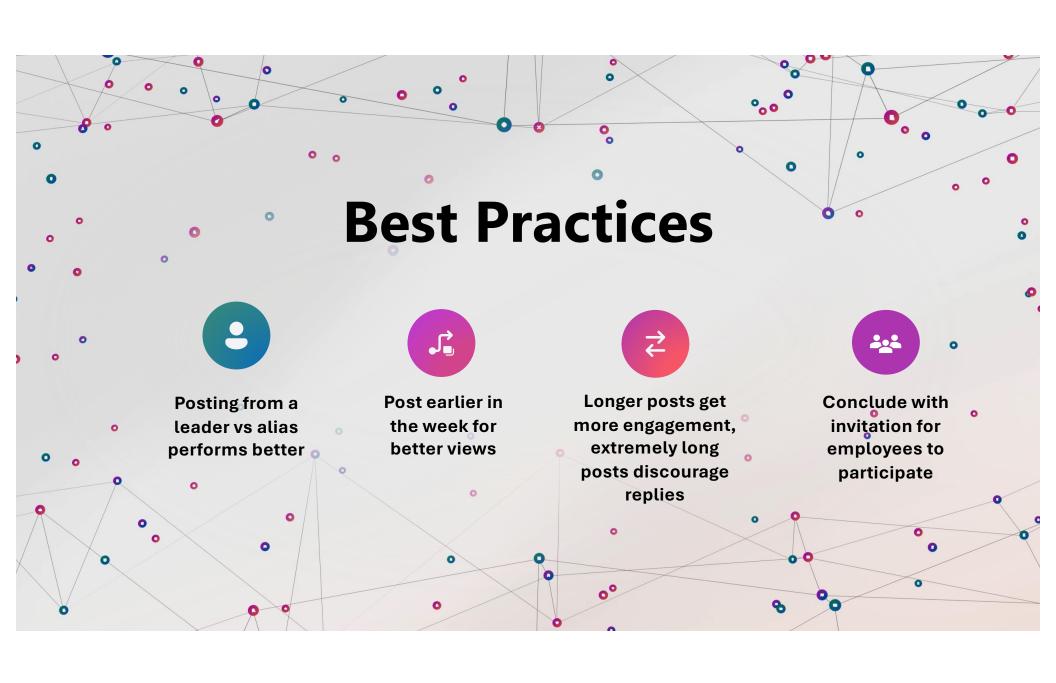
Communicate authentically on channels like Viva Engage

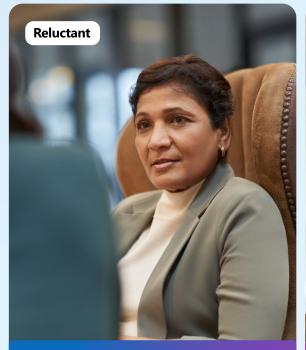
My leader shares personal updates in our org's Viva Engage community, which makes them seem quite authentic and relatable.

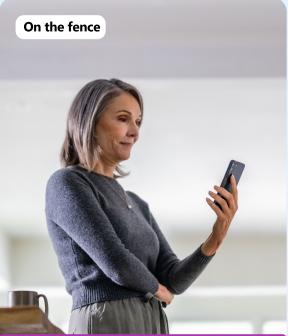


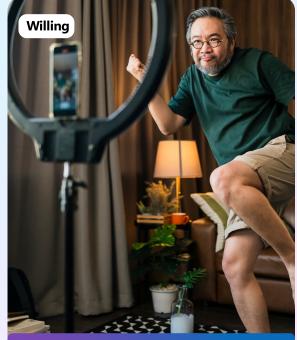
Create a culture of open and transparent communication

My leader doesn't shy away from the hard questions and truly listens to employees when we share what's on our minds.









Is the risk worth the reward?

How will I be perceived?

How can I measure the impact?

Expertise and tools for your journey



Technical expertise via our FastTrack partners

aka.ms/Microsoft/FastTrack



Tools, resources & training on our Adoption Hub

adoption.microsoft.com



Events and real-world knowledge in our community

aka.ms/TechCommunity

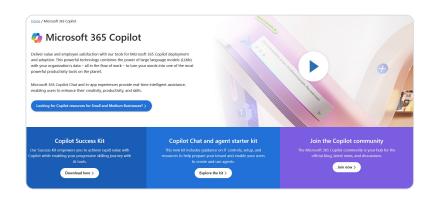
News & community content

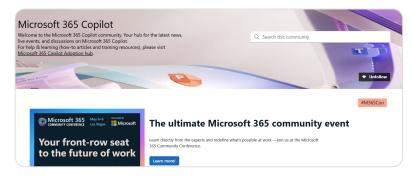


Microsoft Community Learning aka.ms/Community/LearningChannel Community led expert content on all your favorite Microsoft services.



Start your week with live news and event updates aka.ms/MondaysatMicrosoft Watch live or on-demand & share our blog.





COMMUNICATIONS

Learn & connect

Modern Communications blog aka.ms/ModernEmployeeComms

Employee Communications Blog

https://aka.ms/CorpCommsBlog

Coffee & Comms meet up

Wednesday, May 7th 9- 10 AM @ Community Lounge

Viva Connections: Building an Employee App for Your Organization with SharePoint & Viva

Wednesday, 7 May @ 10 AM

What's New and What's Next for Microsoft Viva Communications & Communities

Wednesday, 7 May @ 4 PM

The Intranet of Tomorrow: Beautiful, Flexible and AI Ready

Thursday, 8 May @ 10:45 AM

Attend

GEEC Out Part 1: Insights and Strategies for Global Executive and Employee Communications at Microsoft
Tuesday, 6 May @ 12:15 PM

GEEC Out Part 2: An Insider's View of Communications, Change and Culture at Microsoft
Tuesday, 6 May @ 2:45 PM

Reimagining Communications and Employee Engagement in the Age of Al Tuesday, 6 May @ 4 PM

Managing Channels, News and Noise with Viva Engage, SharePoint, Teams and Outlook

Tuesday, 6 May @ 10 AM

Driving Change and Culture: Activating Leaders, Managers, and Employees with Viva Engage

Tuesday, 6 May @ 11:20 AM

Hosting Company-Wide, Divisional and Community Meetings and Events with Viva Engage and Microsoft Teams

Thursday, 8 May @ 2 PM

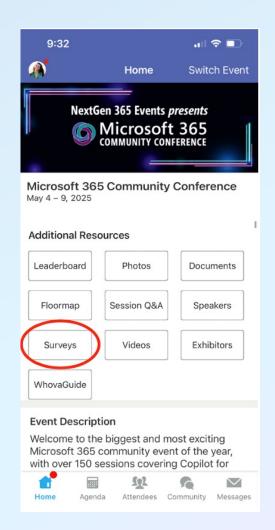
Copilot for Communicators

Tuesday, 6 May @ 10:45 AM

Communicators on Communications: Success Stories and Insights Thursday, 8 May @ 12 PM

Panel of Peers: Communications, Strategies, Best Practices and Lessons Learned

Thursday, 8 May @ 2:30 PM



Session feedback surveys

We want to hear from YOU!

Share your feedback to make next years conference even better!

Here's how -

- Simply go to the Whova App on your smartphone.
- Scroll down on the M365 Community Conference Homepage to 'Additional Resources' to click "Surveys'.
- Click Session Feedback.
- Scroll down to find this session title.
- Complete the session feedback survey.
- Finally, click 'Submit'.

It's just that easy!

UPCOMING 2025 EVENTS

next **GenAl** confere<u>nce</u>

OCTOBER 7-9, 2025

WORKSHOPS: October 5, 6 & 10

Lowes Sapphire Falls Resort, Orlando, FL

NextGenAlconf.com



OCTOBER 28-30, 2025

WORKSHOPS: October 26, 27 & 31

MGM Grand, Las Vegas, NV ⊕ PowerPlatformConf.com



May 6–8 Las Vegas



Comms & Coffee meet up

Join us for an informal gathering to take selfies, group photos and meet other attendees while getting energized for the day.

Wednesday, May 7th 9 – 10 am

Community Lounge atrium space on the 3rd level