



Viva Goals Enterprise Adoption Guide

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Adoption guide overview

Purpose of this document

This easy-to-follow how-to guide will walk you through the key steps required to easily manage a successful enterprise-wide rollout of Viva Goals. We've helped hundreds of enterprise organizations along their Viva Goals adoption journey, and have captured the key best practices on how to get started from those engagements together in this document to support you on your own journey.

To learn more, visit the [Microsoft Viva Goals homepage](#).

Adoption steps

Plan:

Develop a strategy for how you will roll out Viva Goals and align stakeholders.



Set Up & Launch:

Set up and configure Viva Goals and get your initial Viva Goals Organization ready for launch.



Adopt:

Roll out Viva Goals and monitor to drive engagement and value.

How Viva Goals helps, from strategy to execution

A goal and Objectives and Key Results (OKR) management solution designed to help leaders and teams **create, manage and track organizational goals.**

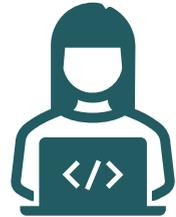
Outcome-driven goals help teams **align to strategic priorities** and **deliver measurable results.**

Viva Goals provides a **single, secure repository** for goals across the organization, connecting team goals to employees' daily work with easy-to-use updates, reporting and integrations.

The screenshot displays the Viva Goals interface for a 'Customer Experience' OKR. The main view shows a list of OKRs with their titles, progress bars, status indicators, owners, and due dates. The left sidebar provides navigation options, including 'My OKRs', 'Customer Experience...', 'Relecloud OKRs', 'Marketing OKRs', 'Reta Taylor's OKRs', 'OKRs & Projects', 'Users', 'Teams', and 'Invite users'. The user 'Aadi Kapoor' is logged in.

OKR Title	Status and progress	Owner	Due date
Deliver the best customer experience in our industry	Behind 50%	[User]	Jun 30
Provide delightful customer support	On track 60%	[User]	Jun 30
Decrease support ticket resolution time to 43hrs (from 55hrs)	Behind 60%	[User]	Jun 30
Increase 'positive experience' survey score to 95 (from 90)	At risk 40%	[User]	Jun 30
Decrease response time to 5hrs (from 6hrs)	On track 80%	[User]	Jun 30
Every customer quickly and easily sees ROI from using our products and services	Behind 50%	[User]	Jun 30
Our customer success teams are empowered with best-in-class tools to ensure customers are successful	On track 72%	[User]	Jun 30
Share critical insights with our product and service delivery teams to keep our offers best in class	At risk 34%	[User]	Jun 30
Recruit and develop the best customer experience talent so we can better support our customers!	On track 60%	[User]	Jun 30

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

- ✓ Define your 'why' and launch scope
- ✓ Define launch goals and identify launch milestone
- ✓ Assemble your team
- ✓ Define program expectations
- ✓ Socialize and gain buy-in

Define your 'why' and launch scope

How do we get started?



One of the seemingly hardest questions to answer is one of the most fundamental – why are you moving to adopt Viva Goals in the first place?

Start with your why



Get clear on why you want to roll out Viva Goals, and the impact you are hoping it will have on your business. Being able to articulate your 'Why' and 'Why now' will help build buy-in for this change in your organization.

To learn more about how Microsoft has rolled out Viva Goals internally and benefits from the process, read our latest case study [here](#).

Establish your launch scope



- **How does your organization approach planning today?** What is your existing senior-most 'center of gravity' for planning today?
 - For organizations with centralized planning, where the CEO and leadership team set the vision for the overall company, we strongly recommend starting with this group.
 - For organizations with de-centralized planning, where the leaders of individual departments or business units run their own processes, starting at the business unit level can make sense.
- **Who has appetite and enthusiasm for change?** Of those planning centers of gravity identified, who is eager for a new solution, or has expressed interest in OKRs?

Bottom line: your initial launch scope should be at the most senior level that you have buy-in for making a change.

If your CEO is on board – start with the Senior Leadership Team. If your CEO is skeptical, but your COO is enthusiastic, start with the Operations Leadership Team. In our experience, starting at the leadership level gives the strongest foundation and the best surface area for impact, and provides the spark for faster change in the broader organization – decreasing the 'time to value' for your program towards achieving your organizational goals.

Define launch goals



What are you trying to accomplish with Viva Goals? What do you hope to increase or decrease, and, if it's possible to quantify it, by how much? Eg:

- Improve transparency and understanding of leadership goals
- Give our leaders a better understanding of how the work their teams do contributes to the progress towards company objectives
- Increase the share of employees who can name our top 3 business priorities



How will you assess your progress towards accomplishing those goals?

We recommend setting clear and measurable goals for your launch, so you can monitor how well you are making progress over time.



In our experience, the most successful programs focus on *Adoption*, *Usage*, and *Engagement*. Our recommended launch OKRs/goals would include:

- *Adoption*: 100% of top-level team leaders have established OKRs in Viva Goals
- *Usage*: At least 75% of OKRs have had a check-in in the last 30 days
- *Engagement*: At least 50% of the organization has viewed and interacted with organizational OKRs in Viva Goals within the first quarter

Even post-launch, it's important to continue to monitor your Goals program. Learn more about how you can continue to assess program health in [our Maturity Model](#).



Identify launch milestone

Now that you have articulated what you are hoping to accomplish, it's important to anchor your planning workback in the realities of your organization. To set dates for launch, consider:

- What is a natural moment in your existing business rhythms to introduce Viva Goals (eg upcoming All Hands meeting or a Fiscal Year boundary)?
- To ensure maximum value for your team in what they will experience in Viva Goals at that moment, how can you get started now to be ready?

Potential launch milestone

Fiscal year kick off

Semester planning kick off

Town Hall

Value to the organization

Enter your fiscal year aligned with clarity on what you want to accomplish together

Engage your teams in semesterly or quarterly planning (eg for engineering, marketing, etc.) with focus on your most important goals

Introduce a new tool mid-year to enable teams to gain comfort with it prior to leveraging it at your next planning inflection moment

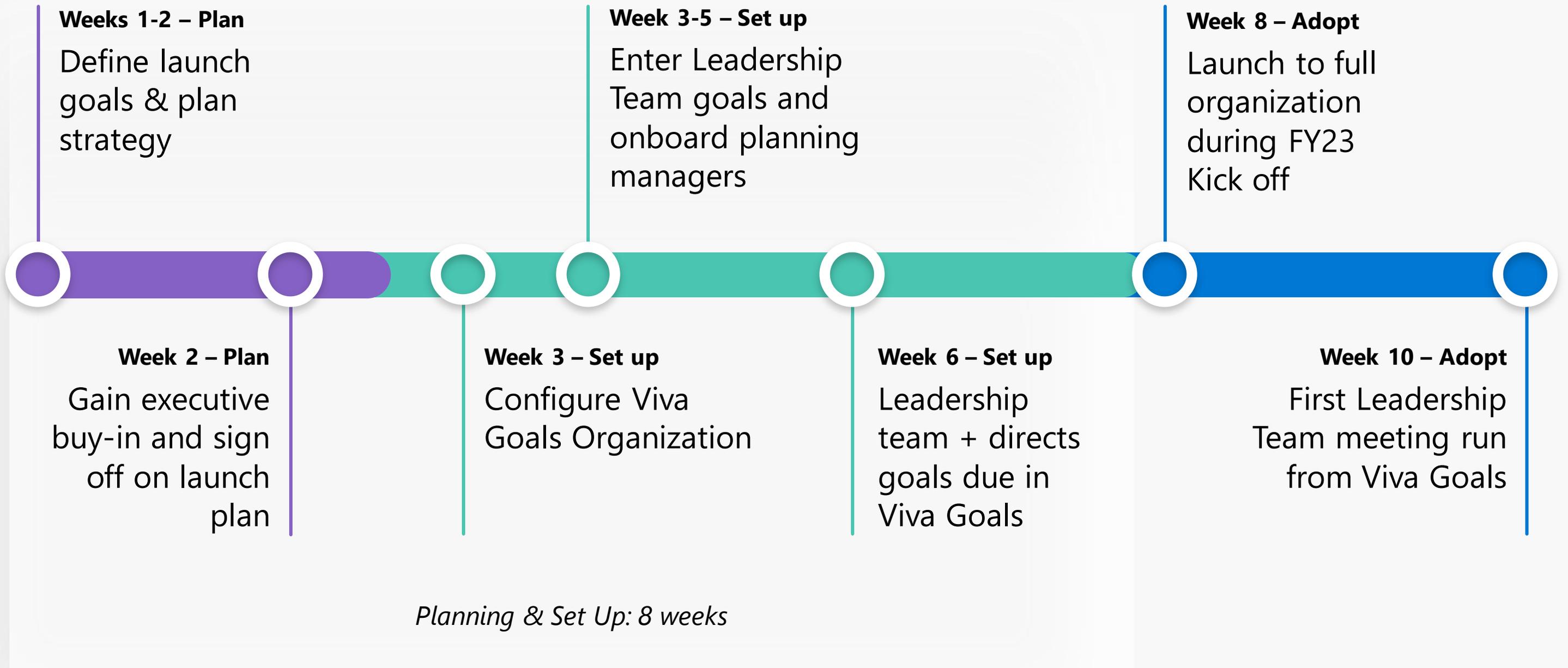
Sample Viva Goals launch workback

In general, we find that a successful scale launch of Viva Goals takes anywhere from 4-8 weeks, with the key dependency on timing being the number of 'layers' of teams you want to include in your pre-launch scope to get set up ahead of time.

Here's an example workback of a company CEO + their directs OKRs/goals getting recorded in the system prior to a broad launch to their teams:

Phase	Timing	Activity	Details
Plan	T-45 days	Kick off planning	Engage your team and read this guide to get started!
	T-35 days	Executive sign off	Share your launch plan with key stakeholders for approval
Set Up	T-35 days	Set up org	Get the Viva Goals org set up reflecting program expectations
	T-20-35 days	Draft and enter org-level goals	Finalize and enter your organizational level goals into Viva Goals
	T-30 days	Invite planning managers	Invite planning managers into the tool and ask them to enter goals
	T-5-30 days	Draft and enter team goals	Partner with planning managers to draft and enter team goals
	T-5 days	All team goals entered	Make sure all organizational and team goals are loaded
Adopt	Launch Day!	Invite all users	Share link to your Viva Goals organization with your team!
	Ongoing	Embed in ROB & build community	

Example timeline. Experiences + Devices org at Microsoft



Assemble your team

Adopting any new solution requires buy-in and support from across the business. Below are key roles who will partner to help drive the outcomes that matter to your organization.



Business Leader

Leader who drives company, group, or team strategy, creates and approves team/organizational goals, and reviews progress.

Typical titles: C-suite, Vice President, General Manager



Champion

The central expert and axis that keeps programs on track and connected. Drive overall program and rhythm of business across the entire organization (or multiple teams).

Typical titles: Chief of Staff, Planning Lead, Strategy & Operations



Planning Manager

Individuals and team managers who drive planning & tracking process on a given team. They ensure check-ins, reporting, and meetings follow prescribed rhythm of business.

Typical titles: Team Manager, Business Manager, Chief of Staff, Data Analytics Manager



Goal Owner

Users who own goals and are accountable to drive and report progress on goals.

Typical titles: Anything from Individual Contributor to Vice President or beyond

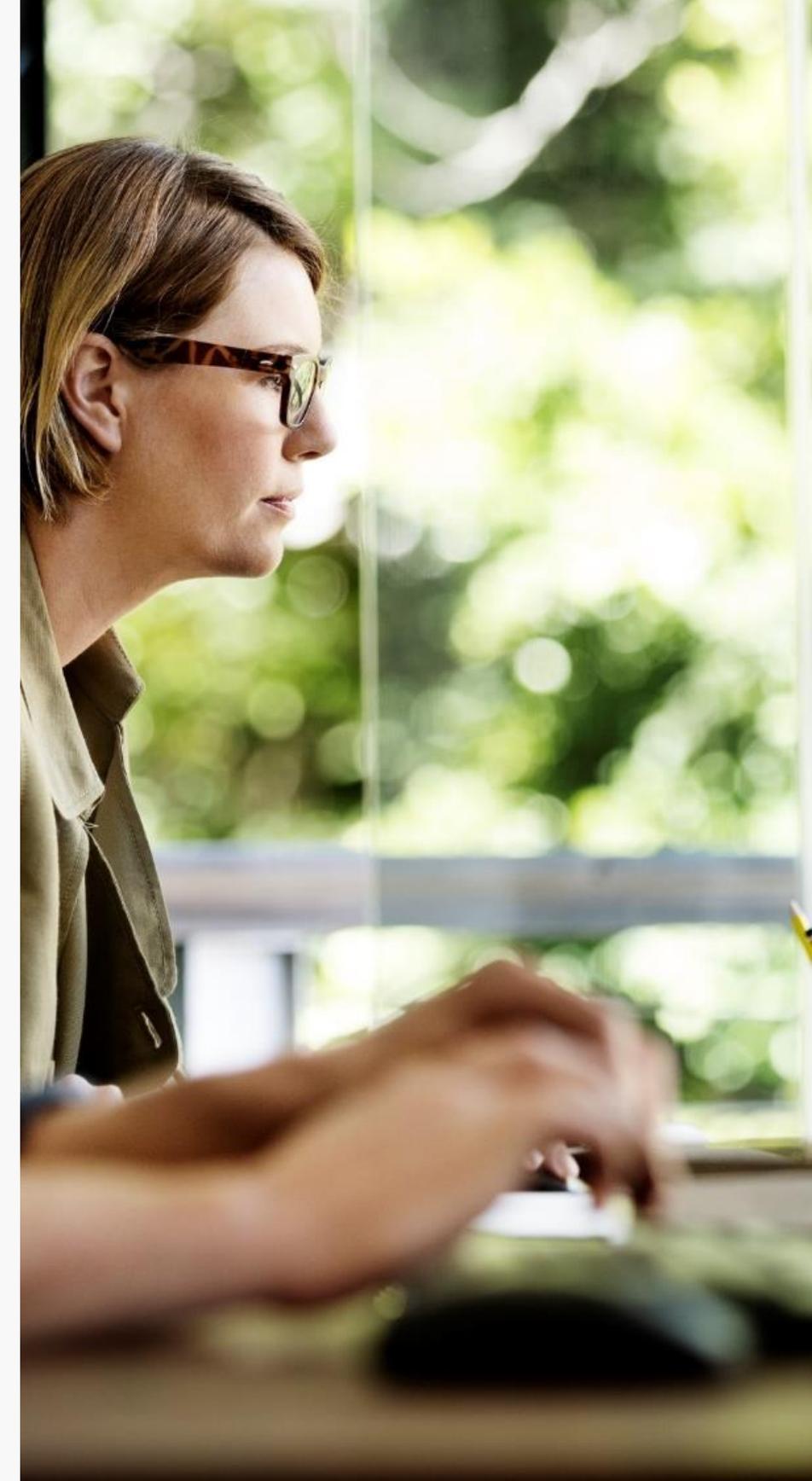


Stakeholder

Users who engage with updates on progress of goals.

Typical titles: Anything from Individual Contributor to Vice President or beyond

In addition to core program personas listed here, a cross-functional partnership between HR, IT, Communications, Analytics, and other leaders will be key to enlist as broader community members in making your goal-setting program a success.



Define program expectations

Having established your launch goals and scope, and assembled your core team, the next key area to drive clarity is expectations – being specific about what you will be looking for from those who will be using Viva Goals. This clarity helps ensure you are aligned on the scope of your program: **what** teams are expected to have goals in the tool, **who** is responsible for driving those programs, and **when** they expected to update their goals.

These can feel like big decisions, but we recommend basing them on the reality of how your team approaches planning already. For the launch group you've identified:

- 1 How do different departments in your organization approach planning today?** Are there robust planning processes at the department and sub-team level, or are those teams primarily reliant on the CEO/leadership team's plans? *For departments and sub-teams that don't have robust planning processes today, we recommend not requiring immediate adoption of Viva Goals, but leaving it as opt in.*
- 2 For every team with a robust existing planning process, who runs it today?** Who has the pen on drafting team priorities or KPIs? Who is in charge of monitoring and reporting on them?
- 3 What cadences / rhythms do you use for planning today?** Are you aligned to an annual Fiscal Year process, or do you manage towards Semesterly or Quarterly targets? Does this vary by team?

Program template

[Launch Organization] OKR Program Expectations			
	Leadership Team ("L1s")	L2s	...
Tool	Viva Goals		
1 Adoption Expectation	Required	Required	Recommended
2 Planning Manager	_____	_____	_____
3 Rhythm of Program	<ul style="list-style-type: none"> • OKRs/goals set _____, revisited _____, and reviewed _____ • OKRs/goals checked in biweekly 		
Goal expectations	<ul style="list-style-type: none"> • Be aspirational – achieving 70% of your target is still a success • Ensure alignment – up / down / across the organization • Be focused – no more than 3-5 Objectives, 3-5 Key Results per objective 		

Socialize & gain buy-in

Now that we've established our plan, it's important to take the time to socialize with key stakeholders to ensure their buy-in and support.



Your Business Leader and Champion should share your goals, milestones, and program expectations with the leaders and identified business leaders & planning managers in your initial launch scope to ensure understanding and buy-in. Find more assets on selling Viva Goals internally [here](#).



While Viva Goals can add value to your organization whatever your current planning approach is, if your roll out plan includes the adoption of OKRs, you can also take this opportunity to get buy-in on the value of evolving your planning approach. Learn more [here](#).



Set Up & Launch

- ✓ Engage your team and understand key workstreams
- ✓ Set up org and establish team structure
- ✓ Invite Champions and enter goals
- ✓ Launch to your organization

Engage your team and understand key workstreams

With sign off from your business leaders on your plan, now is the time to engage the working team that will help to drive your launch. Bring the group together in a kick-off call and agree on an ongoing cadence – we typically recommend at least a weekly touch point for key stakeholders to ensure everyone is aligned on key dates & next steps.



Roles and Responsibilities

This cheat sheet should help everyone involved in Viva Goals rollout understand what they are responsible for and the order in which this work needs to be done. [Learn more about roles and responsibilities for a Viva Goals program rollout here.](#)

Microsoft Viva Goals
Roles and Responsibilities
Cheat Sheet

Curious about roles and responsibilities as you roll out Viva Goals?

You've come to the right place. Not every organization will require all of these roles at the beginning of their goal setting process, but we have outlined the roles we consider important from day one, no matter your organization size.

Microsoft Viva

Viva Goals Personas

Business Leader Leader who drives company, group, or team strategy, creates and approves team / organizational goals, and reviews progress. Typical titles: C-suite, Vice President, General Manager	Champion Central expert and axis that keeps programs on track and connected. Drive overall program and rhythm of business across the entire organization (or multiple teams). Typical titles: Chief of Staff, Planning Lead, Strategy & Operations	Planning Manager Individuals and team managers who drive planning & tracking process on a given team. They ensure check-ins, reporting, and meetings follow prescribed rhythm of business. Typical titles: Team Manager, Business Manager, Chief of Staff, Data Analytics Manager
Goal Owner Users who own goals and are accountable to drive and report progress on goals. Typical titles: Anything from Individual Contributor to Vice President or beyond.	Stakeholder Users who engage with updates on progress of goals. Typical titles: Anything from Individual Contributor to Vice President or beyond.	Tech Admin User who is responsible for the technical setup, managing the software, ensuring licenses are assigned, and meeting security / compliance needs. Typical titles: IT Admin, Technical Operations

Set up org & establish team structure



Create Viva Goals Organization

Your Champion should work in tandem with your Global IT Admin / Viva Goals Admin as needed to ensure all target users have Viva Goals licenses, confirm tenant-level Viva Goals settings, and set up your new Viva Goals organization.



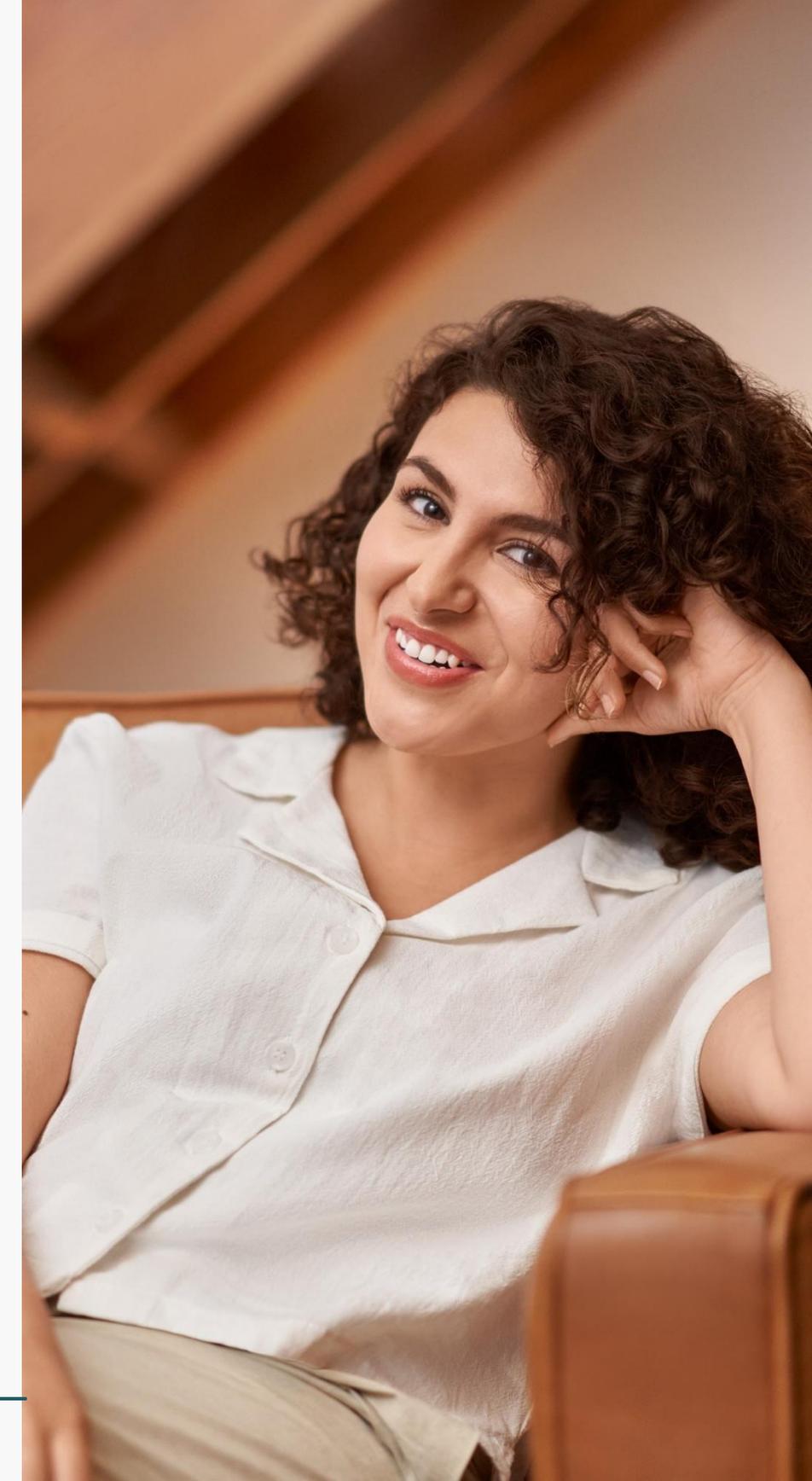
Review & confirm organizational settings

New Viva Goals organizations are by default set up with our recommended program approach, but leveraging the program expectations you have already established, you can [adjust organizational settings](#) if needed.



Set up initial team structure

Your Champion should establish the initial team structure in Viva Goals, and can then rely on the Champions and Planning Managers for your top level teams to do the same for their sub-teams (enabling iterative adoption in a team-centered way). Our recommendation is that Teams in Viva Goals should reflect 'planning units' – and as a result may not be a strict copy/paste of your organizational hierarchy (eg if you have a marketing, engineering, and sales team for a single product that plan together but report separately, we'd recommend making a single Team to house their joint goals in Viva Goals).



Invite planning managers & enter goals



Invite Champions and Planning Managers

Invite your Champions and Planning Managers into the tool to start getting familiar with Viva Goals and support you in getting everything ready for your wider launch.



Align on timeline to enter team goals into Viva Goals

Your Champion(s) can then work with your Planning Managers to set expectations about when goals should be finalized in the tool.



Work with collaborators to document & enter goals

If your teams already have your goals documented offline – great! – then the work here is primarily getting them into Viva Goals (made easier with [import functionality](#)).

If your organization and teams have work to do to learn about goal setting best practices, check out our [Guide to great goal writing](#). If you're interested in learning more about the OKR methodology as part of your journey, see our [Guide to OKRs](#) and [OKR Examples](#).



Whether or not you are embracing OKRs or just looking to provide better visibility on your teams goals as is – our top advice is to get started sooner rather than hold out for perfection. You'll learn a lot by jumping in leveraging your existing documented goals and refining vs. holding out for perfectly polished OKRs before even getting started.

Launch to your organization

Now that you have the initial set of goals entered and ready to go, we've reached your launch milestone and are ready to invite in the balance of your organization to see and collaborate on goals!



When considering the scope of users to invite, our recommendation is to add *all* employees that have a vested interest in visibility and access to the goals of the teams you are launching with.

This would include all employees who report under your Business Leader in your org hierarchy, and may also include cross-functional interests (eg a Marketing team may want to include their Sales counterparts, etc).

To leverage the value of transparency in driving employee engagement and focus, we recommend casting a wide net.



Adopt

- ✓ Plan communication moments
- ✓ Establish standard goal setting cadences and drive rhythm of business (ROB)
- ✓ Establish community
- ✓ Engage your team with your goals
- ✓ Reflect on launch goals and iterate

Plan communications moments

At the start, you identified a Viva Goals launch moment that fit into your existing organizational rhythms. Consider the best approach in this moment for your team:

Live at a Town Hall

- A live announcement from your Business Leader in a Town Hall
- Include a call to action to review organizational goals in Viva Goals
- Follow up with a survey to drive engagement (eg “Do you understand the priorities?”, “What are your suggestions to improve our organizational goals?”)

Email announcing Org goals

- An email announcing your fiscal year goals overall
- Includes a link out to your goals in Viva Goals
- End with a call to action to your team to monitor progress and keep the leadership team honest about trade offs needed to achieve your goals

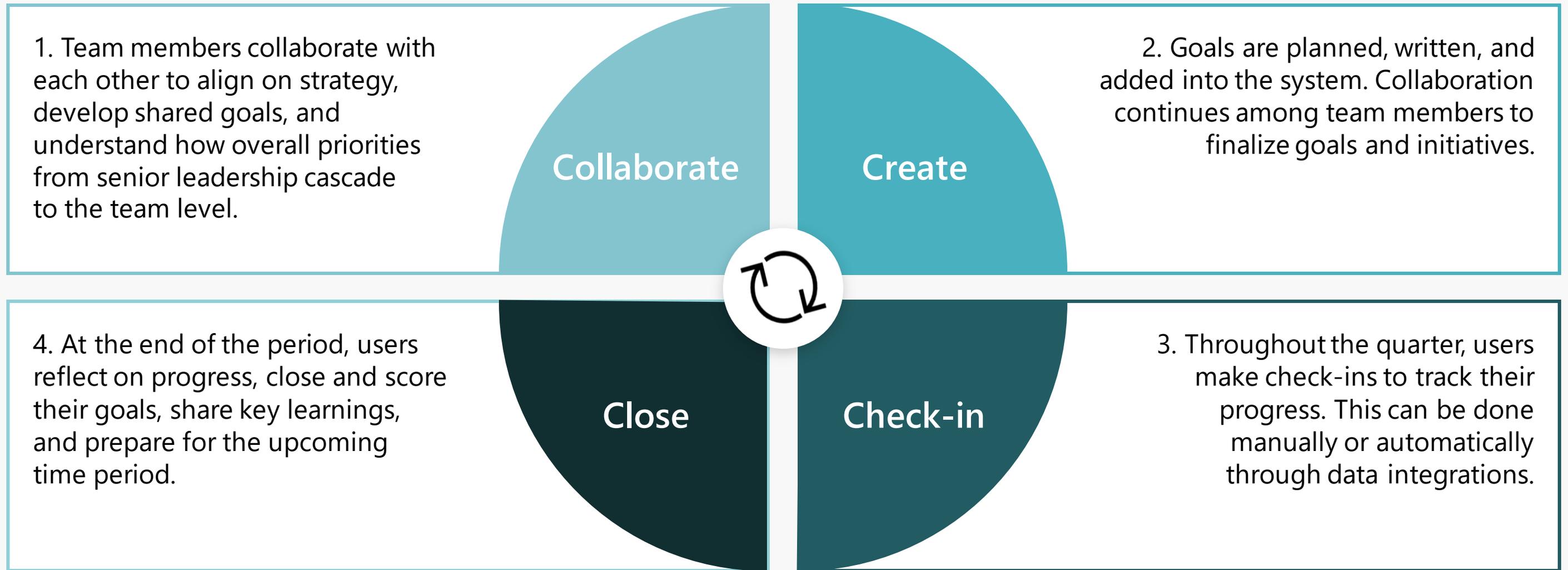
Federated at sub-team level

- A decentralized launch, where each of your Business Leaders and Planning Managers works with their local teams to launch at meaningful moments in their local planning rhythms
- Within those teams, this could include Town Halls, newsletters, or planning moments relevant to their teams

Any one (or a combination) of the above may meet your organizations needs best. Post-launch, make sure to establish a regular rhythm of communications to your organization about progress – quarterly Town Halls, monthly newsletters, etc. Consider setting up Organizational Summary mails from Viva Goals itself to automatically keep your team updated on your overall progress as check ins occur.

Establish standard goal setting cadences

Once you've launched, to maximize the value from your investment you'll want to focus on driving check ins and later closing out at the appropriate moment in your planning cycle. Learn more about best practices for a healthy goal-setting program [here](#).



Drive rhythm of business (ROB)

You will really start to see the transformational power of Viva Goals once it is embedded into your existing business rhythms and rituals. Doing this will help to ensure that your teams are focused and aligned, and will support a culture of transparency, agility, and growth in your broader organization.

Stage & Value Driver	Where Viva Goals Adds Value	Relevant Business Rhythms
Leadership Vision	<ul style="list-style-type: none"> Use OKRs/goals to articulate and clarify your organizational goals in the coming period Establishes ownership and surfaces early constraints (budget, bandwidth, priorities) Report up to and across senior leadership on overall progression at the org level <p><i>Key messages:</i> High-level status update and clarity / deep dives on specific opportunities and risks. <i>Learn more about how to leverage Viva Goals in Leadership meetings here.</i></p>	<ul style="list-style-type: none"> Annual Strategic Planning Monthly Business Review segment at LT meeting
Organizational Visibility	<ul style="list-style-type: none"> Use OKRs/goals to 'report out' to your broader organization about successes, learnings, and next steps Engages broader organization in your goals to encourage understanding and investment Provides visibility and recognition of the great work individuals and teams are driving day to day <p><i>Key messages:</i> What did we accomplish, what can we celebrate together, what were the key lessons learned, and what are we doing next? <i>Learn more about how to leverage Viva Goals for Organizational Visibility here.</i></p>	<ul style="list-style-type: none"> Monthly All Hands / Town Hall Monthly newsletter
Cross-Group Alignment	<ul style="list-style-type: none"> Leverage OKRs/goals as the common language of cross-group alignment and strategic planning Maintains clarity against shared objectives / key results and dependencies Provides continuous and real-time adjustments on progress <p><i>Key messages:</i> What did we get done that others should have visibility on, where do we need help, and where do we expect to end up at the end of period? <i>Learn more about how to leverage Viva Goals for cross-group alignment here.</i></p>	<ul style="list-style-type: none"> Quarterly (or other Periodic) Planning Meetings Monthly Department Meetings
Team Execution	<ul style="list-style-type: none"> Use OKRs/goals to align project or functional team on overall goals and initiatives Drives ownership and accountability in the flow of work Leverages OKRs/goals to 'report up/across' to key contributors on overall progress at the team level <p><i>Key messages:</i> What did we do this week, what's on deck for next week, and where do we need help? <i>Learn more about how to leverage Viva Goals for team execution here.</i></p>	<ul style="list-style-type: none"> Weekly Team Meetings Cross-functional Project Meetings Scrum Meetings

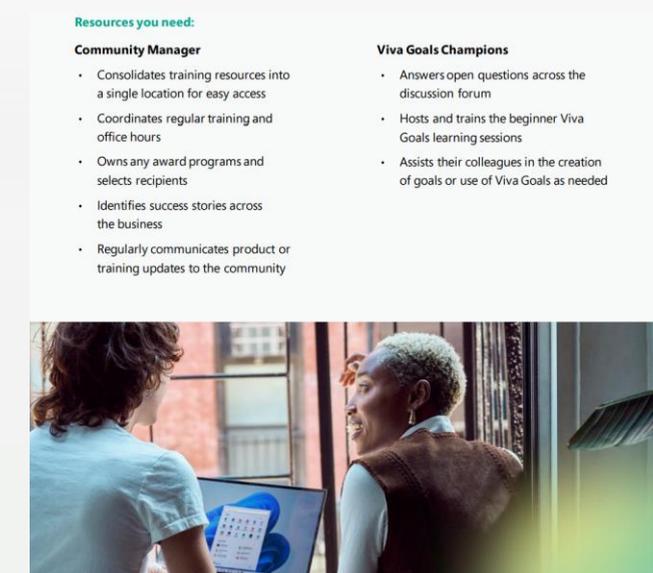
Establish community

Your Champions and Planning Managers were key to helping you get to your launch date, and nurturing this community will be important to the continued success and growth of your program.

We recommend setting up a community in Teams or on Yammer to encourage ongoing conversation and best practice sharing with this group. Consider establishing regular rhythms for Office Hours or Community calls in addition to promoting asynchronous collaboration.



You can learn more about best practices on how to establish a vibrant Viva Goals and OKR community [here](#).



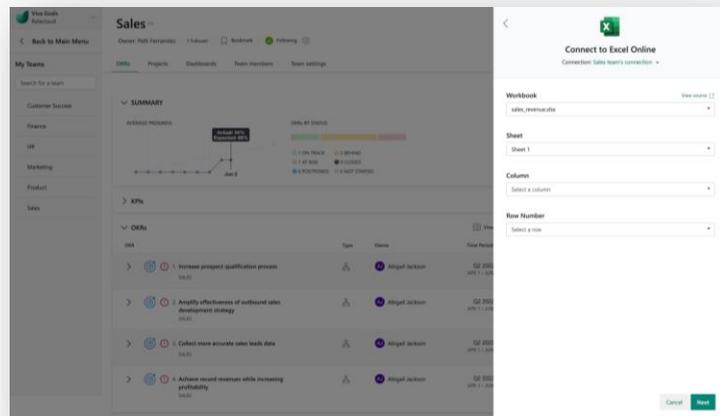
Once your initial launch is complete, you are likely to find continued interest from teams who have access to Viva Goals but weren't included in your initial launch workback who want to onboard their own goals to Viva Goals. You can make it easy for those teams to get started and enable grassroots adoption by publishing the program expectations you aligned on broadly and by [allowing users to create their own teams](#) and enter and share their own goals.

Set up and leverage integrations & templates to save time

Streamline check-ins

Make it easy for your team to manage their check-ins with data integrations.

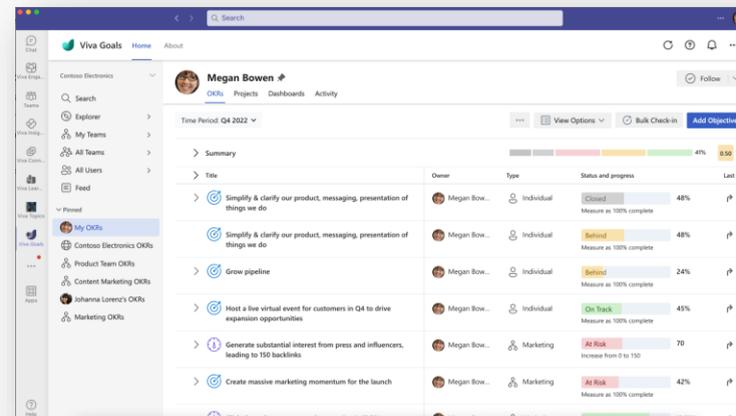
Viva Goals [integrates with the systems of record and work](#) your team already uses every day and can pull in Key Result and Initiative updates straight from the source. These integrations also help users stay in context – enabling users to see the task list of integrated initiatives without having to leave to navigate out to the system of work.



Stay in the flow of work

Viva Goals can meet your users where they are, integrating seamlessly with the tools your team is already using every day. Using our collaboration integrations, users can get notifications & even use Viva Goals right in the flow of work.

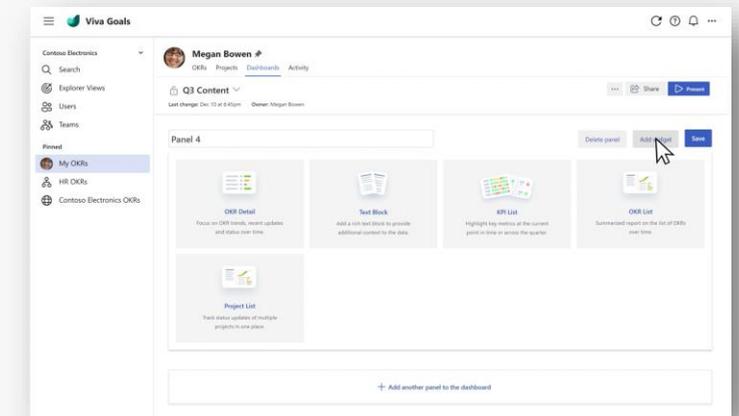
Leverage the Viva Goals app in [Teams](#), our [Slack](#) integration, or our [native ADO integration](#) to keep your teams goals top of mind even as they focus on their day-to-day tasks.



Put meeting prep on auto-pilot

Increase the efficiency of your team in preparing for goal review conversations by leveraging dashboards in Viva Goals.

Dashboards automatically gather goal progress and contextual data so you can always be prepared to present a real-time status update on your goals. You can learn more about how to set up dashboards [here](#).



Engage the team with your goals

Even as Viva Goals adoption continues to grow, it's likely not every member of your organization is going to be a goal owner – but every member of your team can benefit from the adoption of Viva Goals! Your broader team can use Viva Goals to:

Build a sense of purpose

- ✓ See how their individual and team projects support organizational and team goals

Gain visibility on priorities

- ✓ Develop a deeper understanding of the business and key drivers with transparency of KR performance and check in notes

Connect with collaborators

- ✓ Engage with organizational goals by commenting and liking updates & status updates

Identify areas for alignment

- ✓ Explore how adjacent teams may be working on similar goals and projects and join forces to scale impact



Reflect on launch goals

You've now successfully launched Viva Goals and are starting to see adoption across your organization. This is a great time to reflect back on the launch goals you established earlier.

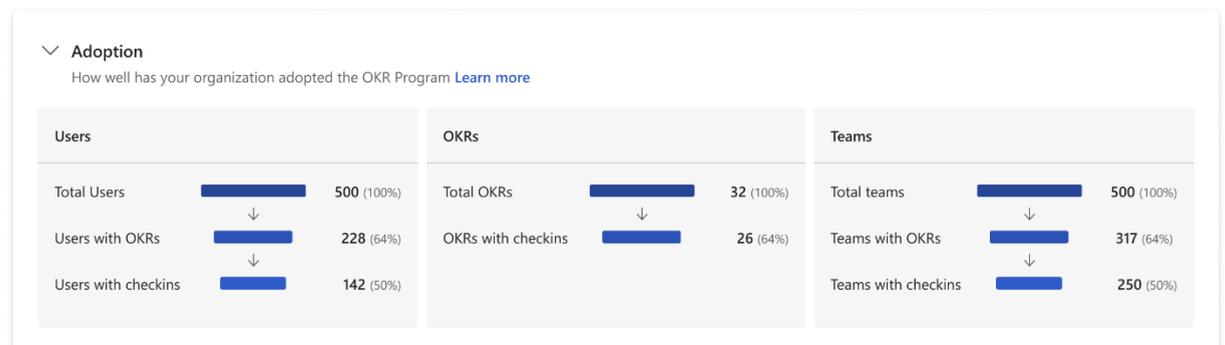
- 1 How many senior leaders did end up entering their goals?
- 2 How consistent have your goal owners been about checking in against progress made towards their goals?
- 3 How much of your team have explored and gotten to know your organizational goals?

Reflect on your wins, celebrate your learnings, and align on your opportunities to drive more engagement. Share these findings out with your team, taking the opportunity to highlight those who have seen success or developed best practices, and work together to set goals for how you'll go even further in the next time period!

As your program matures, it's important to continue to monitor the progress of your Goals program. Learn more about how you can continue to assess program health in [our Maturity Model](#).

How to evaluate performance?

You can leverage our [Viva Goals program analytics](#) feature to check in on your launch goals and monitor adoption, allowing you to understand trends + determine the most impactful actions to increase engagement and organizational value.



Additional resources



Microsoft adoption resources

- Review and download [Viva Goals Adoption Resources](#), including how to get buy-in for Viva Goals, sample OKRs, Viva Goals 101, and more.
- [Viva Goals Office Hours Resources](#): Recordings and resources from our ongoing Viva Goals Office Hours series, available to all customers and prospective customers.
- [Microsoft FastTrack for Viva: Deployment assistance](#) including support from Microsoft engineers with technical expertise on Microsoft Viva and other Microsoft tools.



Learn more about Viva Goals

- **Viva Goals Learning Paths**

Our digital learning paths contain a wealth of on-demand information on how to make the most of the platform.

[Get Started with Viva Goals](#) (End Users)

[OKR Leadership Program](#) (Champions and Leaders)

- **Viva Goals Help Center**

Here you'll find Quick Start guides, training videos, and step-by-step tutorials to help you get up to speed quickly.

[Viva Goals Help Center](#) (End Users)

[Viva Goals Setup and Administration](#) (Admins)

- **[Viva Goals Solutions](#)** (All Users)

Learn Best Practices for your Goal and OKR program, including writing, checking in, and scoring goals.