Microsoft Viva Topics adoption guide
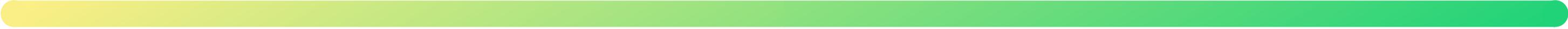
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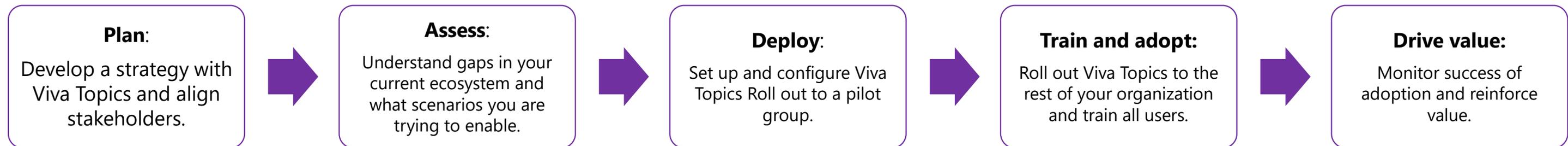
Adoption guide overview

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 Topics. This how-to guide will walk you through the steps of deploying Microsoft Viva Topics to your organization and driving adoption to help ensure your employees reach their learning objectives.
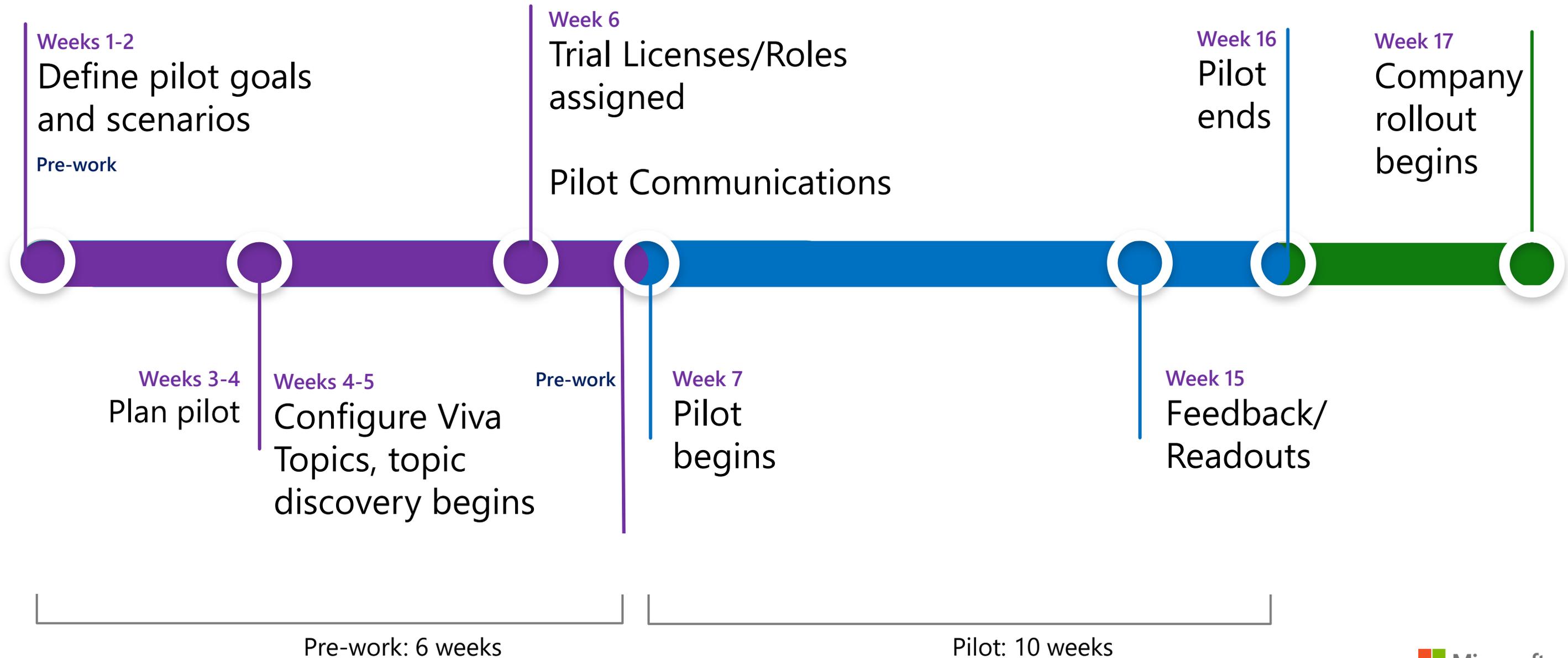
Adoption steps

Plan:
Develop a strategy with Viva Topics and align stakeholders.

→

Assess:
Understand gaps in your current ecosystem and what scenarios you are trying to enable.

→

Deploy:
Set up and configure Viva Topics Roll out to a pilot group.

→

Train and adopt:
Roll out Viva Topics to the rest of your organization and train all users.

→

Drive value:
Monitor success of adoption and reinforce value.

Viva Topics sample project timeline

Launch (marker above Week 12)

Workstream	Week 2	Week 4	Week 6	Week 8	Week 10	Week 11	Week 12	Post launch
Plan	Define knowledge team roles	Plan awareness and knowledge team enablement activity	Define knowledge metrics					
	Identify and define scenarios	Prioritize scenarios	Build awareness and enablement materials					
	Select rollout approach	Conduct culture assessment and select curation method						
	Conduct feature discovery	Identify topic source sites for scenario(s) and flag sensitive content						
Deploy	Assign Viva Topics licenses. Configure Viva Topics	Start topic identification	Prune knowledge base Curate topics					
Onboard	Recruit communications lead and knowledge admin to your team		Recruit knowledge managers (KMs) and champions					
	Identify and recruit Executive Sponsor(s)			Run enablement activity for KMs, champions and topic contributors				
Train and adopt		Ready help desk to support KMs, topic contributors and end users	Create knowledge community of practice on Yammer to enable KMs and champs to share best practices	Announce Viva Topics across company portal, IT portal, other internal sites and Yammer	Send 'countdown email' to employees	Run Viva Topics curate-a-thon	Send an Announcement Email Run buzz events	Recognize KMs, champions, topic contributors and those exhibiting exceptional knowledge sharing behaviors
Pilot	Build pilot plan	Recruit pilot participants – Knowledge managers, topic contributors, users	Send pre-pilot survey Run Viva Topics curate-a-thon Enable pilot participants	Run pilot Check-in with pilot participants	Send out a final survey to pilot participants Collect data & report on metrics	Use insights from pilot to adjust launch plan and materials		
Scale							Transition to operate model	Expand to new scenarios, stakeholders, and knowledge
Drive value				Circulate a baseline survey to end users				Collect data & report on metrics. Share success stories Iterate approach

Sample pilot timeline

Weeks 1-2
Define pilot goals and scenarios

Pre-work

Week 6
Trial Licenses/Roles assigned

Pilot Communications

Week 16
Pilot ends

Week 17
Company rollout begins

Weeks 3-4
Plan pilot

Weeks 4-5
Configure Viva Topics, topic discovery begins

Pre-work

Week 7
Pilot begins

Week 15
Feedback/ Readouts

Pre-work: 6 weeks

Pilot: 10 weeks

Microsoft

Introduction

Viva Topics brings knowledge and expertise into the flow of work.

Organize content into knowledge

Bring together relevant content, conversations, links, and expertise from across your organization, into topic cards and pages, making knowledge accessible across the organization.

Empower knowledge experts

Enable experts across your organization to revise topics, pin resources, and identify other experts while Viva Topics learns and makes updates

Content discovery

Deliver knowledge in context, with topic cards surfaced across Outlook, Microsoft Teams, SharePoint, Search, and other Microsoft 365 apps

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	Responsibility	Department
Stakeholder(s)	Sponsors the rollout of Viva Topics within their business unit (BU) or department	BU, department
Knowledge Program manager	Lead development of organization's knowledge strategy, deliver on objectives and champion knowledge discovery across organization	Senior member of BU or department
Communications lead	Manage and deliver the communications strategy for Viva Topics. Communication templates are available	Corporate communications
Knowledge administrator	Sets up Viva Topics experience	IT
Knowledge manager(s)	Owns quality of organization knowledge and manages network of contributors	BU, department
Champions	Members of extended team who help their colleagues along the knowledge journey	BU, department
Users	Verify relevancy of specific topics by responding to crowdsource feedback questions shared throughout Viva Topics. Contribute to knowledge base of organization by using subject matter expertise to create, edit, and publish topics. Consume and share knowledge.	All

Exec ↕ Core ↕ Extended
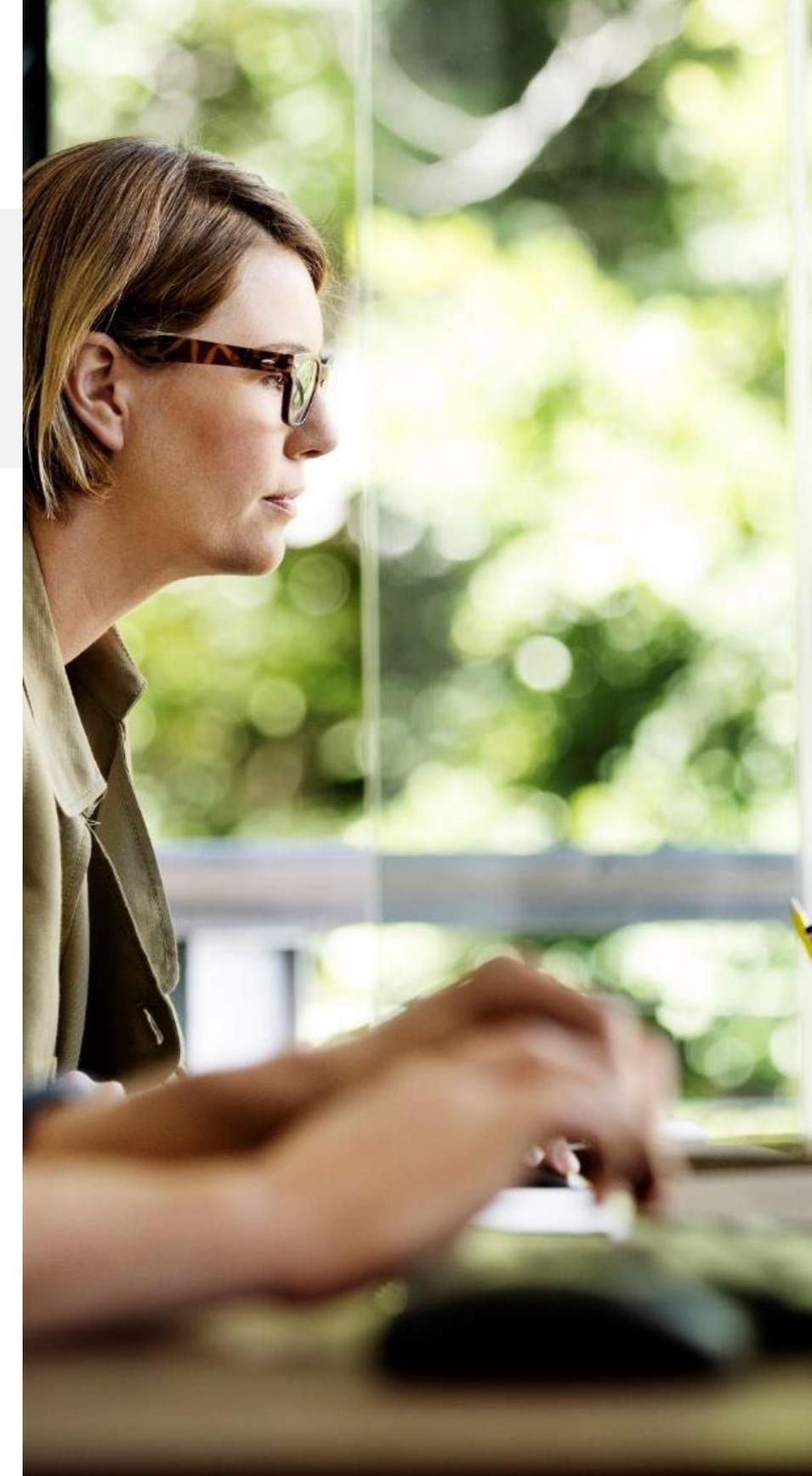
Some of these roles may not be necessary for your organization. Individuals may fill multiple roles.

Identify target scenarios

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

General	Human resources	Sales & customer service	Operations	Product & service development

Accessible: Organize and make knowledge & expertise accessible to all.

Onboarding: Provide new employees (and existing employees starting a new role) with the knowledge they need to successfully onboard and accelerate their time to productivity.

Global view of organization knowledge: Unlock siloed knowledge and uncover the entirety of the organization's collective knowledge.

Knowledge transfer: Capture and transfer the knowledge of employees moving roles within the company, or leaving the organization .

Mergers & acquisitions: Provide new employees with knowledge to integrate more quickly into acquiring company knowledge.

Sales enablement: Improve sales outcomes and reduce proposal production time by helping salespeople find SMEs and reuse existing content and knowledge.

Customer knowledge base: Help sales executives, account managers, and support reps serve customers in a more effective manner by providing easy access to a customer knowledge base.

Customer support and expertise: Provide reps with knowledge and the ability to find SMEs for improved issue resolution outcomes and efficiency.

Asset knowledge base: Provide employees with one place to go to find comprehensive and up-to-date information related to organizational assets.

IT self-service support: Help end users adopt company supported solutions and self serve support issues with easy to find solution knowledge base.

Process and procedure knowledge base: Help employees understand organization processes and procedures.
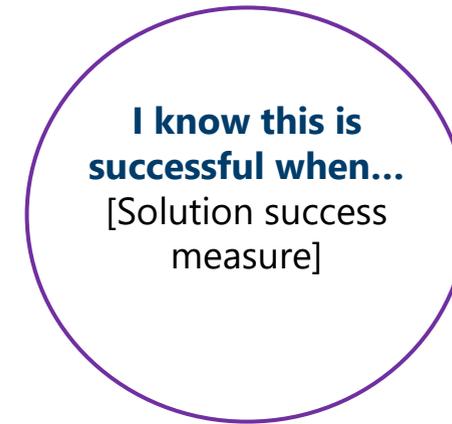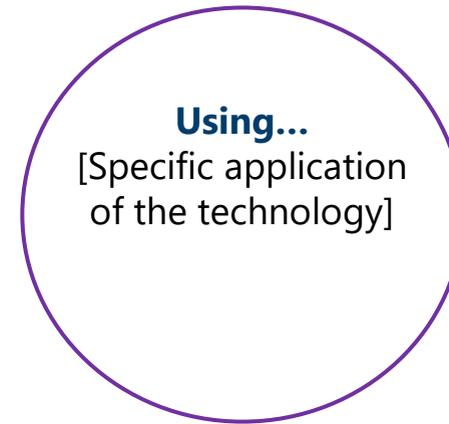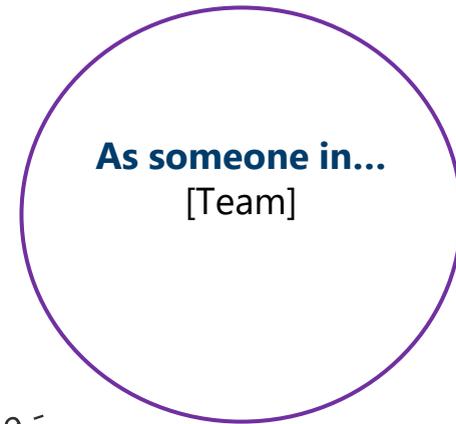
Product and service knowledge base: Help employees learn about company products and services with easy access to product details, announcements, roadmaps, and a place to ask questions.
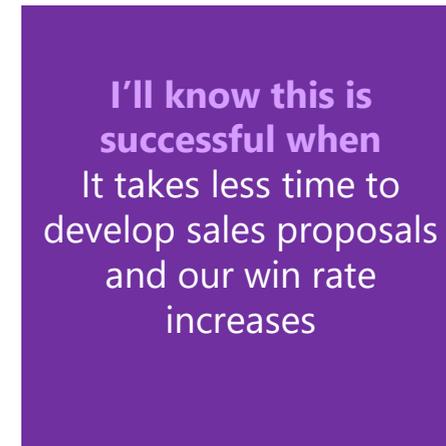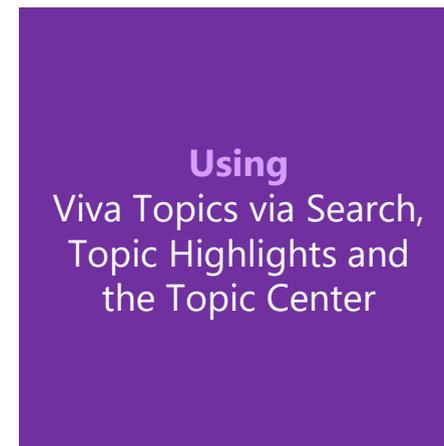
Service delivery: Improve project or engagement efficiency by democratizing access to project IP and expertise.

For more detail, go to https://aka.ms/TopicsScenarios and download the Viva Topics scenario catalogue.

Target adoption scenario example: Sales manager

As someone in...
[Team]

I want to...
[Description of what I want to do]

Using...
[Specific application of the technology]

I know this is successful when...
[Solution success measure]

- Example -

As someone in
Sales

I want to
Help salespeople spend less time developing proposals and achieve better sales outcomes by making it easy to find knowledge, reusable content and experts

Using
Viva Topics via Search, Topic Highlights and the Topic Center

I'll know this is successful when
It takes less time to develop sales proposals and our win rate increases

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 Topics

Establish OKR benchmarks

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

Success measures

There are three types of metrics you should consider for your measurement framework

Knowledge quality
Quality of the knowledge base

- End user and knowledge manager surveys
- Search abandonment
- Number of published topics
- Topic quality scores
- Number of confirmed and published topics

Adoption
Level of end user adoption
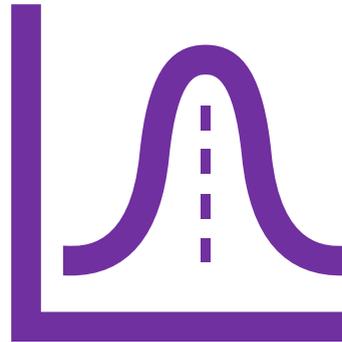
- Site usage
- Topic impressions

Business value
Benefits realized by the organization, departments, & business units
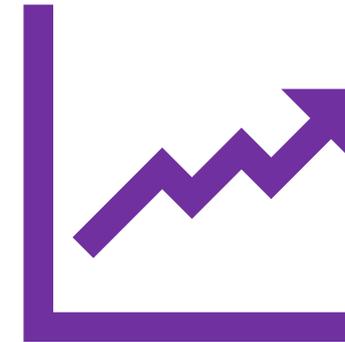
- Improved productivity
- Curation cost savings
- Time savings
- Improved business outcomes
- Accelerated time to productivity
- Preventing knowledge loss

OKR examples

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

	Definition	Example	Measurement methods
Improved productivity	Reduction in time spent looking for information as a result of Viva connecting people with knowledge in the flow of work	Forrester estimates Viva could save employees 75% of time they spend searching for content[1]	See improved productivity calculation
Curation cost savings	Viva Topics can help save time and effort by using AI to automate topic identification and assembly of a topic page.	Knowledge manager and topic contributor time saved by Viva Topics AI identifying topics and generating a topic page.	See Curation savings

Improved business outcomes	Improved outcomes (e.g., quality of results/deliverables, safety, win ratio of sales engagement) as a result of knowledge being more accessible throughout organization	Improve quality of manufactured products	• Pre/post Topics business outcome metric changes
			• Measure perception of improvement to outcome via survey:
			  1) pre/post Topics; or
			  2) post Topics introduction, collective perception

Time to productivity	Reduction in time it takes employees to onboard to organization, new role or project	Accelerate time-to-productivity for new employees	• Survey new hires or new to role employees to assess if they feel their onboarding has been accelerated due to more accessible knowledge • Calculate time savings resulting from reduction in onboarding time
Preventing knowledge loss	Preventing knowledge loss due to employees retiring or leaving for competitor	Reduce impact of SMEs leaving the organization	• Number of Topics in tenant • Measure perception of preventing knowledge loss via survey

(1) Forrester, The Total Economic Impact™ Of Microsoft Viva

Improved productivity

Reduction in time spent looking for information, experts, and knowledge as a result of Viva Topics connecting people with knowledge in the flow of work. Searching can include using enterprise search tools, word of mouth referrals and manually searching glossary of terms when encountering an unknown acronym.

Assumptions:
- Forrester estimates employees spend 1 hour each week searching, and that Viva reduces search time by 75%[1]
- Productivity recapture rate of 50%

Metric	Amount
a) Number of active Viva Topics users	To be input
b) Time spend searching before Viva (hours per month)	4
c) Reduction in search time with Viva	75%
d) Average hourly dedicated cost of resources	To be input
e) Productivity recapture	50%
Improved productivity from knowledge & expert discovery per month (a*b*c*d*e)	

A **related, qualitative benefit** is reducing duplicative efforts of employees that cannot find the data they need, which therefore requires them to recreate or duplicate the work.

Curation savings

For organization's that manually curate a knowledge base today, or to calculate cost avoidance benefits, Viva Topics can help save time and effort by using AI to automate topic identification and assembly of a topic page.

Areas for cost savings

Curation Steps: Topic identification ▷ Assemble first draft ▷ Expert edits topic ▷
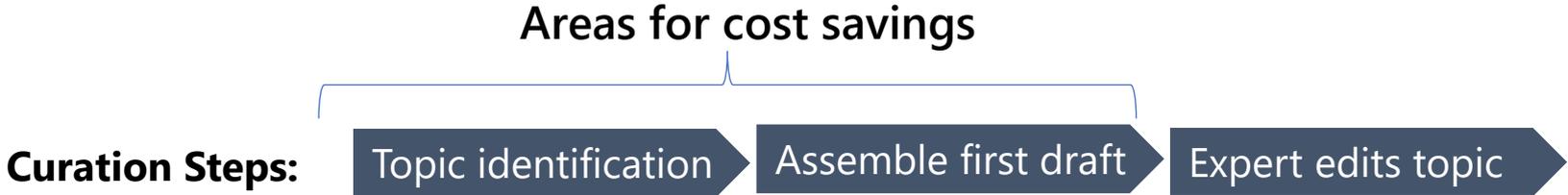
Metric	Amount
a) Number of Topics discovered and created **minus** removed topics	See Manage Topics view
b) Estimated hours spent to discover and create 1st draft of topic (as AI would have w/ Topics) manually	To be estimated
c) Average hourly dedicated cost of resources	To be entered
Cost saving from reducing manual curation efforts (a*b*c)	

Assess

Assess cultural readiness

Plot where your culture is today, across five knowledge culture characteristics, and where you'd like to be in the future. Use the next slide to select tactics that will help progress your organization to a more crowdsource ready state

1 Value

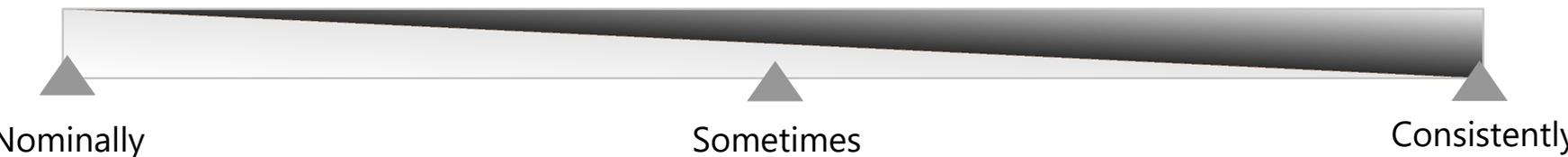Is knowledge viewed as an asset in the organization?

- Example -

Current state   Knowledge culture gap   Future state

Nominally   Sometimes   Very much

2 Capture

Is knowledge in the organization captured?

Nominally   At grass roots level   Formalized
                   (e.g., shared drives, informal communities)
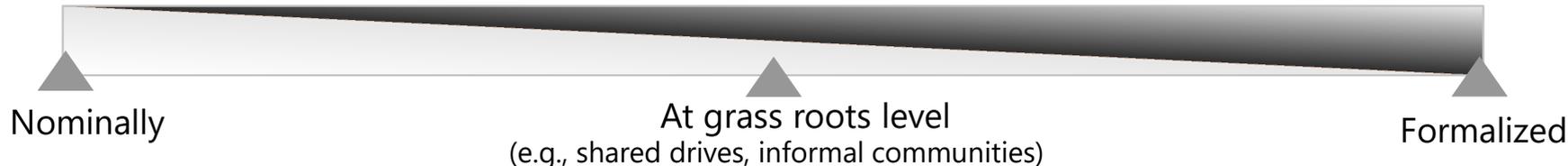
3 Recognition

Is knowledge sharing promoted, recognized or rewarded by the organization?

Nominally   Sometimes   Consistently

4 Share

Is knowledge shared in the organization?

Nominally   Sometimes   Organization wide
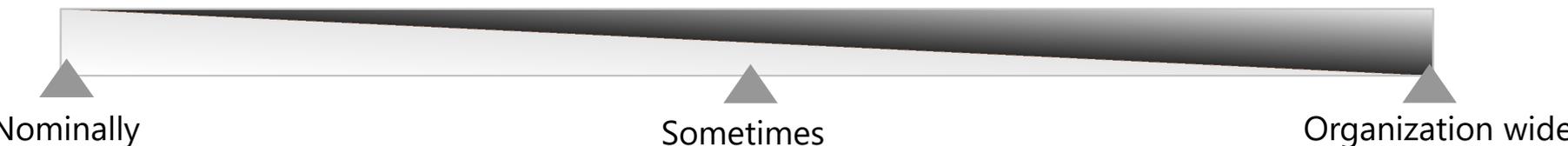
5 Trust

Are employees trusted to not overshare and to provide accurate information?

Nominally   Sometimes   Very much
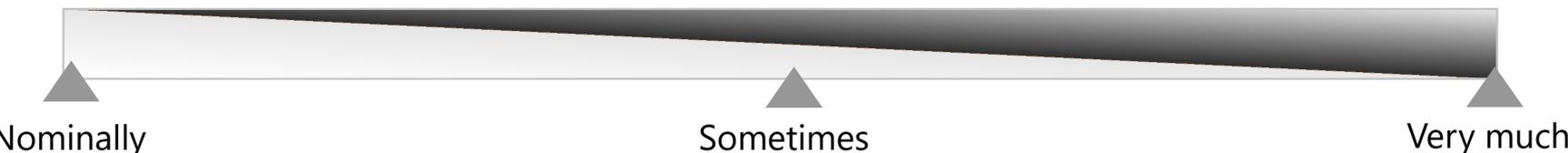
Some organizations can have different knowledge cultures across departments and teams and therefore may require multiple assessments

Preparing for a crowdsourced enhanced model

Close the knowledge culture gap by implementing tactics to progress from buy-in to the adopted and embedded stages.

1 Value
Increase perceived value of knowledge within organization

2 Capture
Increase the consistency & quality of knowledge capture

3 Recognition
Recognize knowledge sharing within organization

4 Share
Increase knowledge sharing within organization

5 Trust
Trust employees to not overshare & to provide accurate information on their topics

Buy-in

- Gain executive sponsorship
- Identify and communicate the "what's in it for me"

- Transition document collaboration (if done offline) to online, through SharePoint & Microsoft Teams
- Build knowledge inventory & prioritize for capture

- Recognize success stories via internal communications

- Send communication from executive sponsor endorsing the organization's commitment to knowledge sharing culture

- Ensure correct permissions are applied on files

Adopted

- Deliver quick win(s)
- Socialize success stories
- Run champions program

- Utilize existing knowledge assets & migrate siloed content to SharePoint
- Run Viva Topics curate-a-thons

- Run a recognition program

- Encourage and incentivize knowledge sharing and seeking behaviors (e.g., reward building on ideas & knowledge of others)

- Communicate knowledge sharing guiding principles

Embedded

- Integrate knowledge-based metrics with business metrics

- Embed knowledge capture activities into existing processes (e.g., mandatory knowledge capture process at end of projects)

- Build knowledge metrics into performance management and rewards program

- Include knowledge sharing accountabilities in job descriptions for relevant roles

- Encourage storing content on openly shared sites when appropriate

Assess your content and flag sensitive content

For each prioritized scenario, identify the source SharePoint sites that contain relevant content. Use the source sites during configuration for topic discovery. Identify any sensitive content that is contained in the source sites

Scenario	Source sites	Sensitive content
What scenarios have you prioritized for an early adopter program (EAP) or full rollout?	*What SharePoint sites in your organization contain the content that will help enable the target users to contribute and discover knowledge in this scenario?*	*Do any of the source sites contain content that is highly confidential and should not be shared?*

- Example -

Sales enablement	• Global and regional sales portals • Customer and project team sites (SharePoint team sites and sites associated with Microsoft Team*)	• ***Confidential project*** site • ***Confidential project*** term

Sensitive content you identify in these source sites can be used to inform if there any sensitive SharePoint sites should be excluded from topic discovery and/or topics to exclude by name during configuration

* Any SP site (Team site, comm site, classic site, SP site associated with Microsoft Team and Microsoft 365 group site) is included in topic indexing.

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
Review service capabilities with legal & security teams		
Review and understand **Microsoft Viva Topics security and privacy**		
Review and understand Search security & configuration: **Microsoft Search Overview**		
Consider Microsoft 365 Groups and Teams to make sure they are appropriately set as public or private groups or teams		
Review use of "everyone", "everyone except external users," and broad security groups. Work with site owners to correct permission configuration if inappropriate content is visible		
Exclude sensitive SharePoint sites from topic discovery, so that content in these sites will not appear in topic experiences		
Exclude topics by name. Topics explicitly excluded will not appear in topic experiences		
Consider using **sensitivity labels** or **data loss prevention** to restrict access to content and **access reviews** to periodically review user access to sensitive information		
Consider using **SharePoint taxonomy terms to create topics** in Microsoft Viva Topics		
Prepare help desk		

Deploy

Helpful Resources

The following resources are referenced and linked throughout this guide

- Microsoft Learn: Viva Topics
  - Learning Path: Viva Topics
- Viva Topics Scenario Catalogue
- Viva Topics Adoption Hub
- Microsoft Viva Blog
- Microsoft Viva Public Roadmap

Configuration

Configure Viva Topics in your environment using the [Set-up Microsoft Viva Topics](#) detailed guidance. Use the checklist below to prepare for configuration in the administration console

1 Assign Topics Licenses

- ✓ You must assign licenses for the users who will be using Topics
- ✓ Only users with a license can see information on topics including highlights, topic cards, topic pages and the topic center

2 Initiate AI discovery of topics

- ✓ Decide on indexing approach:
    - *i. Recommended:* Index all SharePoint sites, and exclude sensitive sites for the highest quality and most comprehensive set of topics; or
    - *ii. If concerned about having too many topics to curate at the beginning:* Index a subset of SharePoint sites that align to initial Early Adopter Program (EAP) scenario and grow to include all sites when you launch organization wide.

3 Assign Permissions

Consider:

- ✓ Who should edit and create Topics
    - *Recommended:* all users should be enabled to edit "their topics"
- ✓ Who should be assigned the Knowledge Manager role so they can manage and remove topics
    - *Recommended:* Assign the Knowledge Manager role to at least one person in each Business Unit (BU) and/or department participating in the rollout

4 Create Topic Center

- ✓ Select a desired name and URL for the Topic Center

Considerations:

It may take up to an hour for users to get access to Topics after the licenses are assigned

A larger set of content is required, ideally at least 20,000 documents for a minimum number of topics to be discovered. Recommendation is to index a minimum of 5M files

For enterprise-wide rollout, preferably you can have Viva Topics crawl hundreds of thousands or millions of documents across your SharePoint sites

We recommend a crowdsourcing model, where all users are given create/edit permissions, so everyone can contribute to topics. Guide them to specifically contribute to "their topics"

The security, privacy, and location of your data are preserved
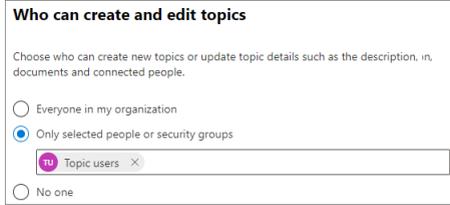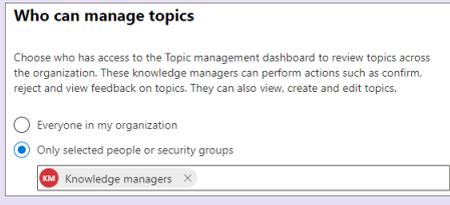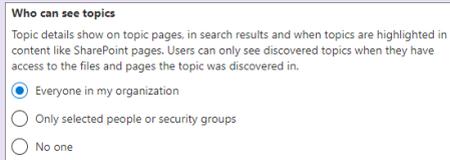
See [assign permissions](#) for details

There is one Topic Center per tenant

You can change the site name later, but you can't change the URL after you complete the setup

Assign permissions

Establish who can see what in Viva Topics by configuring your permissions within your environment using the Manage Topic permissions guidance

Topics Role	Permissions	Responsibilities	Who
Topics Contributor **Who can create and edit topics** Choose who can create new topics or update topic details such as the description, in documents and connected people. ○ Everyone in my organization ◉ Only selected people or security groups [TU Topic users ×] ○ No one	• View topic highlights, topic answers in search, topic cards, and topic pages • View their topics on Topic Center home • Share topics across M365 apps • Edit topics • Create new topics	• Contributes to *their* topics, updating topic description, pinned people and resources, related topics based on their knowledge • Creates new topics as they start new projects or work areas that should be a topic in the knowledge base and doesn't already exist	• Everyone (recommended)
Topics/Knowledge Manager **Who can manage topics** Choose who has access to the Topic management dashboard to review topics across the organization. These knowledge managers can perform actions such as confirm, reject and view feedback on topics. They can also view, create and edit topics. ○ Everyone in my organization ◉ Only selected people or security groups [KM Knowledge managers ×]	• View topic highlights, topic answers in search, topic cards, and topic pages • View their topics on Topic Center home • Share topics across M365 apps • Access manage topics view: view, confirm, or remove AI suggested topics	• Encourages and models knowledge contribution by Topics Contributors • Monitors topic creation to avoid duplicates • Performs topic management tasks such as confirm, create, edit, and remove topics • Identify, edit and publish top organizational or departmental topics • Assists Topics Admin to identify sensitive sites, topics, and users to exclude from indexing	• Individuals recruited from org departments & business units
Topics Admin	• View topic highlights, topic answers in search, topic cards, and topic pages • View their topics on Topic Center home • Share topics across M365 apps • Assign licenses and permission roles • Configure & manage Topic indexing • Control indexing inclusions & exclusions • Setup & name Topic Center	• Sets up Topic experiences in admin center • Ensures security and compliance standards • Understands licensing agreement	• Selected individual
Topics Viewer **Who can see topics** Topic details show on topic pages, in search results and when topics are highlighted in content like SharePoint pages. Users can only see discovered topics when they have access to the files and pages the topic was discovered in. ◉ Everyone in my organization ○ Only selected people or security groups ○ No one	• View topic highlights, topic answers in search, topic cards, and topic pages • View their topics on Topic Center home • Share topics across M365 apps	• Discovers knowledge through Topics • Shares knowledge through Topics	• Everyone

Prune knowledge base

A small portion of identified topics may not be useful to your organization. Some of the files or documents in your organization's environment, that are part of the evidence for identifying a topic, may have been too general, or contained information that is not tied to the organization in a meaningful business relationship. In these cases, quickly **prune your knowledge base** by removing unsuitable topics before launching Viva Topics. Don't worry about catching all unsuitable topics before launching. Take a couple days with your knowledge managers to review the knowledge base and do some initial pruning that can be continued post launch.

What sort of unsuitable topics should you consider removing?

- **Non-enterprise:** Public domain topics (e.g., companies, organizations, products, etc..) that are not tied to the organization in a meaningful business relationship

- **Too specific:** A very narrow aspect of an actual topic, or a specific reference to a term or entity that doesn't not have enough volume or significance to have its own topic page

- **Too general:** Concepts that are too broad to have their own topic page, or those where the content found internally could also be obtained through public sources

- **Location:** Any irrelevant location name that does not double as a topic that is relevant to the organization. For example, location names that are used for product names, project names or confidential initiatives

- **Person:** There can be rare cases where topics mistakenly get created from people's names. If the name does not double as a project, product, or company name, these topics are good candidates for removal

Users can help with topic pruning by responding to crowdsource feedback questions shared throughout Viva Topics. If enough people indicate that the suggested topic is valuable, the topic is automatically confirmed. Alternatively, if the suggested topic is not valuable, the topic is automatically removed.

Users must have knowledge manager permissions to be able to remove topics

1. View topics on the Manage topics page

2. Select the topic you want to remove and select the **x** to remove it
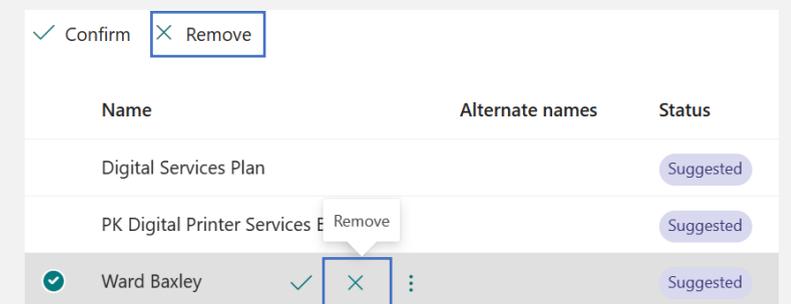
Removed topics will be removed from the **Suggested** list and will now display a **Removed** status, available for restoration

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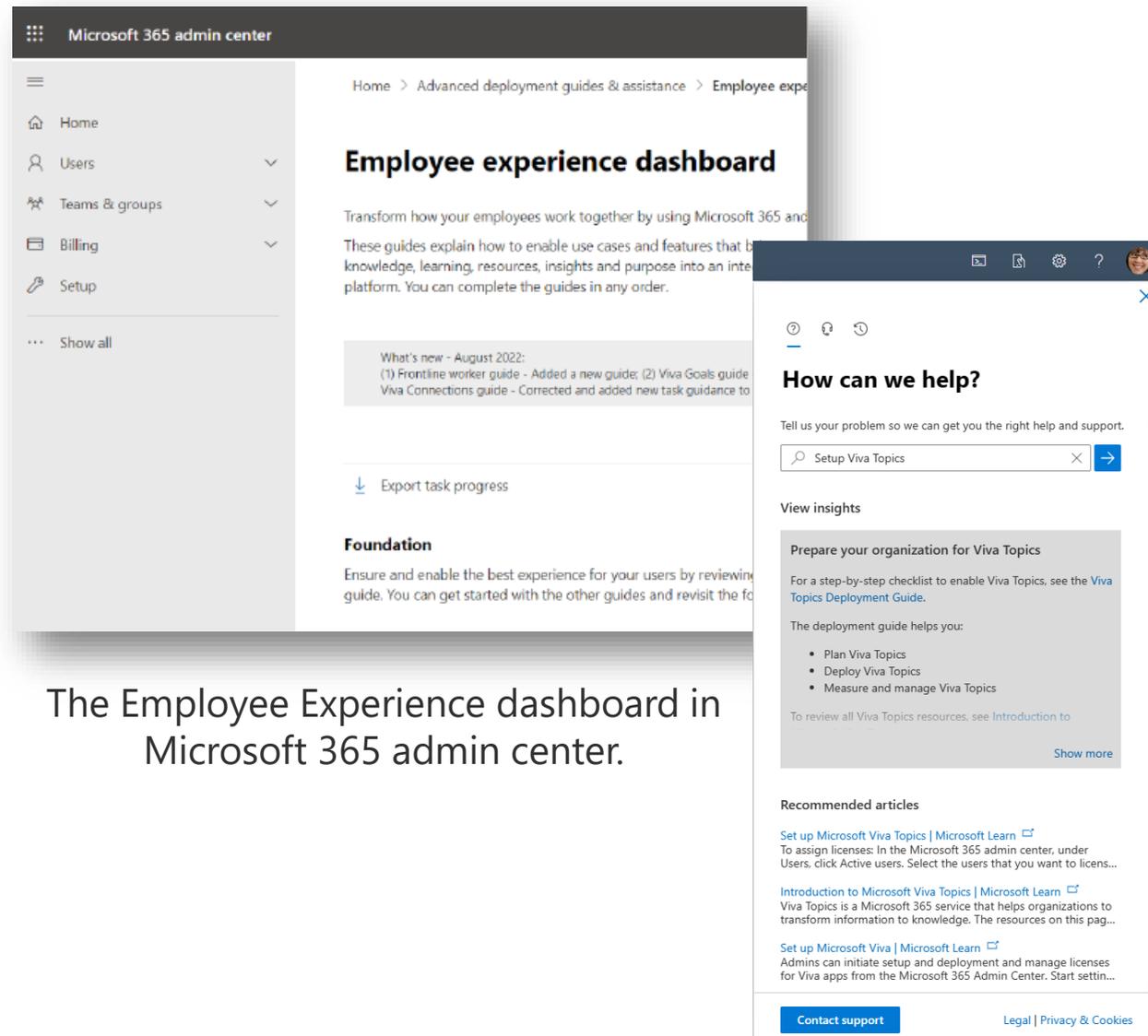
To locate the Advanced Deployment Guide, click on the **Help & Support** button in your Microsoft 365 admin center and search using the plain text search. Here is an example for Viva Topics.

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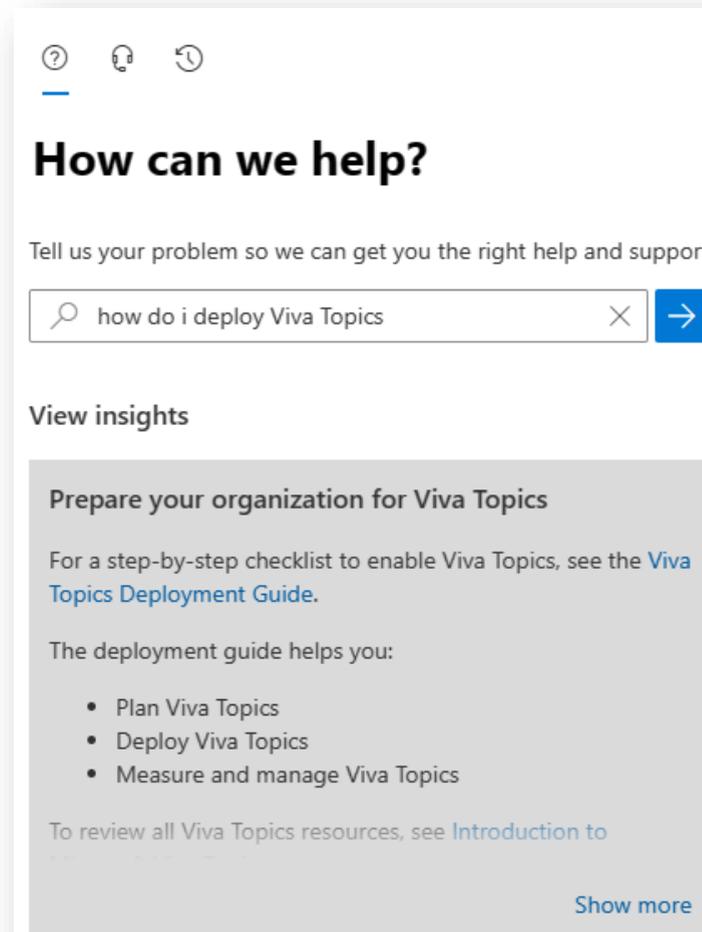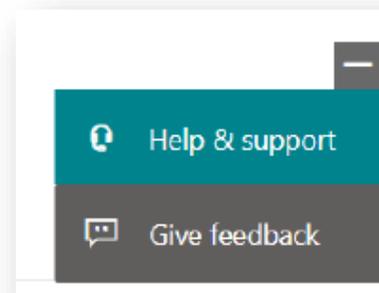
You can also go directly to your tenant's Advanced Deployment Guides repository for Employee Experience by visiting https://aka.ms/EmployeeExperienceDashboard.

Advanced Deployment Guides

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.

The Employee Experience dashboard in Microsoft 365 admin center.

Prerequisites and core tasks for Viva Topics setup.

Train and adopt

Plan your communications

Use the example below to build your Viva Topics communications plan

Teaser Campaign

Raise awareness about upcoming Viva Topics rollout using the available communication templates

- Highlight benefits that Viva Topics will provide to organization and key roles
- Showcase relevant and exemplar topics, including a simple topic edited by an end user (so that the contribution bar isn't set too high)
- Generate excitement and awareness for Viva Topics
- Gain staff buy-in for project by outlining 'what's in it for them'
- Invite employees to contribute their knowledge to "their topics"

Launch communication

Communication from exec sponsor announcing availability of Viva Topics, organization commitment to knowledge sharing and encouragement for people to help edit the topics they are connected to

Buzz Events

- Demonstrate value Viva Topics can bring to employees
- Include 'hands-on' components such as knowledge nugget hunts and how to contribute to topics
- Encourage users to share their topics in Teams chats
- Run Viva Topics curate-a-thon

Ongoing communications

- Profile how different teams & roles can use Viva Topics to help them be more effective
- Reinforce new behaviors and resources to support – outline key stop, start, continue behaviors
- Showcase knowledge success stories and business impact
- Recognize knowledge managers, champions, topic contributors and those exhibiting exceptional knowledge sharing behaviors
- Encourage employees to share knowledge gaps the find and to contribute their knowledge to topics

PRE-LAUNCH   **LAUNCH**   **POST-LAUNCH**

Audience communication templates

Use and customize the available email templates and enablement content to activate key audiences of your Viva Topics implementation

Knowledge Manager (KM)

Scale your expertise
and organizational impact
with Microsoft Viva Topics

Let's get started

1. Learn more about the importance and role of Knowledge Managers
2. Get started as a Knowledge Manager, including reviewing suggested topics and assigning stages
3. Prioritize what topics should be curated first – learn more about different ways to prioritize topics
4. Ask your colleagues to curate topics they have expertise in – tell them about Viva Topics and share the topics they should help curate
5. Edit AI suggested topics and create new important topics

User

Tired of not knowing where to
find information and what to trust?
**Frustrated by having to recreate
the wheel?**

Discover Viva Topics

1. **Learn more** about Viva Topics and where you will find them
2. Discover the **different ways you can use Topics** to do your job better
3. Learn how you can **contribute your expertise** to Viva Topics

Email template

https://aka.ms/KMemail

https://aka.ms/TVemail

Enablement content

https://aka.ms/TopicsKM

https://aka.ms/TopicsOverview

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.

Enable team

Consider the scenarios, methods and resources outlined below to build an enablement plan for your knowledge team

Audience	Knowledge manager	Topic contributor	Champion
Scenario(s)	• Knowledge curation • Quality level expectation setting • Coordinating network of contributors and champions • How to manage topics through the Manage Topics page in Topic center • How to edit an existing topic or create a new topic	• What the organization's knowledge sharing guiding principles are • How to edit and create your topics	• How to "pitch" knowledge discovery and Viva Topics to stakeholders and team members • Relevant knowledge discovery use cases • How to discover, edit and create topics
Methods	• Instructor led • Self-paced • Coaching • Role description	• Online • Contribution workshop	• Instructor led • Knowledge community of practice • Coaching • Role description
Resources	Manage topics in the topic center Get started with Microsoft Viva Topics	Topics overview video Microsoft Viva Topics discovery and curation	Topics overview video

Some of these roles may not be necessary for your organization. For example, smaller organizations may not need champions. Individuals may be able to fill multiple roles in some organizations.

Drive value

Evaluate measures of topic discovery, impressions, and usage

1 **Topics Insights metrics**
Insights > Search & Intelligence
section of Settings in the M365
Admin Center

2 **Topic impressions (view
from Manage Topics)**

Topic impressions

3 **Topic Center site usage stats**
Go to Topic Center
Select site usage from setting
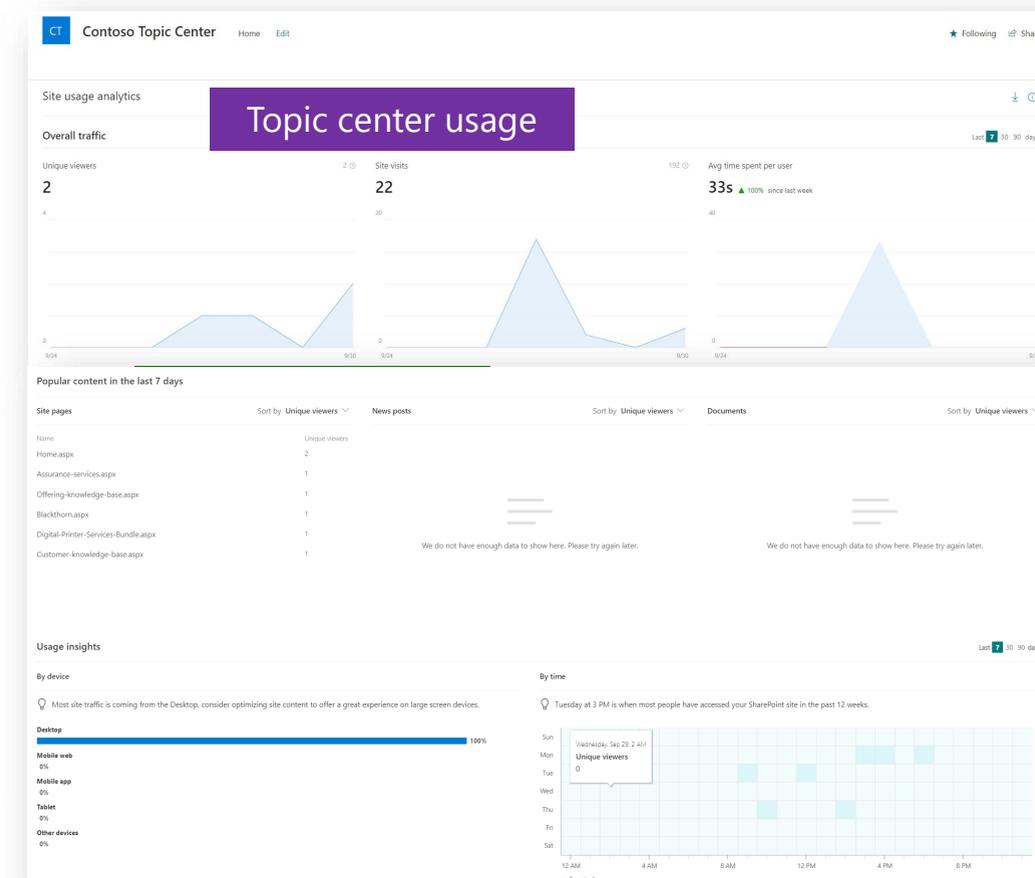
Topic center usage

Evaluate measures of adoption

1 ## Adoption health metrics
(view from Analytics tab in the topic center)

Overall adoption health

The overall health score is composed of your progress towards our benchmarks across five adoption health metrics: topic discovery, topic quality, topic stickiness, topic utilization, and topic availability.

More information

Learn more about adoption health metrics
Learn more about the benchmarks used
Follow our Viva Topics adoption guide

Progress toward healthy: 71%

Progress history

Adoption health metrics | Improve your org's health

Topic discovery

Did AI discover a reasonable number of topics based on tenant knowledge? Discovery measures overall topics discovered by AI.

Progress toward healthy: 67%

Progress history

Topic quality

Are the topics of good quality? Topic quality is measured using Viva Topic's org topic scores. Learn more about topic scores.

Progress toward healthy: 45%

Progress history

Topic stickiness

Do enough users interact with topics regularly? User's topic usage and interaction improves overall topic stickiness.

Progress toward healthy: 78%

Progress history

Topic utilization

How many topics are being used in the organization? Topic utilization measures the amount of confirmed or published topics by users.

✔ Topic utilization is healthy

Progress history

Topic availability

How many quality topics are available to active users? Topic availability is measured by topic impressions.

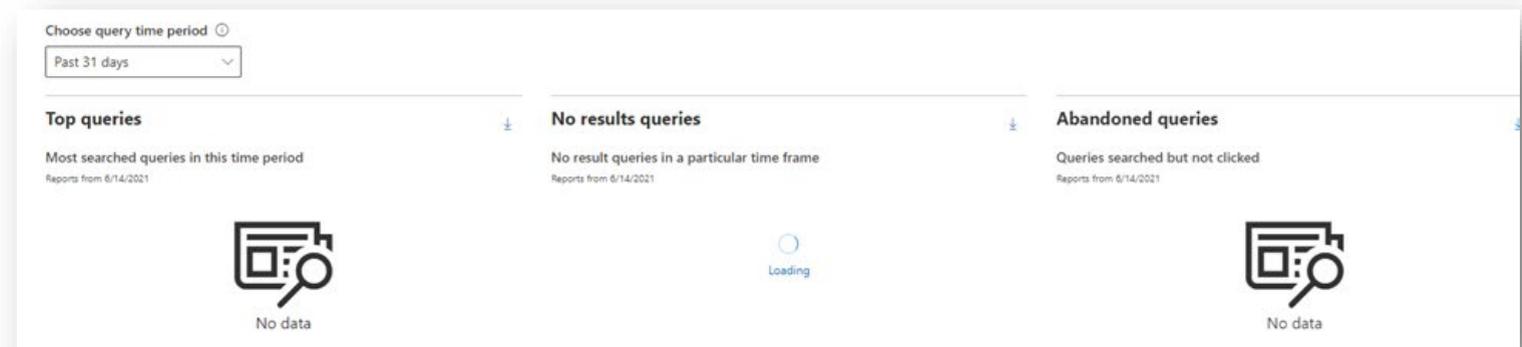**Progress toward healthy: 67%**

Progress history

2 ## Search abandonment rate

Topics appear in the search experience; measure rate of search abandonment over time as an indicator of whether people are more easily able to find the knowledge they need
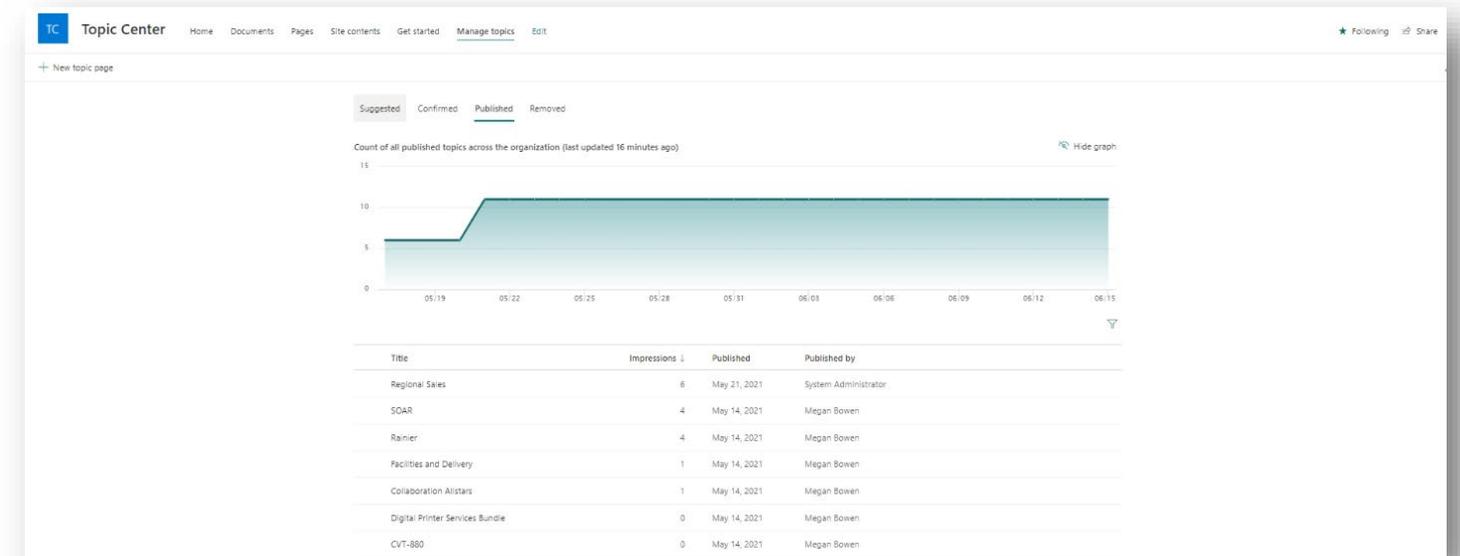
Search & Intelligent section of **Settings** in the **Admin Console**

Choose query time period ⓘ
Past 31 days

Top queries
Most searched queries in this time period
Reports from 6/14/2021
No data

No results queries
No result queries in a particular time frame
Reports from 6/14/2021
Loading

Abandoned queries
Queries searched but not clicked
Reports from 6/14/2021
No data

3 ## Number of published topics

Use the Manage Topics view to report on number of published topics

TC Topic Center   Home   Documents   Pages   Site contents   Get started   Manage topics   Edit   ★ Following   Share

+ New topic page

Suggested   Confirmed   Published   Removed

Count of all published topics across the organization (last updated 16 minutes ago)   Hide graph

Title	Impressions ↓	Published	Published by
Regional Sales	8	May 21, 2021	System Administrator
SOAR	4	May 14, 2021	Megan Bowen
Rainier	4	May 14, 2021	Megan Bowen
Facilities and Delivery	1	May 14, 2021	Megan Bowen
Collaboration Allstars	1	May 14, 2021	Megan Bowen
Digital Printer Services Bundle	1	May 14, 2021	Megan Bowen
CVT-880	0	May 14, 2021	Megan Bowen

Monitor satisfaction

Surveys are a great tool to gather data about user sentiment toward Viva Topics. 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 Topics.

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):

- Viva Topics has reduced the time it takes to find information and/or experts.
- Accessing a topic card with a definition is helpful when I encounter acronyms or terms I'm unfamiliar with.
- It is easy to edit topics I'm associated with.
- When viewing a topic page, it is helpful to see related topics.
- It is easy to share topics to answer questions I get asked frequently by colleagues.

Compare results before and after rolling out Viva Topics.

Reinforce adoption

Cultural evolution is critical to adoption. Conti[...] 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 Topics

Add Microsoft Viva Topics training to employee onboarding process

Teach people to use the tools as a set –talk about Microsoft 365 and Microsoft Viva Topics together

Continue to find your Champions – advocates for change within the business – including executives, knowledge managers, and subject matter experts

Adoption best practices

Adoption best practices

✓ **Build your knowledge base:** In addition to the more traditional knowledge that your organization might have managed in the past, Viva Topics AI discovers lots of topics that represent the knowledge, projects, and work of your employees. Capturing their knowledge on their topics is essential to scaling and sustaining the use of Viva Topics. A smaller set of topics will be edited by knowledge managers, and there will still be a small set of organizational topics that require more specialized curation and governance. Focus on publishing topics as they are more available than suggested topics (only users with permissions to the resources on the topic can view suggested topics, but all users can view published topics).

✓ **Boost topic availability:** While Viva Topics will use AI to insert relevant topics in the flow of work, and people can easily share topics in their communications, we recommend these extra steps to maximize the availability of relevant topics. The more relevant topics users encounter, the greater the opportunity for learning, reuse and expert connection.

✓ **Manage the knowledge base:** To assist with the creation and ongoing management of your knowledge base assign the knowledge manager role to at least one person in each Business Unit (BU) and/or department participating in the rollout.

✓ **Run an effective pilot:** Design a pilot with participants from multiple departments and business units, where sharing information between them will be valuable. Use the pilot to help you dry run your adoption approach and communications, deliver quick wins and help build your knowledge base.
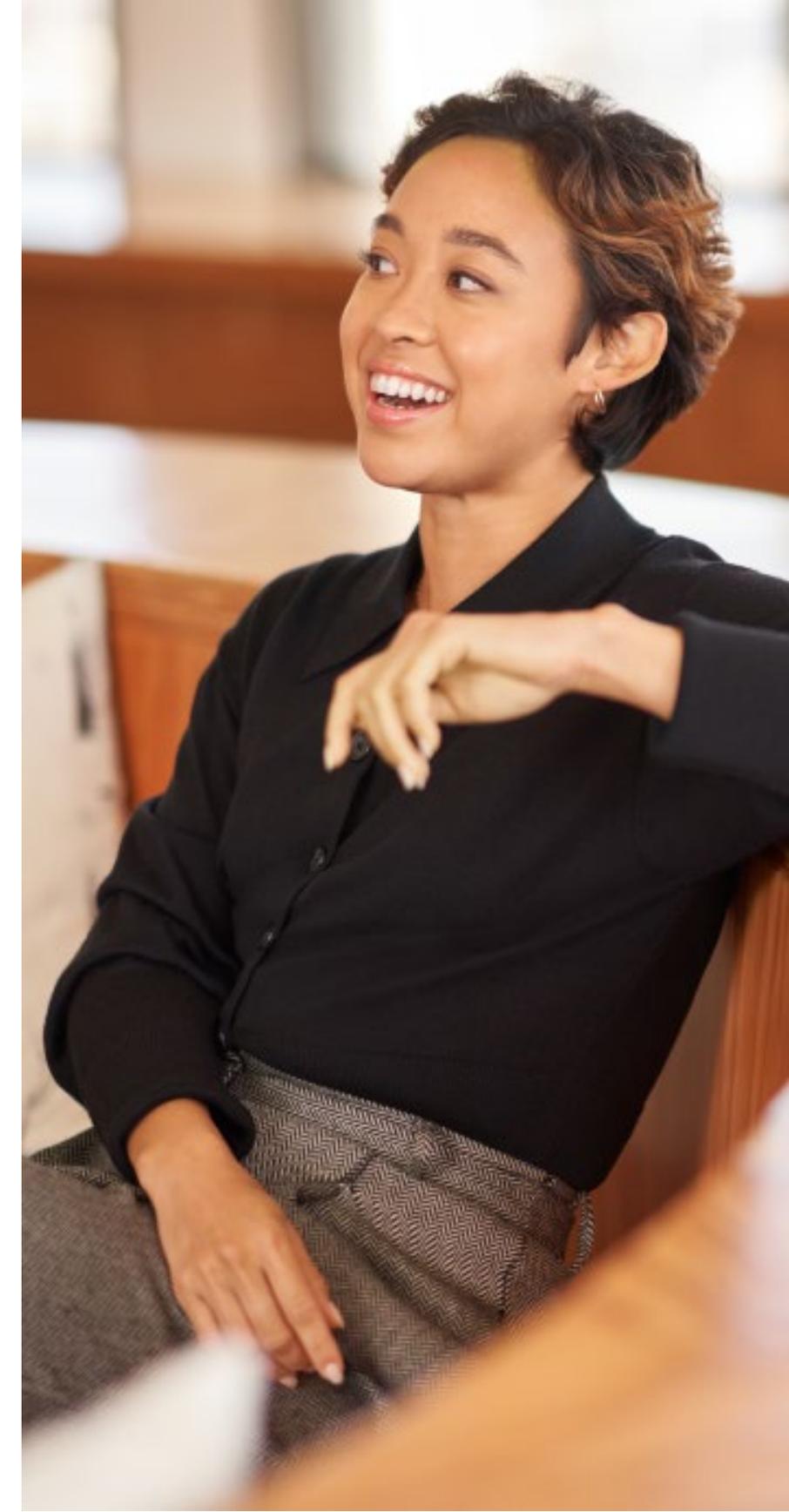
Build your knowledge base to deliver more value, faster

Consider these categories for how to parse the large amount of topics discovered in your tenant, and focus the right people on the best topics for them to contribute to, and build your knowledge base faster, delivering more value to your employees.

For end users to frequently encounter topics in the flow of their work, there needs to be a good amount of topics available to them. They will be able to encounter all published topics as well as any suggested topics that they have access to the underlying resources for. So, publishing at least 10% of your total topics, will ensure that all your end users have a higher likelihood of encountering or finding topics when they need them. Some topics need to be more highly governed, but a bulk of the AI discovered topics are your end users' projects and work areas. Capturing their knowledge on those topics is essential to boost the value your organization will get from Viva Topics.

End users contribute to their topics

- Encourage all end users to confirm/remove connections to their topics and edit at least 1 topic
- Get the right people associated with the bulk of topics quickly, improving the quality of confirmed topics and helping KMs know which topics are currently relevant to the organization.
- Capture knowledge from the topic SMEs.
- Facilitate easy edits, things the users know, with minimal time investment per topic (10 min max)
- Encourage multiple people connected to the same topic to edit the topic.
- Knowledge managers can reach out to pinned people and personally request they edit and publish the topic.

Knowledge Managers' topics

- Users with manage topics permissions can leverage the topic score columns to identify the best topics for them to review, confirm, edit/publish or remove.
- Sort the manage topics list by Org Topic Score (from high to low) and:
  - Confirm topics with higher Org Topic Score. These topics have a higher amount of information and content associated with them.
  - Review topics where the Topic Score is similar to the Org Topic Score. For these topics, the knowledge manager has visibility to most of the available content for these topics, and can be confident to edit/publish or remove these topics.

Organizational governed topics

- Traditional knowledge management has focused on these type of topics. More features are being developed to enable a more traditional management of this type of topics (e.g., editing cohorts or topic owners, badging to indicate the content on the topic is verified, nudges and notifications to ensure the content is updated regularly, etc..)

Boost topic availability

Use this checklist to maximize the availability of relevant topics in the flow of work for users. The more relevant topics users encounter, the greater the opportunity for learning, reuse and expert connection.

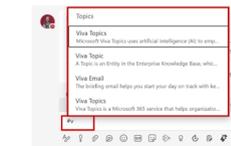## Ensure good topic answer coverage of high-volume tenant searches
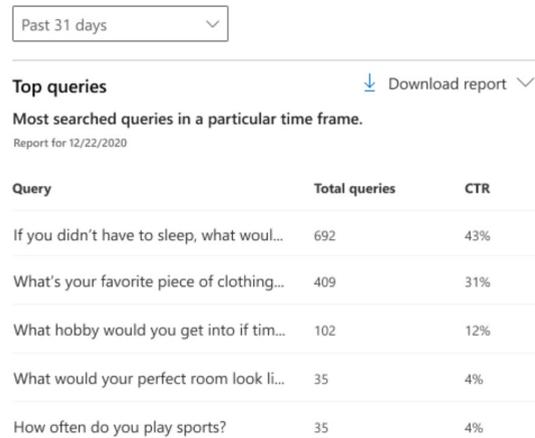
View top query report to identify frequent search terms in your organization. Make sure each top query term has an associated topic answer of good quality

Encourage knowledge sharing behavior

Communicate the use of the #TopicPicker across Teams chats, email and Yammer posts as a way for users to easily share knowledge

Surface topics in Viva Connections
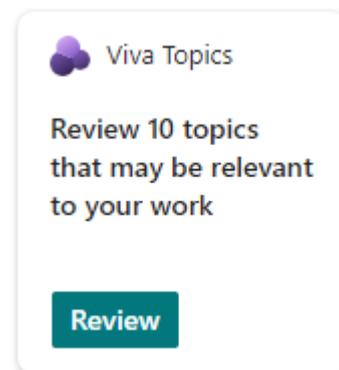
Add a Viva Topics card to Viva Connections dashboard

Allow everyone in the organization to see topics, including suggested topics

Check the Microsoft 365 Admin Center to make sure users can see suggested topics, bring visibility to more topics and enable knowledge crowdsourcing

Manage topics

To assist with the creation and ongoing management of your knowledge base assign the [knowledge manager](#) role to at least one person in each Business Unit (BU) and/or department participating in the rollout. Those assigned the knowledge manager role should help with the initial and ongoing organization of the knowledge base. As resourcing allows, consider expanding the knowledge manager role or enrolling champions to help foster a knowledge sharing culture.

Foundational

Initiate

- Help admin identify sensitive sites that should not be indexed for topics
- Identify topic names that are sensitive and should not be included in knowledge base
- Remove irrelevant, sensitive, and duplicative topics
- Encourage and motivate colleagues to confirm/remove connections to their topics
- Help prioritize topics that are important to their knowledge area and ask contributors to help edit
- Confirm topics with high Org Topic Score

Sustain

- Demonstrate and encourage users to edit their topics
- Review new topics for sensitivity and relevance, and action accordingly
- Review and edit topics with similar Org Topic Score and Topic Score.
- Review topics with no confirmed people to determine if others should contribute or if the topic should be removed
- Identify stale topics that should be updated and ask contributors to help update

Optional

Champion

- Introduce users to Viva Topics
- Evangelize importance of knowledge and its application within their teams
- Role model knowledge sharing behavior & demonstrate Viva Topics benefits
- Recognize contributors for expertise they share via Topics

Consider the needs of your organization when resourcing the knowledge manager role. For example, smaller organizations may only require a couple knowledge managers to effectively organize and maintain their knowledge base.

Recommended 60-day pilot approach, across 4 missions

① Contribute Knowledge
weeks 1-2

② Manage Topics
weeks 1-8

③ Share Topics
weeks 3-8

④ Discover Topics
weeks 3-8

Stage 1: Lightweight contribution

Pilot participants associate themselves with "their topics"

- Select 2 or 3 groups of pilot users from different departments, where sharing information across them will be valuable
- Introduce Viva Topics to end users by making them aware of "their topics" – Each user visits the Topic Center home page to view topics they've been suggested as a connection on
- Pilot users confirm/remove association from "their topics". Can be done in less than 10 minutes.

Stage 2: Moderate contribution

Pilot participants edit and publish "their topics"

- Pilot users search for their topics that they weren't suggested on by Topics AI, edit the topic and add themselves as a confirmed person for the topic
- Pilot users spend 5-10 min editing each of their topics over 2 weeks
- Goal is to get 250 published topics
- Run Viva Topics curate-a-thon

Stage 3: Manage KM-relevant topics

Knowledge Managers (KMs) edit and publish relevant topics they have visibility to the content on

- KMs review, edit/publish, or remove topics with high Org Topic Score and high Topic Score on Manage Topics page
- KMs edit/publish topics that are top searches, or bookmarked topics

Remove irrelevant topics

- KMs remove topics that are duplicates, too general, or not relevant to the org

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Stage 4: Share your topics across M365 apps

In Teams

- Answer questions and provide definitions to acronyms in chats and channels

In Email

- Onboard new team members and answer questions about your work area by adding your topics to email

In Engage and Answers

- Add topics to Engage conversations and questions pilot users ask in Viva Answers

In SharePoint

- Manually add topics to SharePoint news posts
- Add topics to team SharePoint sites, highlighting relevant topics

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Stage 5: Discover topics in the flow of work

In Email

- Insights panel and topic nudges in Outlook desktop
- Topic rollup in web app
- Manually added topics in email body text

In SharePoint & Viva Connections

- Topics highlighted on SharePoint modern pages
- Topics adaptive cards in Viva Connections

In Search

- Topic card answers in Microsoft Search and MS Bing

In Engage and Answers

- Conversations and questions tagged with topics

Pilot adoption tactics

60 min Viva Topics intro and contribution workshop

- End user participants with focus on Topics champions, teams with a knowledge manager, groups being introduced to Topics
- Intro Viva Topics, show them where they can find "their topics". Express value to end users
- 5 min to confirm/remove their connections, 10 min to edit at least one of their topics
- Demo how to search for topics and topic center in Bing/work vertical (so they can get back to it later)
- Demo how to share their topics with colleagues in Teams, SharePoint, and email
- Reward/recognize top contributors

Communication campaign

- Introduce Viva Topics, benefits of consuming topics, tips & tricks, why update your topics
- Post on intranet, company Yammer channel, Engage leadership corner, other comm's channels
- Combine/leverage other Viva communication campaigns
- Weekly news post or comm's to drive awareness, feedback on Topic Center, edit a topic, share your topic
- Teams notifications, message bot (Communicator app)

Add topics to high traffic SharePoint sites

- Intranet, Department/division level sites, functional dept sites, etc.
- Add the MyTopics webpart to team/dept sites, to drive awareness that end users have topics
- Add top/trending topics based on impression count
- Learning portal – manually add topics relevant to learning modules

Knowledge manager activities

- Identify topics knowledge managers should edit and publish using topic scores on Manage Topics page
- Publish topics associated with top search queries
- Add Topic Center as a tab in a company-wide or department-wide Team
- Topics app for Teams: Download Viva Topics Desktop app from Official Microsoft Download Center
- Add video or demo on the Topic Center home and/or intranet portal to intro Topics
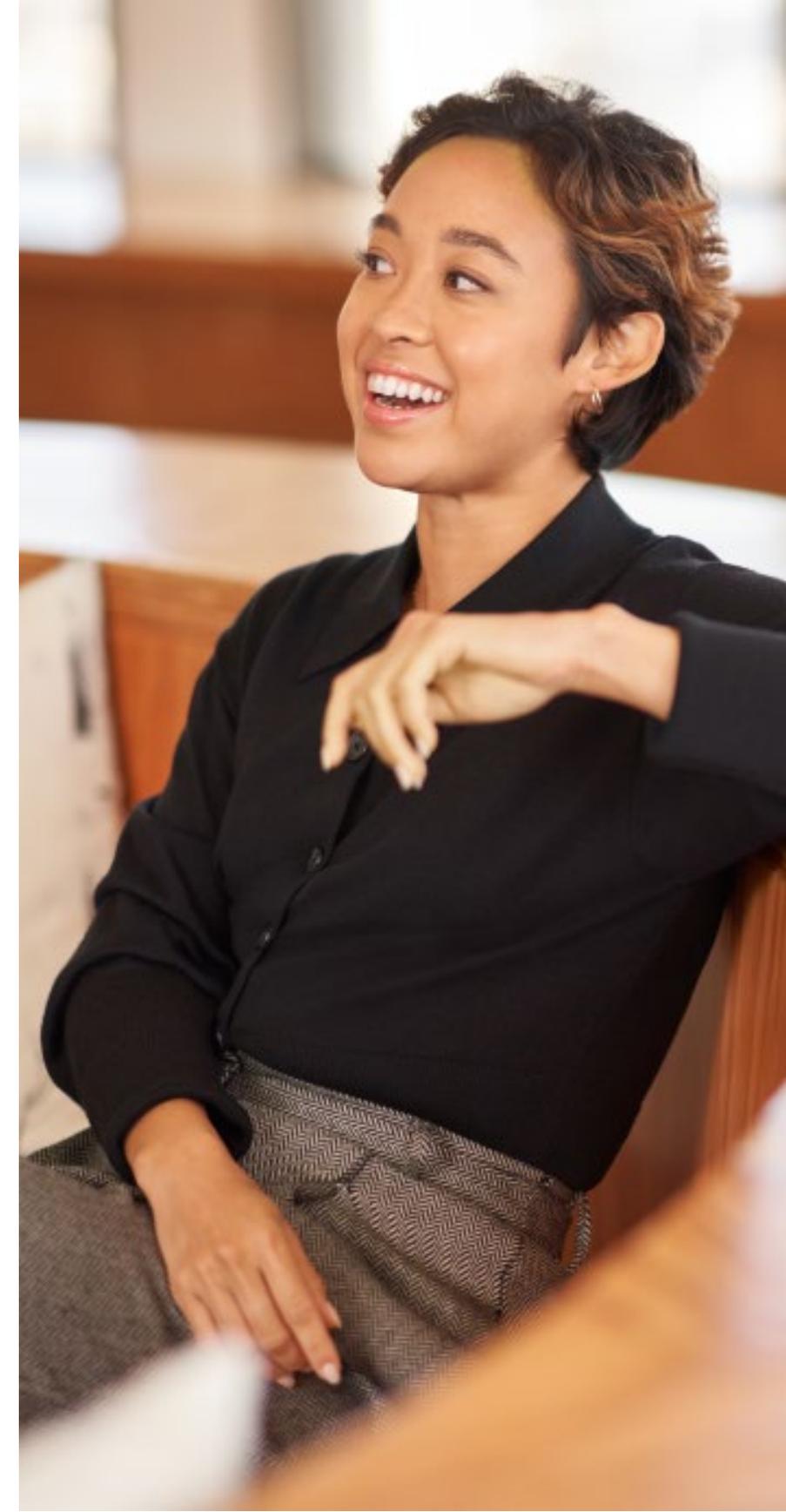
60-min Viva Topics intro and contribution workshop

1 Introduce Viva Topics 10 minutes	2 Update YOUR Topics 20 minutes	3 Share YOUR Topics 10 minutes	4 Discover Topics 10 minutes

1: You have topics!

- Topics AI has indexed all SP content and identified the projects, customers, tools, processes, products, etc. that you work on and contribute to.
- Topics has drafted a SP page for you for each topic, saving you time so you can be more productive. You don't have to figure out which webparts to use or design the page yourself. It follows a standard topic template.

2: Value of maintaining your topics

- Topics appear on your profile, so colleagues can easily see what you're working on and how you contribute to the company, what your areas of expertise are.
- Colleagues can search and find information about your topic, or encounter it in the flow of work – you're contributing to improving the knowledge and productivity of your colleagues.
- More quickly and easily share with colleagues your #topic in response to frequently asked questions about your work area.
- Easily onboard new team members to your project by sharing topics they should become familiar with.

3: View Topic Center home page

Confirm or remove AI suggested connections

- Spend 5 min answering questions on whether or not you should be connected as a resource on each of your topics
- View the topics you're now connected to. This is where you come to update your connections on new topics, when you change roles, or increase your scope of expertise
- You can also confirm/remove connections directly on your profile card

Edit one of your topics, to start

- Spend 10 min editing one of your topics – update the description, add alternate names or acronyms, pin colleagues, pin files, publish
- Now your topic is visible to everyone in the company!

Search for additional topics you should be connected to

- Edit and pin yourself on additional topics

4: Share your #topic in M365 apps

In Teams

- Answer questions and provide definitions to acronyms in chats and channels

In Email

- Onboard new team members or answer questions about your work area by adding your topics to email

In SharePoint

- Manually add topics to news posts, sites and pages
- Add topics to your team's SharePoint sites, highlighting relevant topics for your team

In Engage and Answers

- Add topics to Engage conversations and questions asked in Answers

5: Discover topics in the flow of work

In Search

- Topic card answers in Microsoft Search and MS Bing

In Email

- Insights panel and topic nudges in Outlook desktop
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- Topics highlighted on SharePoint modern pages
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