The human attention is the most precious human commodity we are humans have and technology can help Organizations drive digital culture change across your organization with an understanding of the dynamics that need to be addressed at the individual, team, community and organization level – enabled by good attention management practices.

1. To help organizations drive digital culture change across your organization with an understanding of the dynamics that need to be addressed at the individual, team, community and organizational level – enabled by good attention management practices.

2. To address the "which tool when?" question for the Microsoft 365 collaboration suite, demonstrating how all the different tools are designed to integrate to deliver a unified experience across the organization.

The MOCA will equip organizations, teams and people to position the Microsoft 365 services and how they enable collaboration and creation of attention balance between work and life. Where the standard version of MOCA is appropriate for most organizations with the individual, team, community and organizational view, the extended version provides a more comprehensive view of how business operations and business differentiation can drive effectiveness.

What is Adoption?
Adoption: Deep, habitual usage that delivers tangible value to the employees, a line of business and the organisation.

Over time people get into a rhythm, and when they get to work, they start doing things they are good at without too much thinking. We often get our morning coffee from the same café, walk the same route from the car park to our desk or lockers and then when we get to our devices, start or working day by checking our emails. These habits have become so ingrained in our routine that we’re on autopilot. Habits have a tremendous impact on individual and organizational productivity, as well as our personal lives. This makes it fundamental that we activate and drive attention harnessing habits using technology. Adoption is not about features and functionalities, it is about habitual usage of new ways of working, that delivers tangible value. Organizations have a responsibility to drive behaviours that harness and not distract attention.

For more information on the Modern Collaboration Architecture (MOCA), visit [http://aka.ms/MOCA](http://aka.ms/MOCA)
Modern Collaboration Architecture (MOCA)  
Extended v1

**Membership Characteristics**
1. Membership is mandatory based on skills required
2. Recommended team size is 5-12 individuals
3. Focus on outcome delivery aligned with strategic priority of the organization

**Team**
- A group of individuals, with interdependent activities, that work together towards a common goal.

**Individual**
- "How I organise myself to be effective with my skills and experience"
- "Where we collaborate to deliver initiatives and outcomes aligned to the organisation's strategic priorities."

**Person**
- "Where we learn, grow, innovate and stay engaged"
- "How I organise myself to be effective with my skills and experience"

**Technical Identity**
- My Access

**Professional Identity**
- My Internal Brand
- My Internal Profile

**Team**
- Team meetings
- Share screen/present
- Chat with team members
- Ideate
- Track information & work

**Personal Identity**
- Purpose
- Growth
- Empowerment
- Wellbeing
- Connection
- Focus

**Community + Organization**
- Community calls + events
- Video publish & broadcast
- Corporate Centre
- Corporate News
- Enterprise document store

**Business Differentiation**
- Agile culture
- Business Optimization

**Membership Characteristics**
1. Membership is optional based on interest or passion
2. The larger the community, the better
3. Focus on learning, innovating, capture organizational experience and employee engagement

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