



# Microsoft Viva Connections adoption guide



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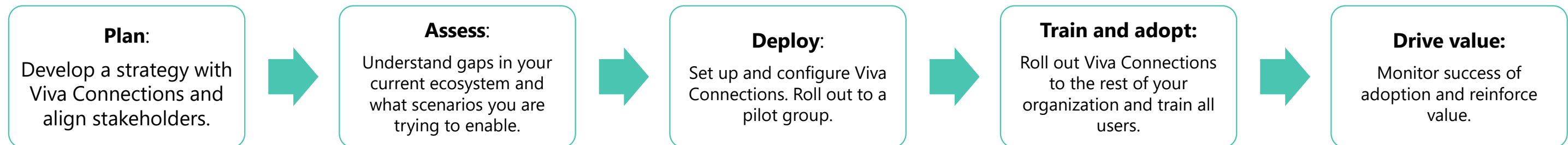
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# Adoption guide overview

## Purpose of this document

Adopting new technology brings change, and change can be daunting. The purpose of this document is to help you successfully navigate attaining company-wide adoption of Microsoft Viva Connections. This how-to guide will walk you through the steps of deploying Microsoft Viva Connections to your organization and driving adoption to help ensure your employees reach their learning objectives.

## Adoption steps



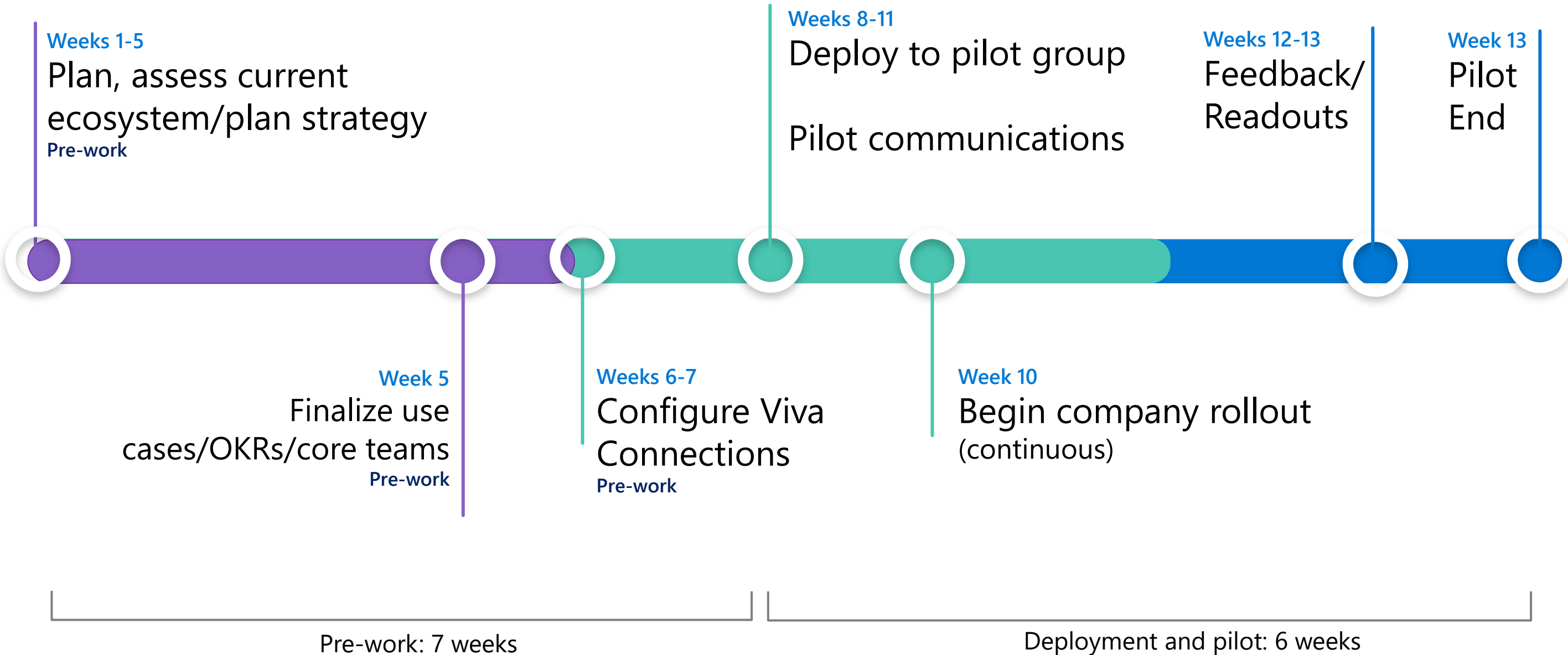
# Sample project plan

Step	Task	Accountability (SAMPLE)	Target Completion (SAMPLE)
<b>Plan</b>	Identify core team and R&Rs	Customer organization, service partner (opt)	[Fill out with dates]
	Identify target scenarios	Customer organization, service partner (opt)	
	Define success criteria and OKRs	Customer organization, service partner (opt)	
<b>Assess</b>	Assess organizational readiness	Customer organization, service partner (opt)	
	Understand your environment and gaps	Customer organization, service partner (opt)	
	Technical readiness checklist	Customer organization, service partner (opt)	
<b>Deploy</b>	Deployment resources	Customer organization, service partner (opt)	
	Advanced Deployment Guides	Customer organization, MSFT support, service partner (opt)	
<b>Train and adopt</b>	Communication plan	Customer organization, service partner (opt)	
	Training strategy	Customer organization, MSFT support for training	
	Align training strategy to launch plan	Customer organization, service partner (opt)	
<b>Drive value</b>	Gather insights – monitor satisfaction and success metrics	Customer organization, MSFT support, service partner (opt)	
	Reinforce adoption	Customer organization	

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# Sample timeline



# Introduction

Viva Connections is the hub of the Viva Suite and entry point to Microsoft's Employee Experience vision. As Hybrid Work trends become more durable, 73% of employees want flexible remote work options to stay<sup>1</sup>; 80% of leaders say they plan to make major changes to their flexible work policies<sup>1</sup>; and yet 67% of employees want more in-person work or collaboration post-pandemic<sup>1</sup>.

Microsoft Viva Connections aims to help organizations bring into employees' hands the wealth of Employee Experience scenarios provided by the Viva suite. By enabling a seamless, common experience across Teams (desktop and mobile) and the web, and by catering to both Information Workers and Front-line Workers, Viva Connections empowers employees to be productive and engaged wherever they are and whatever they do.



# Audiences for this document



**IT leads/admins** in charge of deployment and adoption, and who need to frame adoption requirements, resourcing, and effort to business stakeholders.



**Business users looking to revitalize their organization's Employee Experience**, including, but not limited to, Champions, change management/adoption specialists, HR, and internal communications teams. Also, the person (or persons) made accountable by the business stakeholders to achieve maximum satisfaction of the Employee Experience.



**Plan**

# Assemble your team

Adopting new technology requires buy-in and support from across the business. Below are key groups and team members who can help bridge technology and business outcomes that matter to your organization. Note that for successful rollout, IT, and HR departments will have to partner to align technical and employee experience scenarios and goals.

	Role	Responsibilities
Key roles	Executive Sponsor	Communicate high-level vision and values of Viva Connections. Help identify and prioritize top HR needs. Connect regularly with HR and IT leaders across the organization. Actively participate in and use Viva Connections capabilities to help drive and reinforce adoption.
	Success Owner	Ensure the business goals are realized from adoption of Viva Connections.
	Program Manager	Oversee Viva Connections deployment process and logistics.
	Champions	Help evangelize Viva Connections and manage objection handling.
	Training lead	Help train the early adopters and oversee training content. Could also be a Champion.
	Department Leads (Stakeholders)	Identify how department will use Viva Connections and encourage engagement.
	IT Specialists	Oversee all technical aspects of the setup, deployment, and rollout. Partner with HR to develop plan for fitting Viva Connections into company technology stack. IT specialists must have necessary admin permissions to set up and configure the product.
	Communication Lead	Oversee company-wide communications about Viva Connections.
	HR Manager	Help develop plan for how Viva Connections will fit into the rest of the employee ecosystem, inform company rollout, and drive adoption.



# Identify target scenarios

Target scenarios describe how your employees will use Microsoft Viva Connections to address business challenges and achieve organizational, cultural, tangible, or individual adoption outcomes.

## Scenario identified

Give Information Workers the content they need to be productive. (Sample)

Give Frontline Workers the tasks and actions they need from anywhere. (Sample)

Scenario #3

Scenario #4

## How it applies to the organization

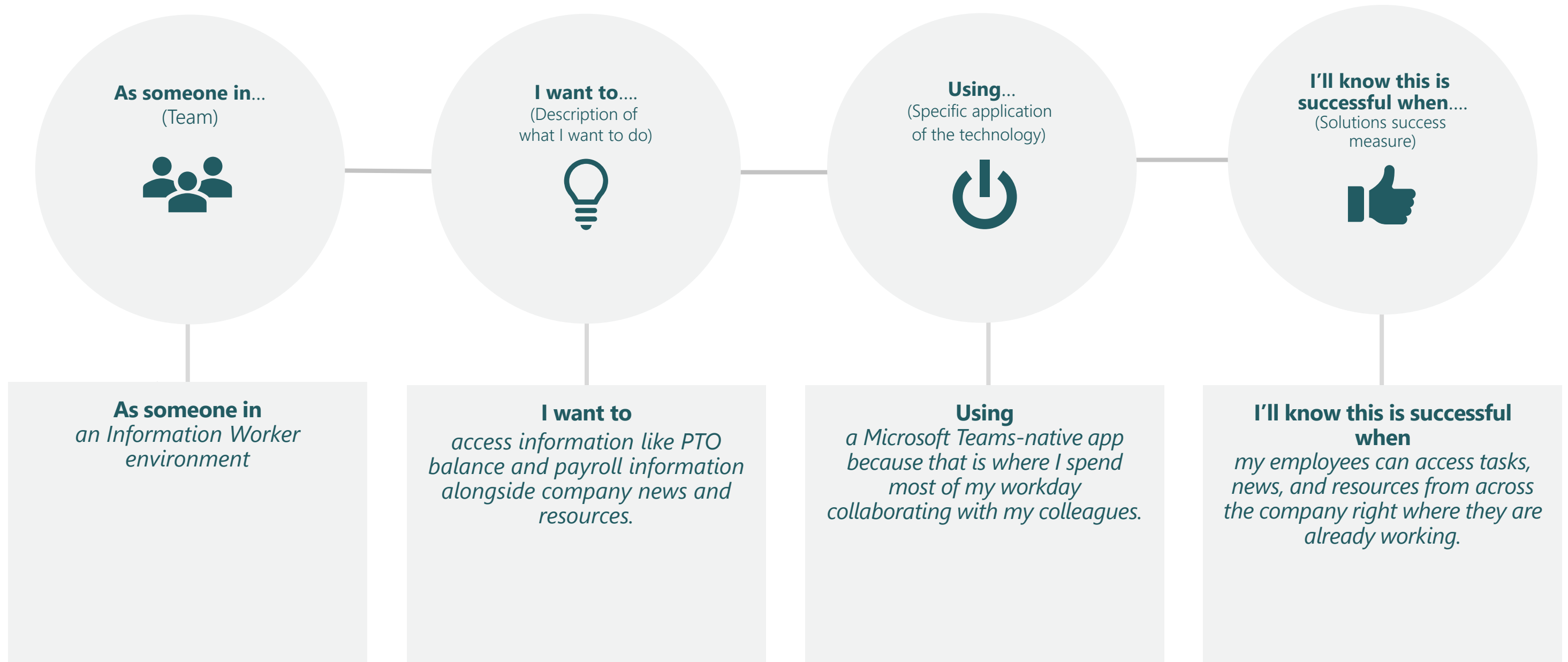
Give one spot for employees to get tasks, news, and resources without navigating across multiple applications/sites. (Sample)

Allow frontline workers to stay productive with tasks and other critical actions on their mobile device. (Sample)

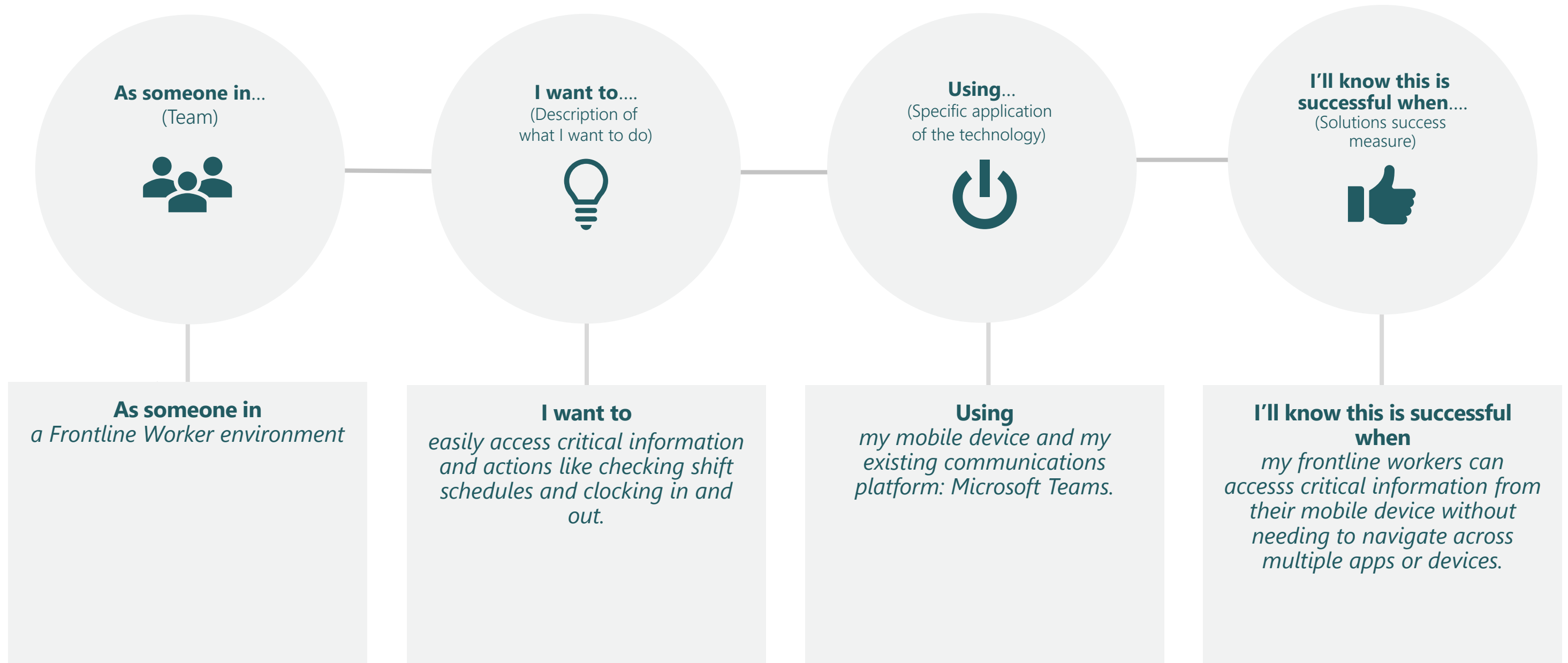
Example #3

Example #4

# Target adoption scenario example: Information Worker



# Target adoption scenario example: Frontline Worker



# Define success criteria



## Define goals

- What are you trying to accomplish?
- What does success look like?
- i.e., increase engagement with learning, accelerate onboarding, train sales and service teams, enable upskilling across roles



## Identify key performance indicator (OKRs)

These should improve based on adoption and will show leadership the impact of Microsoft Viva Connections



## Establish OKR benchmarks



Determine ways to gather and measure user satisfaction and progress against benchmarks



# OKR examples

Choose criteria to demonstrate the impact of Microsoft Viva Connections against each success measure. Below are examples of success measures, methods for measuring, and desired goals.

Success measure	Method	Goal
<b>Employee adoption (example)</b> Increased adoption correlates to an increase in employee productivity.	<b>Quantitative</b> <ul style="list-style-type: none"><li>Viva Connections analytics</li><li>HR/Active Directly employee population data</li></ul>	Comparison of the overall employee population that have access to Viva Connections with the active users of Viva Connections will help inform how many employees are using Viva Connections.
<b>Employee engagement (example)</b> Increased engagement correlates to an increase in employee productivity.	<b>Quantitative</b> <ul style="list-style-type: none"><li>Viva Connections analytics</li></ul>	Comparison of the total active users of Viva Connections with the number of engaged users will help inform how impactful Viva Connections is to employee productivity.

**Assess**



# Assess organizational readiness

## What is readiness



Willingness and preparedness of your users and your organization to use Microsoft Viva Connections.

It's important to determine how receptive your users will likely be to changing the way they work and adopting new technology. Your rollout plan should reflect the readiness of your organization.

## Readiness factors



Determining readiness and appetite for change requires:

- Clear vision of organization shift
- Clear vision of user shift
- Amount of overall change required
- Executive alignment

## Readiness assessment questions



Determine readiness by asking these questions:

- What were the success factors when previously rolling out new technology? What were the pitfalls?
- Are there other major rollouts happening in the organization?
- What internal resources can be leveraged to help spread awareness? (i.e., communication channels, training cadence, leadership events, etc.)
- What are the benefits and risks with this roll out?
  - o How can you highlight benefits?
  - o How can you mitigate the risks?

## What will the impacting changes be?

Identify who will be most impacted by the change of Viva Connections adoption. Create a collaboration space for these individuals to discuss experiences, tips/best practices for driving adoption, and scenarios. For example, this may be the early adopter leads for each team at your company who wouldn't normally interact much with each other.

# Assess your environment

## Take inventory of your current investments

- Does your organization use SharePoint or another solution for intranet? Do you have multiple systems, like SharePoint and Microsoft Teams, where they access news and information?
- Do you employees have a place to go for actions and tasks, not just news and information?

## Determine gaps

- Do employees get tasks, news, and resources elsewhere?
- Are there any other investments/solutions that are not being utilized?
- Do different parts of the company, such as subsidiaries, need their own unique experience?

# Assess your technical readiness

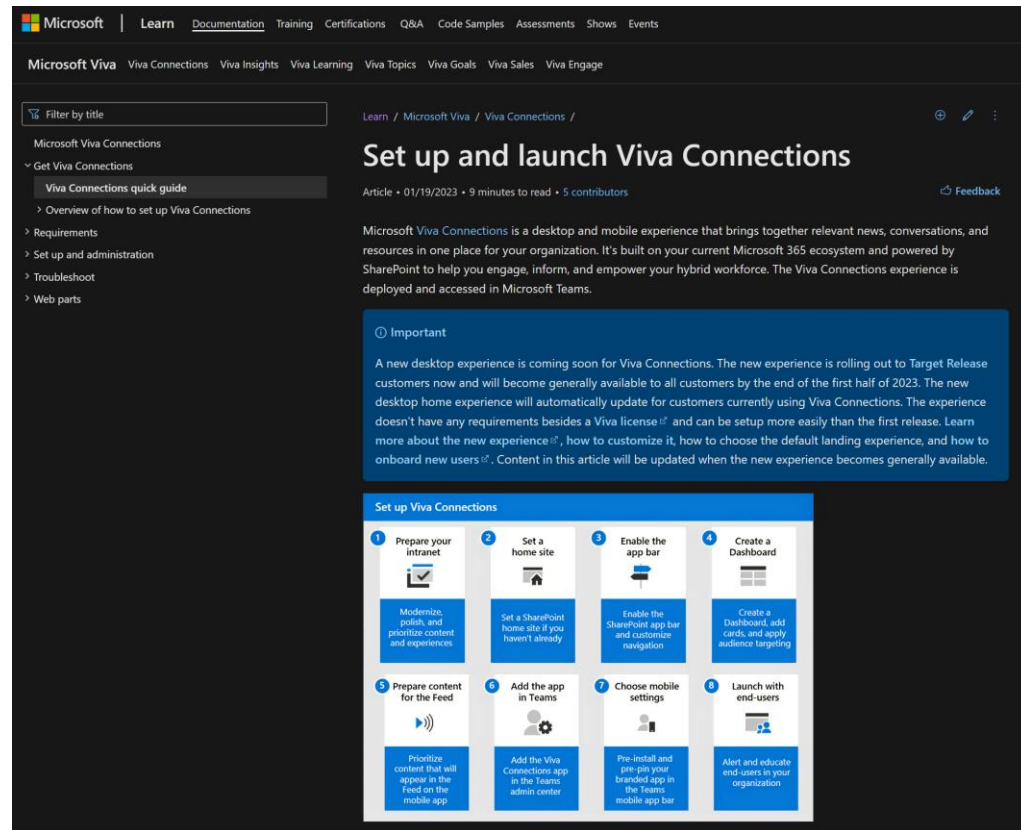
Technical readiness is key to ensuring your organization is ready for launch. Use this checklist to identify items that need to be completed before go-live.

Readiness Item	Complete? Y/N	Plan to Complete
Complete legal & security review		
Review service capabilities with legal & security teams		
Decide guest access and provisioning policies		
Whitelist Microsoft 365 URL's & IP addresses		
Implement enterprise policies and Microsoft 365 group governance policies		
Assign report reader roles		
Complete network assessment (for Voice & Video services)		
Guest access Bandwidth planning		
Review minimum requirements spec and include mobile devices strategy		
Review Microsoft 365 Admin reporting		
Assign report reader role as needed		
Prepare help desk		

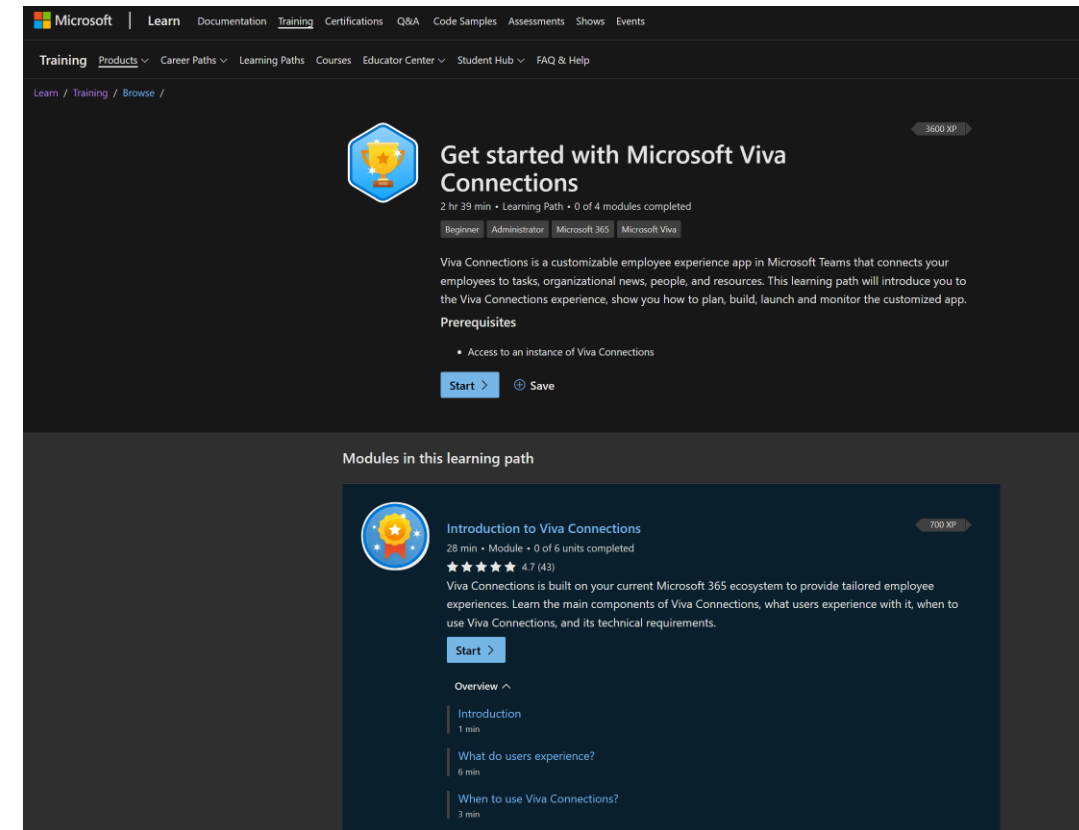
**Deploy**

# Resources for planning your deployment

Leverage these resources to plan for your Viva Connections deployment.



[Set up and launch Viva Connections on Microsoft Learn – Documentation.](#)



[Get started with Viva Connections learning path on Microsoft Learn – Training.](#)

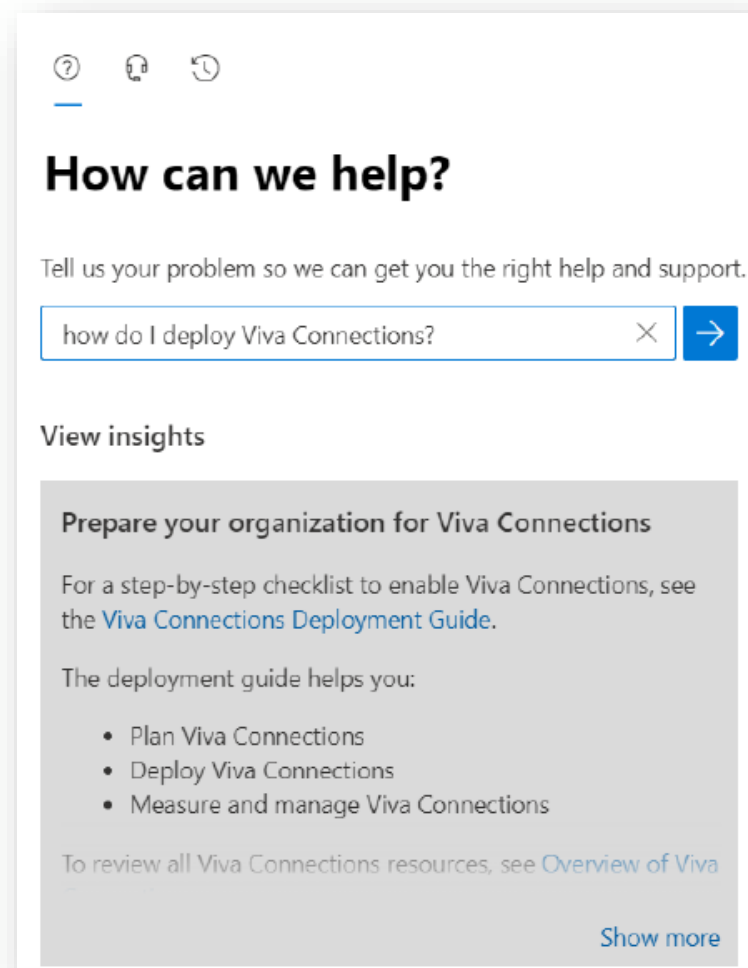
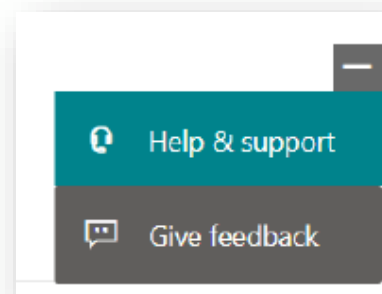


Be sure to review and understand the adoption recommendations detailed in this document **before** you begin the deployment phase.

# Advanced Deployment Guides

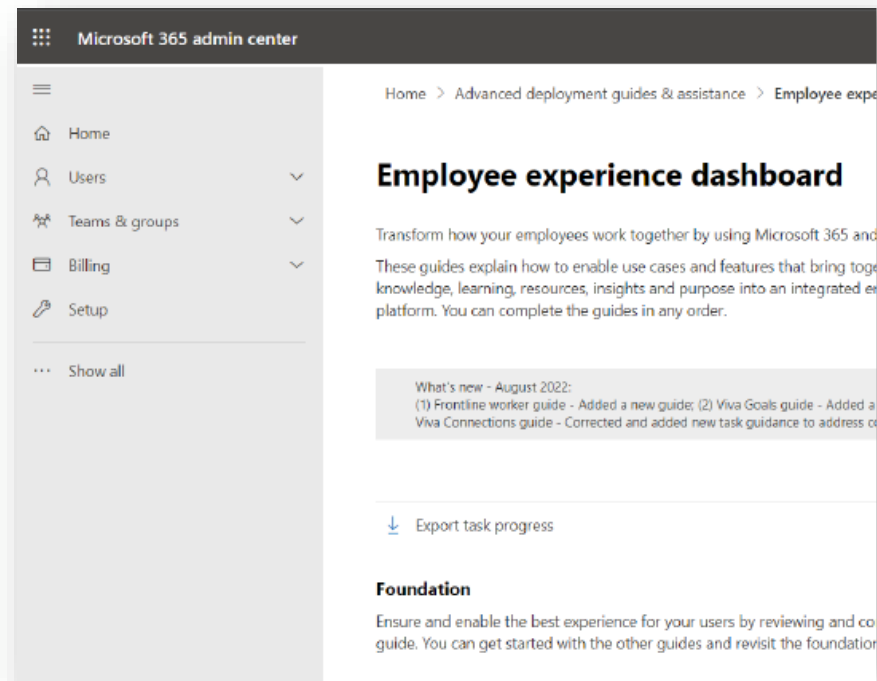
Advanced Deployment Guides are step-by-step online guides that are **embedded within your tenant's administration experience**. They allow you to track every step of your deployment journey, and in some cases help you automate it.

To locate the Advanced Deployment Guide, click on the **Help & Support** button in your Microsoft 365 admin center and search using the plain text search. Here is an example for Viva Connections.



You can also go directly to your tenant's Advanced Deployment Guides repository for Employee Experience by visiting <https://aka.ms/EmployeeExperienceDashboard>.

# Advanced Deployment Guides



The Employee Experience dashboard in Microsoft 365 admin center.

**Culture and communications**

Service: [SharePoint](#) [Microsoft Teams](#) [Yammer](#) [Viva Connections](#)

Keep everyone informed, connected, and inspired to bring their best to work every day. You can complete the guides in any order.

Guide	Description	Tasks updated	Target completion date
<b>Viva Guides</b>			
Enable Microsoft Viva Connections	Make the Viva Connections app available to all users and pin it for ease of access.	0/14	8/18/2022
Extend Viva Connections to your frontline workers	Make the Viva Connections targeted specifically to frontline workers in your organization.	0/6	8/18/2022

The two Advanced Deployment Guides currently available for Viva Connections.

**Complete core tasks**

Select one of the tasks to get started, and then select a value under **Update your progress**. Select **Not applicable** if a task doesn't apply to your environment.

Task	Priority	Assigned to	Due date	Update your progress
Customize the Viva Connections app	Required	<input type="text" value="Enter a name or email address"/>	Wed May 25 2022	<input type="radio"/> Not Started
Set up Viva Connections dashboard and feed	Recommended	<input type="text" value="Enter a name or email address"/>	Wed May 25 2022	<input type="radio"/> Not Started
Roll out Viva Connections	Required	<input type="text" value="Enter a name or email address"/>	Wed May 25 2022	<input type="radio"/> Not Started
Set up Viva Connections app package for Microsoft Teams	Optional	<input type="text" value="Enter a name or email address"/>	Wed May 25 2022	<input type="radio"/> Not Started
Measure adoption and engagement	Recommended	<input type="text" value="Enter a name or email address"/>	Wed May 25 2022	<input type="radio"/> Not Started

Each guide allows you to track every step in the deployment, provides detailed guidance, and allows you to assign tasks with due dates to your team and track progress.

**Train and adopt**



# Communication plan

## Teaser campaign

Campaign to raise awareness across your company about the value Viva Connections will provide.

- Email blast to company introducing Viva Connections. Highlight scenarios of value that Viva Connections will provide to the organization and key roles (refer to scenario slides in Plan section).
- Generate excitement and awareness regarding the app.
- Gain staff buy-in for project by outlining 'what's in it for them'.

Download email/communication templates from the [adoption.microsoft.com](https://adoption.microsoft.com).

PRE-LAUNCH



## First day set up

Share user guides and help articles to help employees get set up quickly and easily.

## Launch/buzz campaigns

- Quick demo in company Town Hall
- Announcement email with links to [how-to instructions](#) to help end users get set up quickly and easily.
- Scenario-focused events and email campaigns that showcase the user experience.

LAUNCH



## Tips campaign

Campaign focused on key scenarios and tips to help employees get the most value from using Viva Connections.

- Make it top of mind for staff regarding how to work in new ways with Viva Connections.
- Reinforce new behaviors and resources to support – outline key stop, start, continue behaviors.

POST-LAUNCH



# Training strategy



## Focus on the why

Make sure employees know why the change is happening, what's in it for them, and why they're being asked to change.



## Use real work scenarios

Use tasks or processes familiar to your audience to draw them into learning how to use the technology.



## Use multiple formats

Training end users should take on multiple forms to accommodate different learning styles, geographical barriers, and resource constraints.



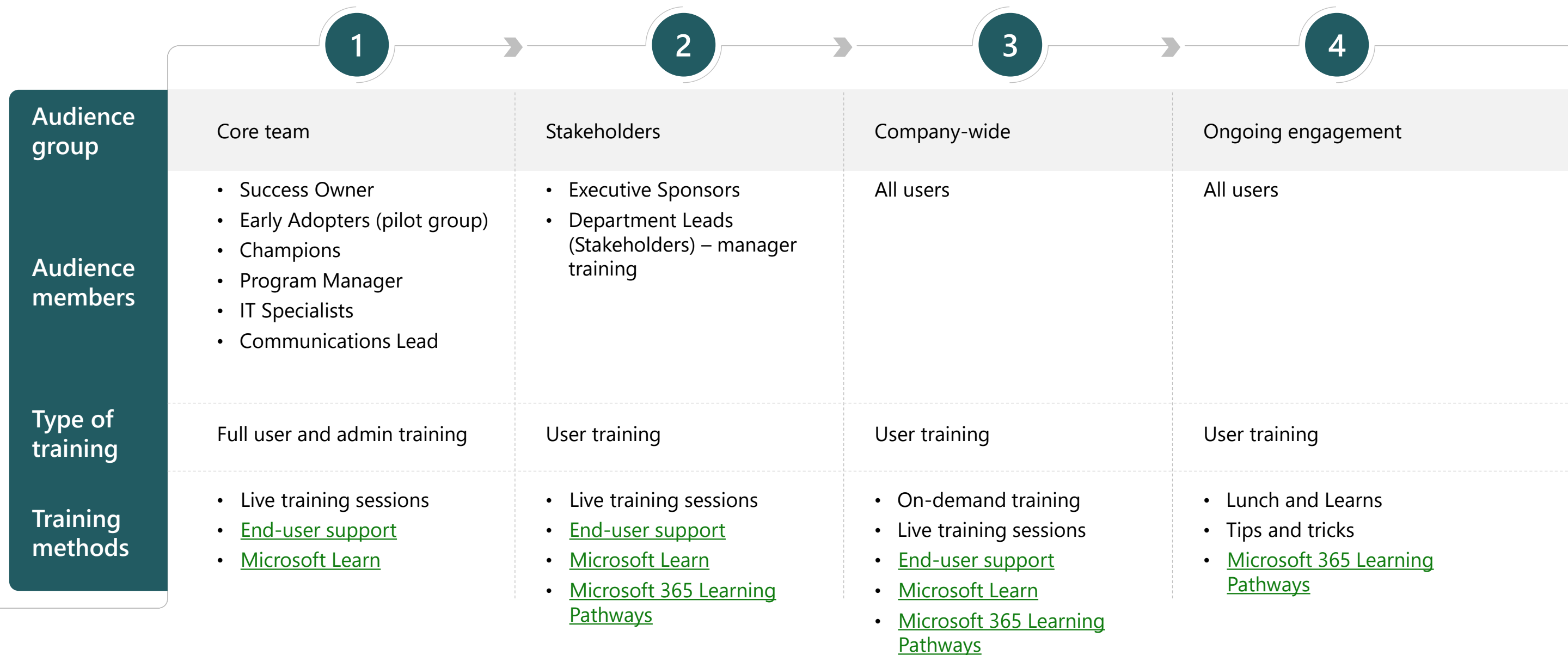
## Reinforce

Make the training stick with reinforcement options like on-demand training, lunch and learn sessions, and new employee training options



# Align training strategy to launch plan

Design your training strategy to scale with your launch. Start with the groups that will champion Viva Connections and IT, before launching to the broader organization.



**Drive value**

# Gather insights

- Leverage [built-in Viva Connections analytics](#) to monitor product adoption and understand learning behavior in your organization. Refer to OKRs identified in Plan stage.
- Present trends and progress on KPIs identified earlier to leadership.



# Monitor satisfaction

Surveys are a great tool to gather data about user sentiment toward Viva Connections. The results can help you determine the success of the rollout and get you thinking about necessary next steps.

- 1 Circulate a baseline survey shortly before users begin using Microsoft Viva Connections.
- 2 Conduct a survey halfway through launch to gather data about users' experiences.
- 3 Use the results to make any necessary adjustments.
- 4 Create new awareness or training content to address outstanding needs that arise.
- 5 Release final survey 90 days after launch, and then in quarterly increments, to help measure user satisfaction and productivity.

## Example questions for survey:

Please indicate how much you agree or disagree with the following statements (on a scale from strongly disagree to strongly agree):

- I can easily find news and information without navigating across multiple applications or sites.
- When I have an action or task that needs to be completed, I can easily complete it without navigating across multiple applications or sites.
- The tasks, news, and resources I have access to in Viva Connections are relevant to me and my role.
- I can stay up to date on the relevant news and social posts from my colleagues.

Compare results before and after rolling out Viva Connections.

# Reinforce adoption

Cultural evolution is critical to adoption. Continuous adoption activities are the key to long term engagement.



Update examples and trainings often so employees can relate to them. Share success stories of Viva Connections



Add Microsoft Viva Connections training to employee onboarding process



Teach people to use the tools as a set – talk about Microsoft Teams and Microsoft Viva Connections together



Continue to find your Champions – advocates for change within the business – including executives, managers, and admins



# Adoption best practices



# Recommended best practices from the Viva Connections community

## Plan and resource your team for a *weekly* usage cadence.

- Resource an Employee Experience lead from the planning phase onwards
- Plan and resource with weekly outcomes in mind, multiple activities per week.
- Set and track targets for success with Viva Connections Analytics.

## Identify and build cards for your employees' *high-value scenarios*.

- Create a compelling value proposition for your ACE cards, based on your users' needs for engagement.
- Provide scenarios to both your information workers and your first line workers.
- Consider leveraging ISV cards to increase value and reduce cost of building.

## Keep the feed *fresh and compelling*.

- Create quality, value-infused posts, for the right audiences, and with the right cadence (ideally, multiple times per week)
- Identify and resource the role in charge of keeping the beat of Feed freshness
- Leverage Viva Engage and Stream to foster reasonably moderated personal content posts.

Plan and resource your team  
for a *weekly* usage cadence



# 1 Plan and resource your team for a *weekly* usage cadence.



**Deep, engaged usage of Viva Connections doesn't "just happen." Successful companies have a plan for deeper employee engagement in place.**



## Employee Experience Data Point

Organizations who **have deployed Viva Connections but have not defined a strategy for how to engage their employees** into frequent usage of the platform have seen less than one in ten employees using Viva Connections once per week or more frequently; and a significant drop of monthly active users within an 8-to-12-week timeframe.

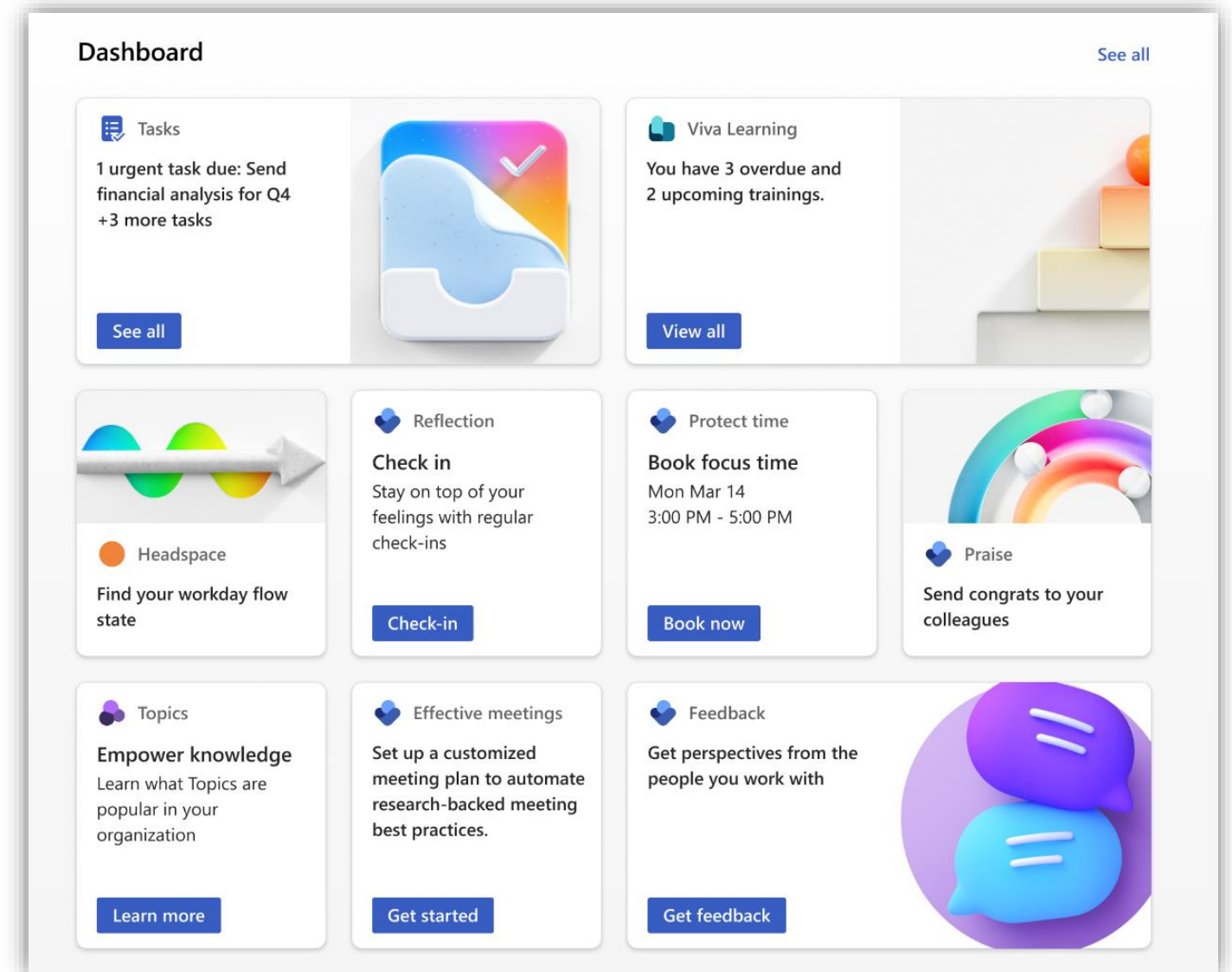
Identify and build cards for your  
employees' *high-value scenarios*



## ② Identify and build cards for your employees' *high-value scenarios*.

Adaptive Card Extensions (ACE) are critical to achieving satisfying employee experiences for users within Viva Connections. ACE Cards are self-contained sets of features that allow user to interact with specific company features, processes and day-to-day needs. The upcoming Viva Home experience within Viva Connections will help bring these cards to the front and center.

Microsoft provides a broad set of [first-party ready-to-run cards](#) including Tasks, Shifts, Top News, and more, as well as cards for other Apps in the Viva Suite. In addition, [integration cards for a broad set of partners](#) are available or announced. Finally, it is possible to [build your own](#), leverage dozens of samples at the [Viva Connections sample solution gallery](#), or take advantage of the [Viva Connections sample app](#).



Keep the feed *fresh and compelling*



# 3 Keep the Feed *fresh and compelling*.

The key to Feed engagement is to keep your content fresh and compelling.

How fresh is “fresh?” **Less than one week old is best.** Users don’t engage with older news. Also consider that in order to have each user engage with the feed at least once per week, you might need several news per week, as not every user reads every piece of news.

- If you want to know more about how News work, [catch up with this introduction](#).
- Have you set up [Organization News sites](#) in your tenant? These are the [main source for news in the Viva Connections feed](#).
- Did you know you can also [target news to specific audiences](#)? Leverage this feature to create news that are of interest to particular cohorts of employees.



Freshness is not automatic! Your Employee Experience lead, or a similar comms role, is needed to make the Feed work.

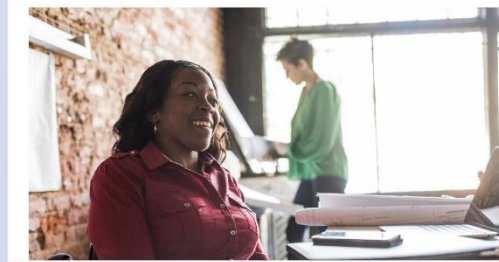


**Teach your users to engage with newsfeed posts to make them more compelling.** Likes and Comments are available on desktop and mobile experiences, and @-mentions provides a feedback loop and keeps users coming back.

DIVERSITY & INCLUSION

Our new, five-year commitment to help bridge the disability divide

Doubling down on accessibility: Relecloud’s next steps to expand accessibility in tech, the workforce and workplace



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**Images add sizzle!** Invest in images for your posts: Relevant Imagery in news and Yammer posts obtain deeper user engagement in Feed.

Like Comment 5 Views Save for later

Comments

Add a comment. Type @ to mention someone

next steps to expand accessibility in tech, the workforce and workplace.



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# Additional resources



# Additional resources



## Microsoft adoption resources

- Review and download Viva Connections resources on [adoption.microsoft.com](https://adoption.microsoft.com), including deep dive Adoption best practices, communication templates, and more.
- [Microsoft FastTrack for Viva](#): Deployment assistance including support from Microsoft engineers with technical expertise on Microsoft Viva and other Microsoft tools.
- [Viva Connections learning path](#): self-service help tool for admins to deploy Viva Connections.
- Other Microsoft reps: contact your account lead to see what is available to you for adoption support, i.e., customer success reps, consultants, etc.



## Learn more about Viva Connections

- Watch the [Viva Connections overview video](#).
- Read the [Viva Connections technical documentation](#) articles for detailed instructions on technical deployment and admin setup.

