



6 Expert Microsoft Teams Adoption Strategies THAT WORK

Karuana Gatimu
@karuana | Microsoft
Principal PM Manager

Dux Raymond Sy
@meetdux | AvePoint
CMO



Unleash the Power of You

Agenda

- Why Microsoft Teams?
- 6 Adoption Strategies
- Resources



Why Microsoft Teams?

Transforming teamwork with Microsoft Teams

The hub for teamwork in Office 365



Communicate

through chat, meetings & calls



Collaborate

with deeply integrated Office 365 apps



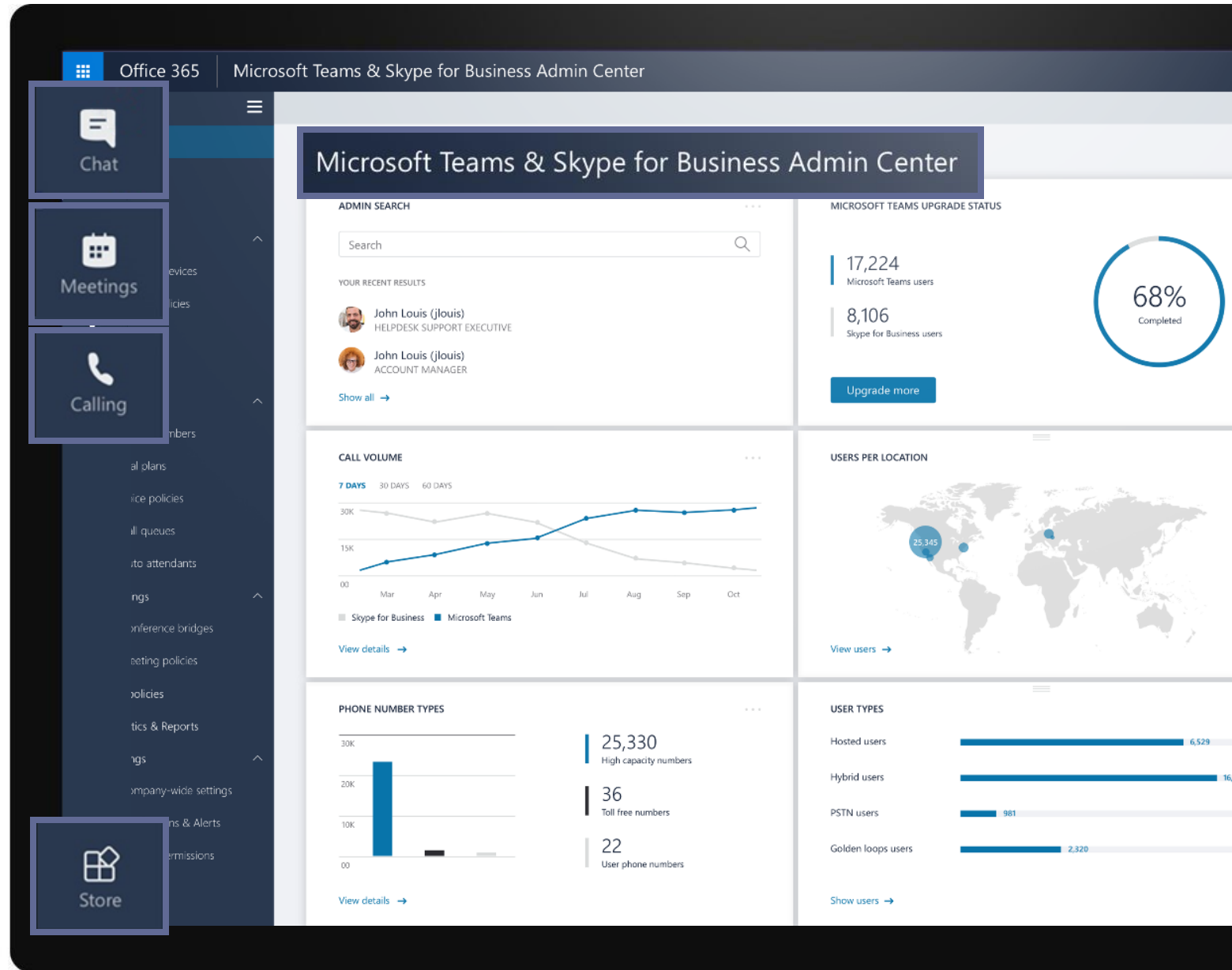
Customize & extend

with 3rd party apps, processes, and devices



Work with confidence

enterprise level security, compliance, and manageability



The successful adoption of Microsoft Teams represents a change in behavior.

It is more than a product – it is a fundamentally different way of working.

This change is about people.



6 Adoption Strategies



Change is
often met with
resistance

Only 34% are the early
majority willing to adopt
new technology within the
enterprise *

Why training alone doesn't work



Lack of buy-in

Unclear expectations

Non-contextual

What's in it for me?

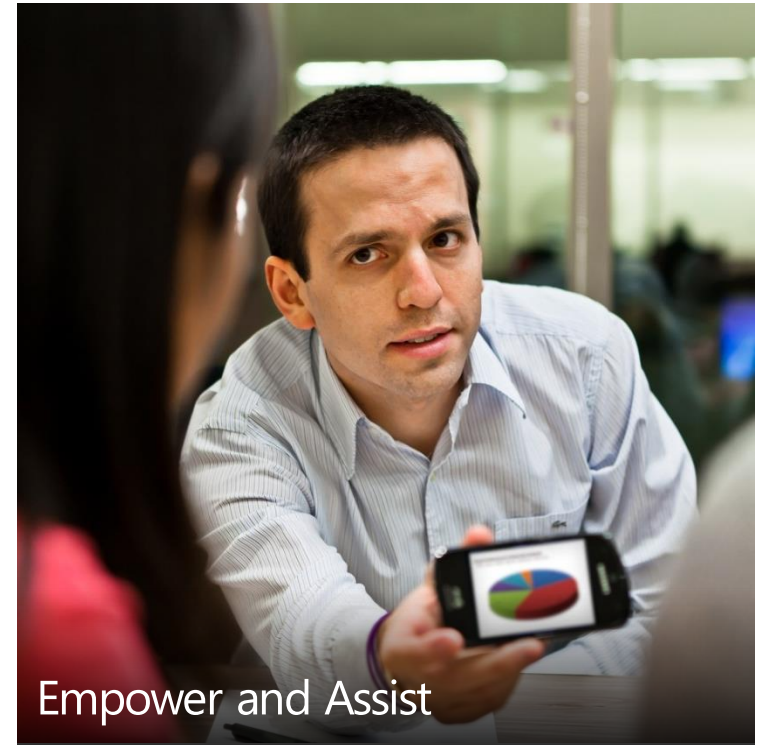
Goal: Drive Sustainable Adoption



Drive Excitement



Facilitate Change



Empower and Assist



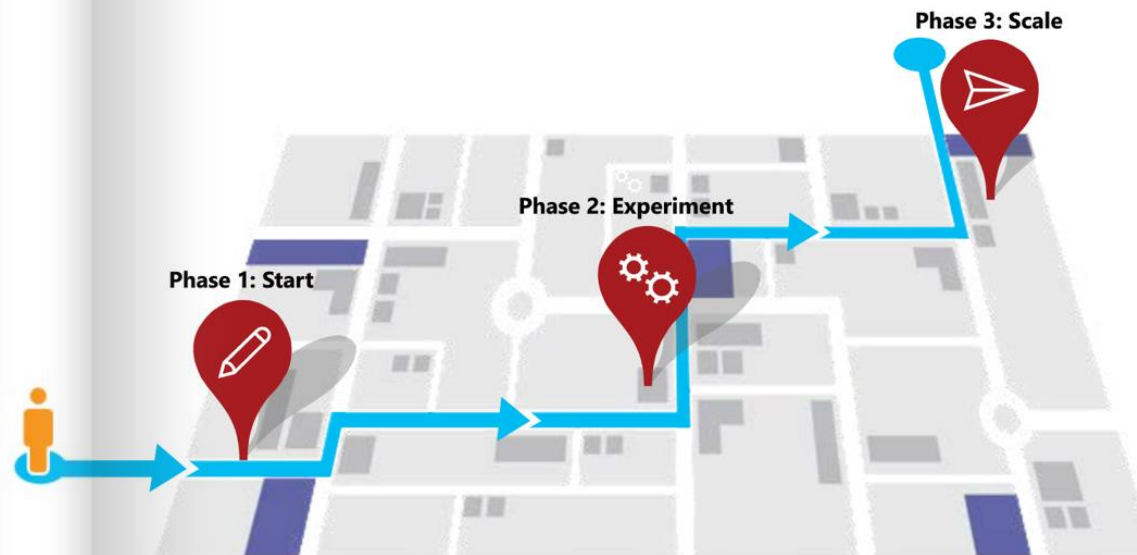
Strategy 1:
Establish adoption
framework

Three phases of Teams Adoption

We've compiled this best practice guidance to help you get immediate benefits from your use of Microsoft Teams. The steps in this guide are intended to be implemented in conjunction with your technical readiness workstream. Follow our [self-service guidance](#), reach out to our [FastTrack](#) team or find a Microsoft partner to assist you in this work.

Best practices:

1. Assemble the right talent
2. Test with the right Champions and early adopters
3. Plan to engage with your business to help them onboard for maximum value



Phase 1 Start

- ✓ Getting Started
- ✓ Planning for Initial Adoption
- ✓ Your Project Team
- ✓ Creating Teams and Channels
- ✓ Your First Teams
- ✓ Assess organizational readiness



Phase 2 Experiment

- ✓ Creating Champions
- ✓ Governance Quick Start
- ✓ Gathering Feedback
- ✓ Selecting Early Adopters
- ✓ Defining Usage Scenarios
- ✓ Onboarding Support



Phase 3 Scale

- ✓ Outcomes and Success Measures
- ✓ Service Strategy and Stakeholder Engagement
- ✓ Business Engagement
- ✓ Feedback and Reporting
- ✓ Awareness & Training Campaigns
- ✓ Schedule Service Health Reviews

[Download Planning Template >](#)

Microsoft Teams Toolkit – <https://aka.ms/TeamsToolkit>

Introduction to Microsoft Teams

Microsoft Teams is the hub for teamwork in Office 365 that brings together people, conversations, and content—along with the tools that teams need—giving you the complete collaboration and communication solution. **Watch the 2-minute intro video below.**



Why Teams?

Work today is team-based and collaborative. Microsoft Teams was built to meet customer demand driven by evolving communication and collaboration trends. **See more in the [Why Microsoft Teams presentation](#).**



Day in the Life

Explore the ways Microsoft Teams is used throughout a typical day.

Download these useful one-sheets and other adoption tools [here](#).



Do more with Microsoft Teams

Microsoft Teams accelerates productivity through the use of integrated communication and collaboration technologies. It allows users to collaborate, meet, and share in a more open, fluid, and modern workspace. Click below for a downloadable flyer on the benefits and features of Microsoft Teams.



Chat

Communicate through threaded and persistent chat with additional features:

- Rich text capable
- Chat, call, and meet across devices, including mobile
- @mention someone to ensure they see your mention
- Keep interactions engaging with memes and animated GIFs
- File sharing in chat



Collaborate

Streamline collaboration and improve teamwork:

- Search for content, files, and people
- Track project chats, notes, files, and meetings in one place
- Office 365 apps are built into Teams for easy access to SharePoint, OneNote, Power BI, Planner, and more
- Communicate directly by @mentioning and tagging team members
- Co-author in real time using connected Office and other apps



Meetings

Supports both private and channel meetings in more productive, real-time meetings with:

- High definition audio, web and video conferencing
- Presentation and application sharing
- Cloud recording of meetings with transcription and translation
- Share content and use intelligent features like background blur and scheduling assistance from mobile



Calling

Connect with anyone through phone system:

- Have a dedicated phone number for domestic and international calls
- Advanced features including voicemail, transfer, and emergency calling (e911)
- Advanced call management including call routing, auto attendant, and reporting
- Hybrid voice using Direct Routing

Download this flyer! >

Introduction to
Microsoft Teams

Improve Business
Outcomes

Understand our Vision

What resources are
available to me?

Example: 90 Day Roadmap

Month 1

- Identify 3 use cases
- Engage leadership and secure buy-in
- Develop rules of engagement and how-to resources

Month 2

- Engage 3 departments/groups to pilot Teams use cases
- Identify what works and what doesn't with use cases then modify
- Configure Office 365 to support use cases for company wide deployment

Month 3

- Launch use cases company wide
- Encourage leadership to consistently promote and adopt the use cases
- Showcase and highlight wins of adopting Office 365



Strategy 2: Make it easy to do the right thing

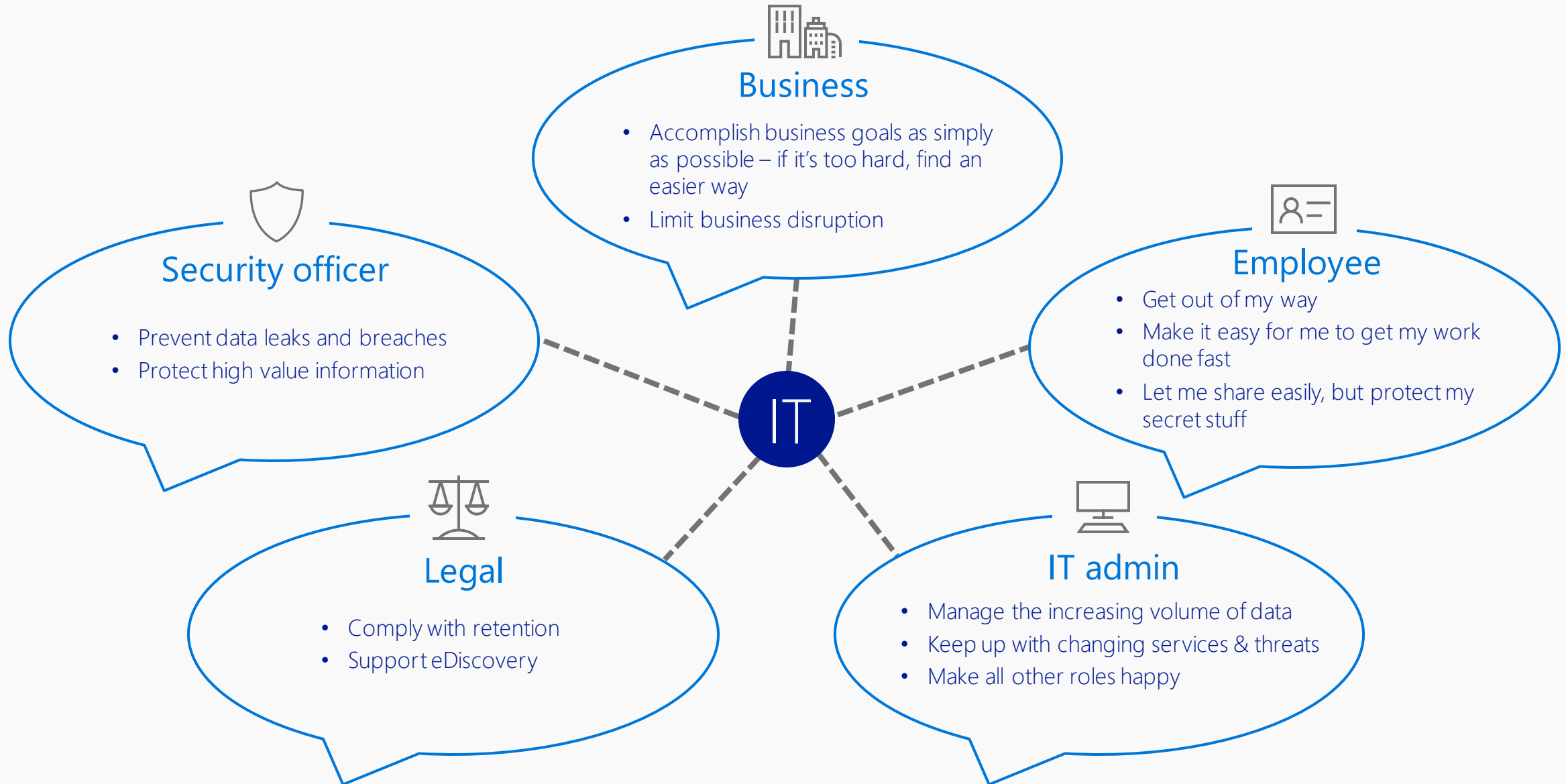
Specify rules of engagement

Focus on business scenarios or initiatives

Enforce & automate governance



Roles and their needs



Governance Focus



For Office 365, you need to govern:

How workspaces are
requested, approved
and created

Provisioning

How information,
access and containers
are managed

Operations

How to
retain/expire/dispose of
information as
appropriate

Information Lifecycle





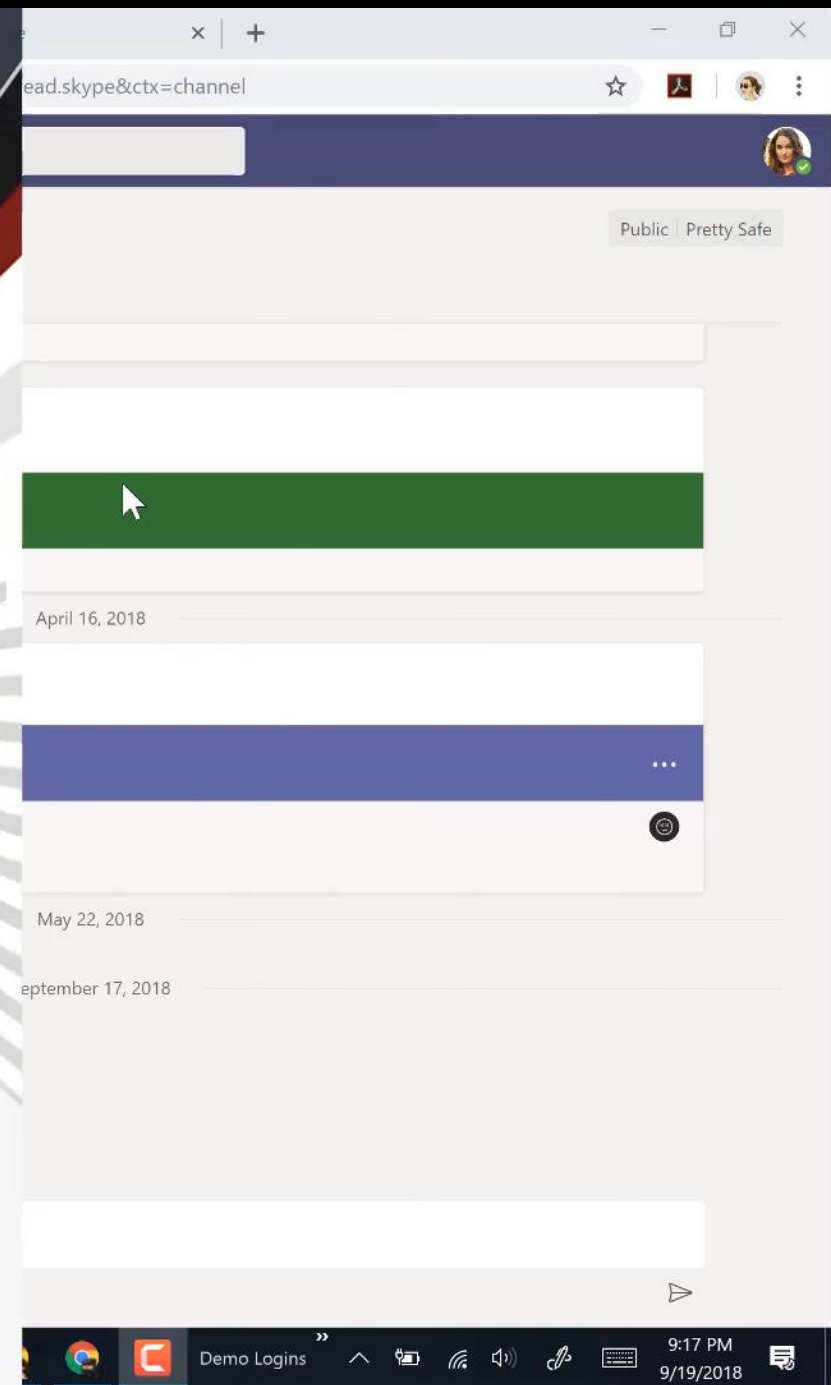
Cloud Governance for Office 365

Automate provisioning, management, & lifecycle of Office 365

Implement an extensible Office 365 governance strategy that empowers users, is easy to maintain and scales as your organization adopts to the cloud.

Governance & security

Empower end users with self-service IT for lifecycle operations. Transcend rigid provisioning services for Groups, Teams, and sites, and



Governance Quick Start

Who can create Teams?

Naming Conventions?

Meeting Capabilities?

Guest Access?

Approved Apps?

Data Security?

Make Phase 1 of these decisions for the **Experimentation** phase of your deployment.

Revisit for broad scale adoption.

Strategy 3: Demonstrate quick wins

A high-angle photograph of a woman with blonde hair wearing a red and brown sweater, and a man with glasses wearing a light blue shirt. They are standing over a table covered with a white cloth. On the table is a white tablet displaying the Windows 8 Start screen with various colorful tiles. Next to the tablet is a yellow smartphone and some small yellow and red packets. The man is gesturing with his hands as if explaining something to the woman.

Enable mobility

Provide a one-stop shop

Activate champions

Enhancing Core Use Cases

	Project Management	Personal Productivity	Calling & Meetings
	Enable	Empower	Extend
Challenges	<ul style="list-style-type: none">• 'Hallway conversations' cause disconnect with group• Frustration about doc location and versioning• Confusion about accountability	<ul style="list-style-type: none">• Emails/attachments get lost• Calls go to voicemail• Colleagues are offline• Outdated local copies on desktop	<ul style="list-style-type: none">• Little/no context pre-meeting• Remote participants feel left behind• Lack of visual connection• Post-meeting momentum is lost
Simplified With Teams	<ul style="list-style-type: none">• Access Office and 3rd party apps making true hub for teamwork• Hold all conversations in team/channel driving transparency• Pin important apps and documents to drive visibility• Streamline doc versioning	<ul style="list-style-type: none">• Personal apps organize notes & tasks in one place• Send online and offline messages alleviating tracking people down• Persistent conversation with file attach reducing need to search multiple places or ending up with multiple versions	<ul style="list-style-type: none">• Build momentum pre-meeting with conversation and content sharing• Connect with video, app sharing on any device to ensure alignment• Record for absent attendees• Capture notes and actions for easy follow-up

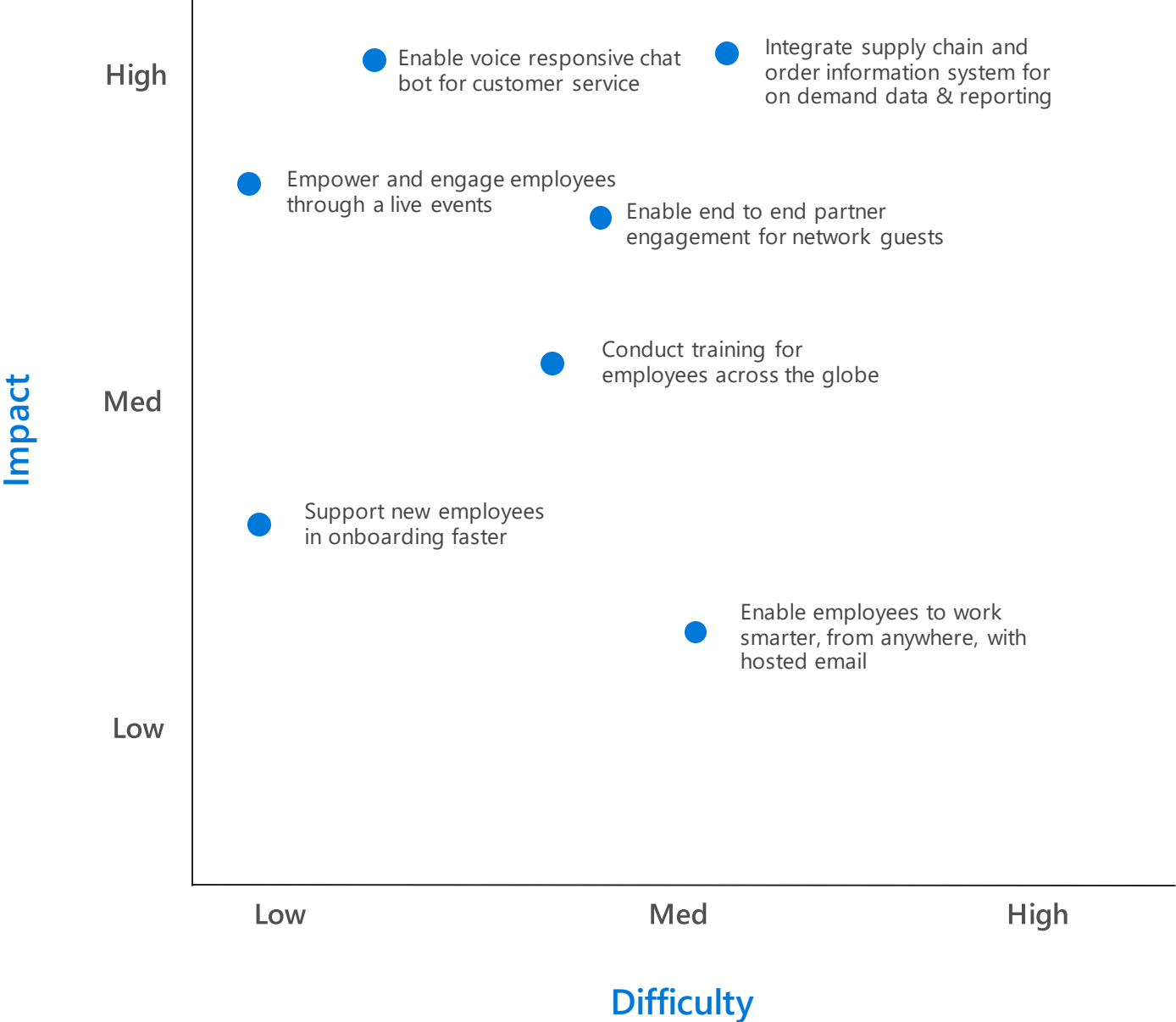


Prioritize Business Scenarios

Gauge impact and difficulty

It is important that you prioritize your Scenarios to ensure that you understand where to place your focus first.

Gauging impact and difficulty will help you understand which scenarios will provide the highest level of impact the fastest and which scenarios are harder projects that may require more planning.



Microsoft Teams use case examples

Customer Support

- Enable continuous knowledge sharing between shifts
- Provide visibility into customer escalations
- Search for solutions across conversations
- Speed up issue resolution with various subject matter experts



Engineering

- Enable continuous discussion across a distributed team
- Discuss ideas and requirements, gather inputs in the open
- Store standard documentation and files
- Integrate with developer tools like Jira



Finance

- Prepare earnings release with cross-functional stakeholders
- Streamline data consolidation and analysis
- Store budgeting documentation and files
- Share economic trends and news



Human Resources

- Drive alignment on job descriptions and streamline interview processes
- Plan and prepare new employee onboarding
- Engage distributed employees in training
- Share department resources and documentation



Marketing

- Coordinate campaigns and event tasks
- Share the latest content drafts for feedback
- Get automated reports from analytics tools
- Prepare marketing launch across multiple stakeholders



Sales

- Get quick answers from PMs and Sales Ops
- Share key customer wins
- Get lead notifications and deal mentions
- Share latest company, product and competitor news



Operations & Project Management

- Streamline project communication and tools
- Provide status updates, get feedback, coordinate tasks
- Share files and collaborate on deliverables
- Get new project members up to speed quickly



Get guidance on these and other scenarios in the [FastTrack Productivity Library](#)

Strategy 4: Facilitate leadership buy-in

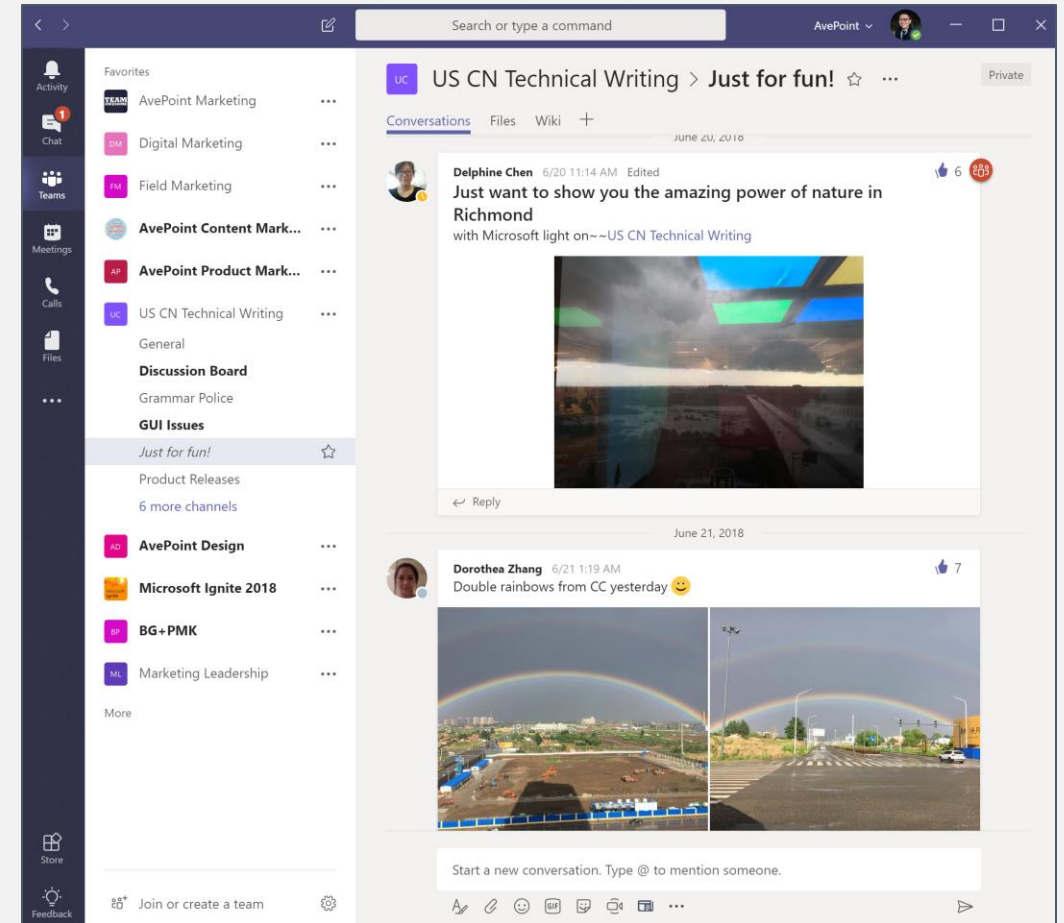
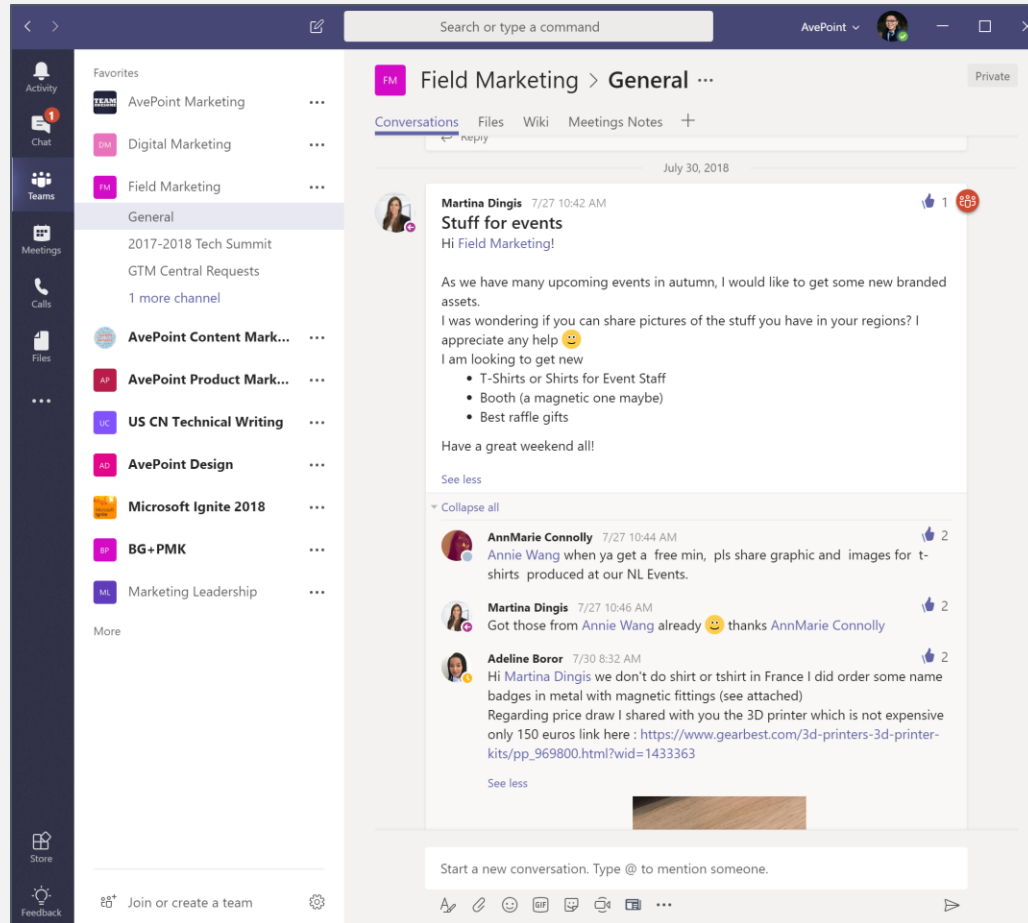
Highlight financial benefits

Demonstrate better transparency

Expedite organizational agility




Example: Team Visibility



How can we improve everyday experiences by extending Teams?


Every day I have to ... eat

 **Café and Dining Dev**

[Conversation](#) [Favorites](#) [Reminders](#) [About](#)

Yesterday 1:49 PM

Where is the nearest café?

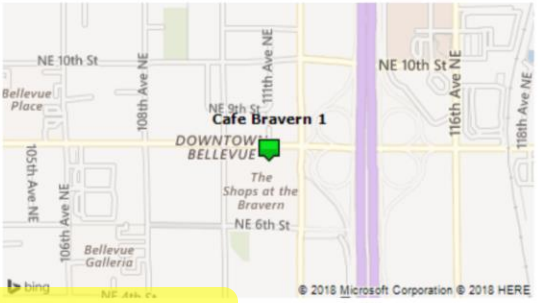
 Café and Dining Dev Yesterday 1:49 PM


You need to sign in before you can use Café Bot.

[Sign in](#)


Here's are all the cafés. Please select a café to get menu details.


Cafés near you




 Café Bravern 1
Building BRAVERN-1

Here's the menu for Cafe Bravern 1 on Wednesday






Every day I have to ... eat

 Café and Dining Dev

Conversation Favorites Reminders About

Here's the menu for Cafe Bravern 1 on Wednesday



Cafe Bravern 1
Breakfast 7:00 - 10:30 am | Lunch
11:00 - 2:00 pm | Espresso 7:00 -
4:30 pm

THE WOK
Fried Rice, Spicy Fried Chicken Wing, Mongolian Tofu, General Tso Chicken

SUB SHOPPE
Build Your Own Sub

SOUPS
Vegetarian Southwest Vegetable (vegan), Old Fashion Tomato (vegan), Chicken
Noodle w/ Penne Pasta

SALAD BAR
Salad Bar

GRILL

What can I do?

Take a tour

Learn about what I can do

Where is the nearest café?

Get cafés nearest to your assigned building

What is on menu for Friday?

Get menu of any week day for your building's ...

Today's menu at Lincoln Square

Get today's menu for a cafe

What cafés are serving sushi

See what cafés are serving sushi







Remind me when sushi available







Get reminders for when a food item is on the ...

Meal card balance

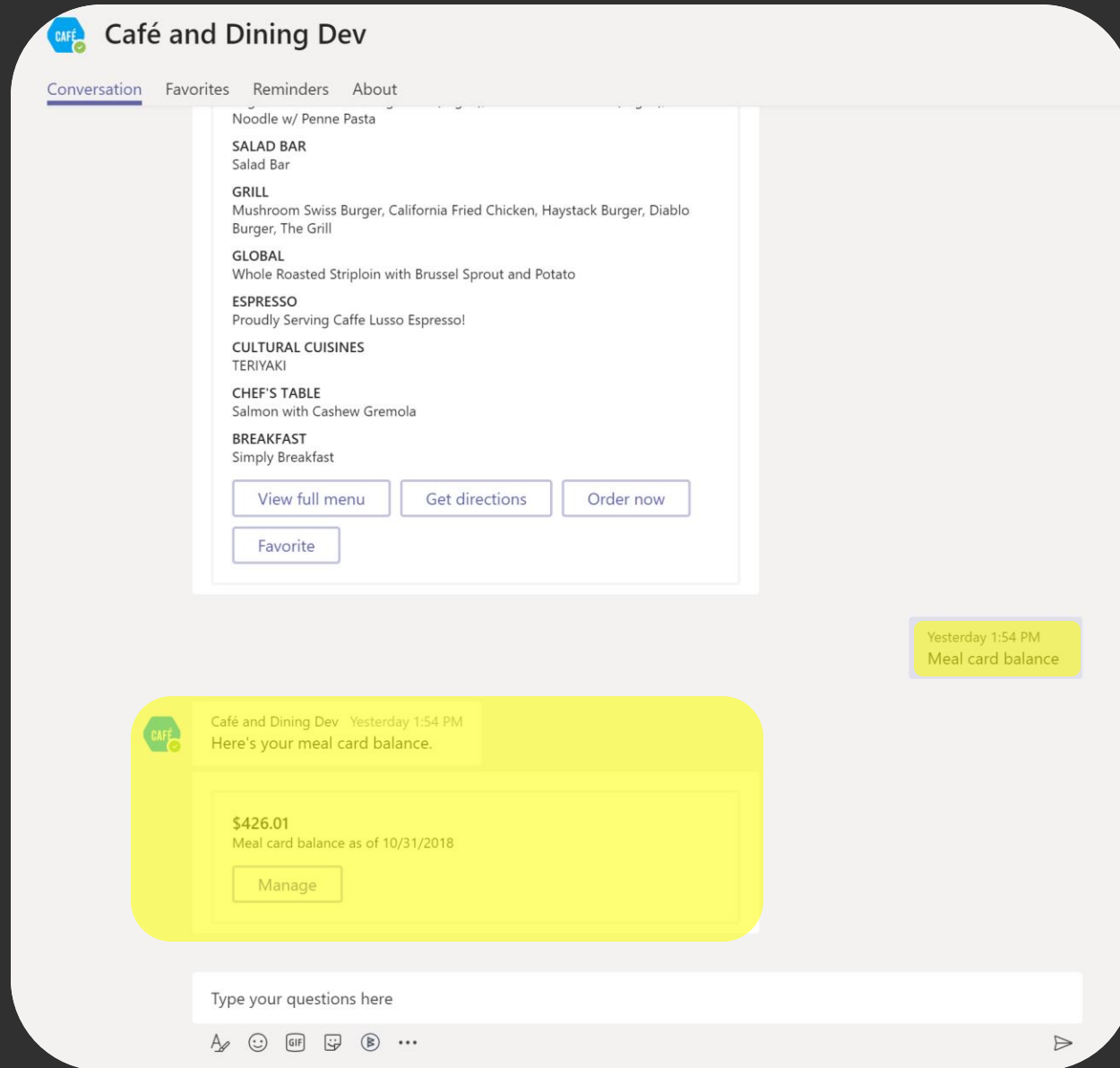
See your meal card balance and add money

Type your questions here

     ... 

     ... 

Every day I have to ... eat





Strategy 5: Activate Champions

Scale learning and training delivery

Provide incentives and rewards

Gather feedback

Champions Program at MSFT

Recruiting Pools

Highly active Teams Yammer participants

Active Teams Elite members

Recommendations from other "super users"

Gives

Deliver Art of Teamwork Training L100 & L200

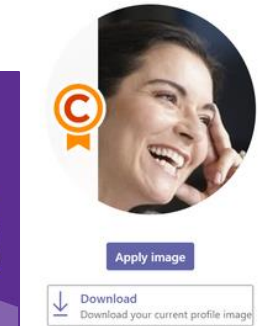
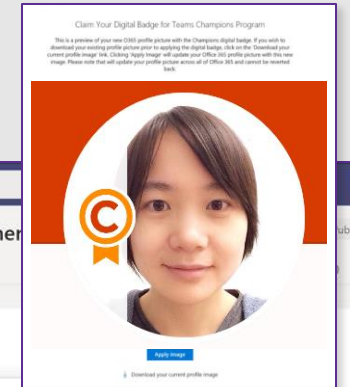
Monitor Teams Yammer feed & provide support

Gets

Digital Profile Badge & Email Signature

Physical swag

Access to the newest information and the Microsoft Teams Product Group



Does it work?



Without a doubt

>650 Champions >45 Countries >90 Buildings

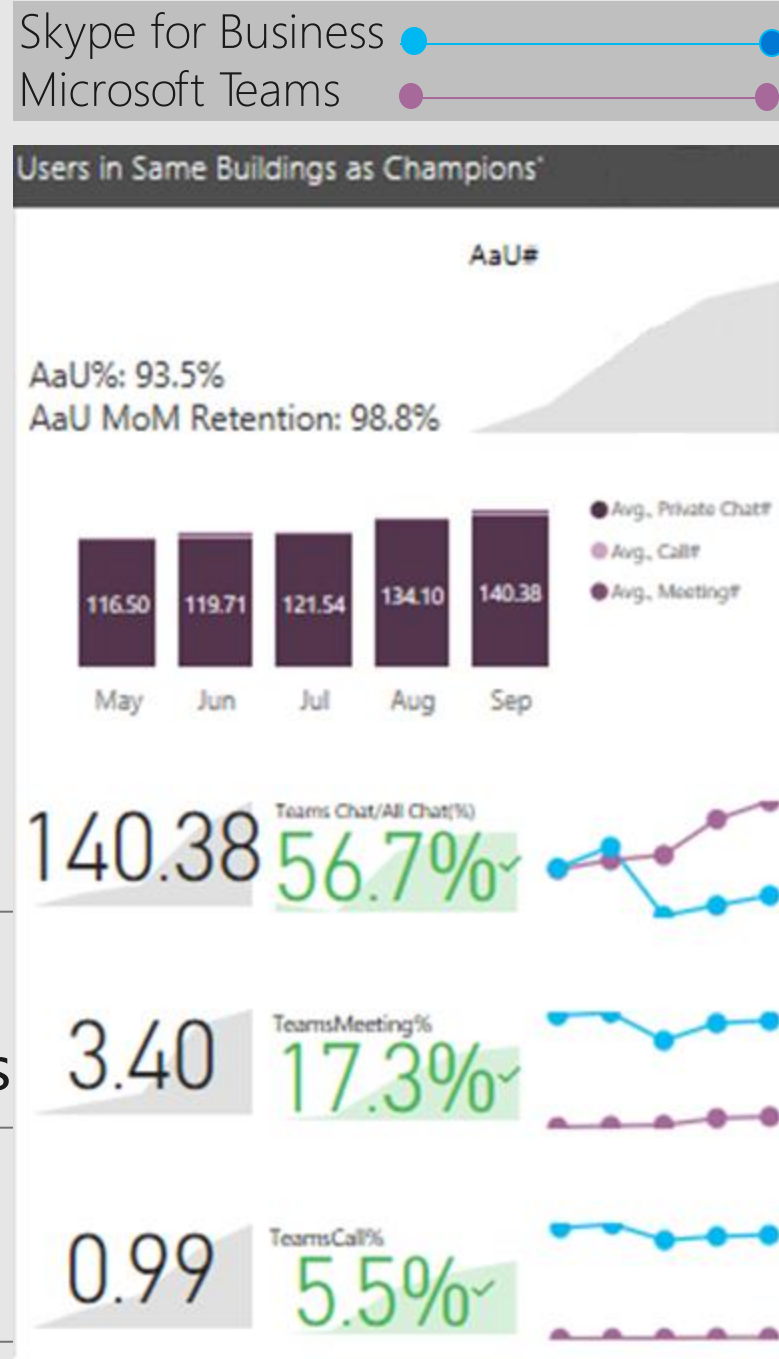
93.5% Active Usage in buildings with Champs!


Nearly 99% month over month retention!

Over 55% of Chats happen in Teams!

17% Using Teams Meetings (without 100% deployment of Outlook add-in)

Second Highest Calling adoption (#1 Art of Teamwork Training)



A photograph of three diverse office workers in a meeting. In the foreground, a Black woman with short curly hair is smiling and looking towards the right. Behind her, an Asian man is also smiling and looking in the same direction. In the background, a man with a beard is looking down at a smartphone he is holding, with a pen in his other hand. They appear to be in a modern office setting with large windows.

Make a Difference – Become a Champion

- Get more from Office 365
- Help others do the same
- Enhance your career

Get started at <https://aka.ms/O365Champions>

Strategy 6: Deliver contextual and continuous learning



Learning Goals

Ensure training is relevant
Applicable to their day to day activities

Keep it interactive
Engage participants to learn

Give homework
Participants are expected to apply their learnings



Microsoft Teams Training



Admin training

Use these tutorials, videos, and other training resources to learn about Teams and drive usage in your org.



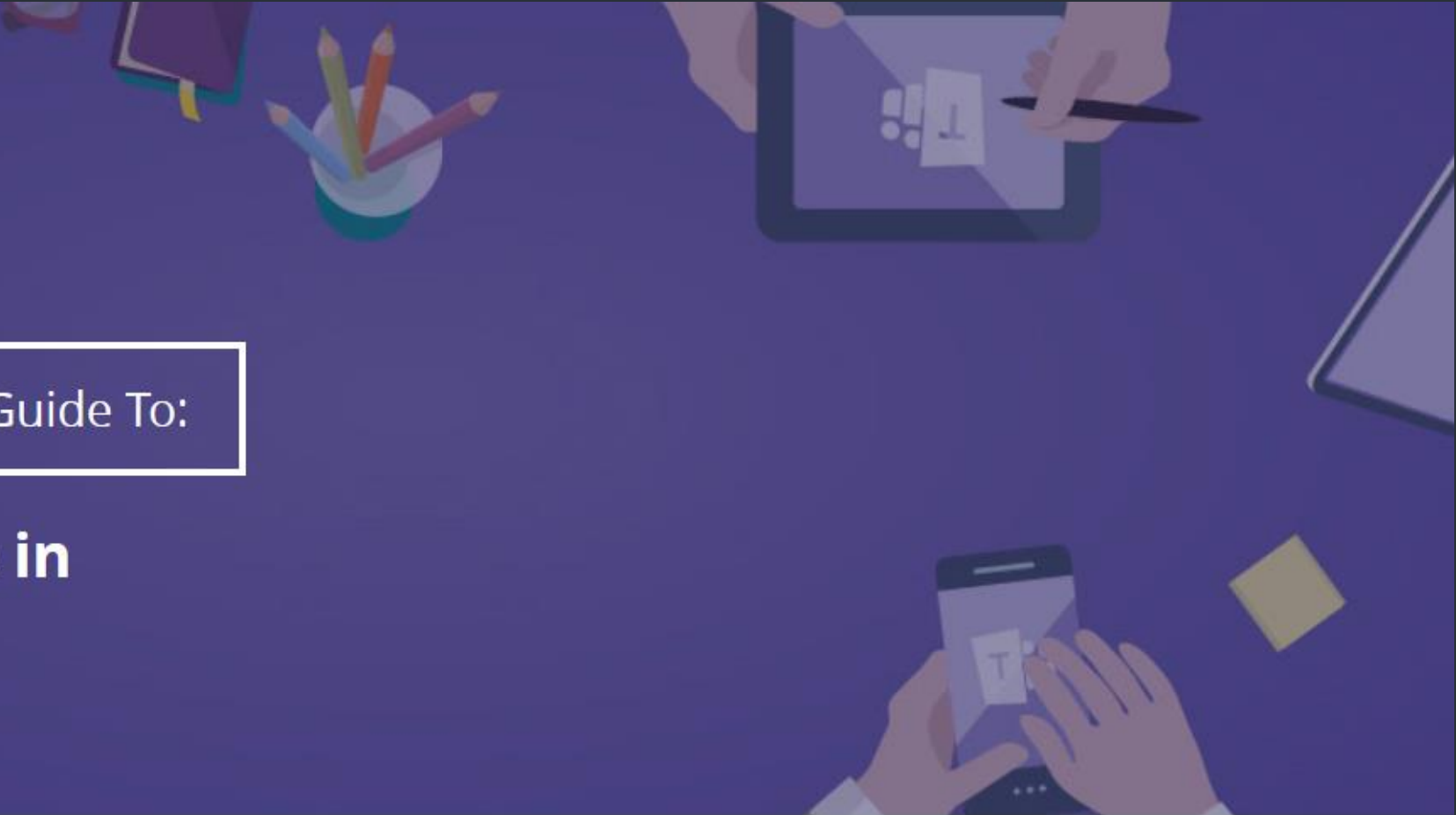
Instructor-led training

Microsoft-hosted free, live, online training classes designed to get you up and running with Teams. Join us to see Teams in action, get your questions answered, and interact with our live instructors.



End user training

Use these training resources to help users in your org get the most out of Teams.



Brought to you by



Matt Wade's Definitive Guide To:

Everyday Etiquette in Microsoft Teams

[Download the PDF](#)

avepoint.com/resources



【When to use Teams vs other tools?】

Understanding the advantages and disadvantages of each tool helps you and your end users choose the right tool for the right occasion:

	Microsoft Teams	Yammer	E-Mail / Outlook	SharePoint for Business	SharePoint	Groups in Office 365
Speed	Fast Suitable for instant communication	Varies Can be used for communications of any speed	Slow Difficult to know if your email has been read or when you will hear back	Fast Suitable for instant communication	Slow When a document is shared via another tool users find and access materials as they need it.	Varies Message is sent through Outlook. Difficult to know when you will hear back.
Audience	Small Designed for smaller, close-knit teams	Large More suitable for organization-wide communication or collaboration across departments	Varies Can be used for audiences of any size	Small Typically one-to-one or one-to-few	Varies While some sites can be limited to just team members, other SharePoint sites are designed for company-wide access	Small Designed for smaller, close-knit teams
Tone	Informal Personal and conversational. Suitable for team members who know each other well	Varies Mix of conversational and professional	Formal Professional. For instance, for sending contracts to clients	Varies Tone depends on the mix of people on messaging / calls and the situation	Formal Communication within SharePoint sites is typically brief and formal, directing users where content is and how it should be managed	Varies Tone depends on the mix of people on messaging / calls and the situation
Sharing of information	Very easily shared Information is shared with a specific group of people and in various formats and methods (shared library, notebook, chat, or app integration)	Easily shared Accessed once uploaded, however, you may lose track of specific content when you follow many feeds and groups. Idea for referencing content and not collaboration.	Not easily shared If it does in attachment form - forwarding back and forth makes it hard to track. Attachments are better shared via OneDrive for Business	Not easily shared Attachments become downloaded files on your local drive. Manual maneuvering is required to share	Very easily shared and accessed Primarily a document management and storage system. Useful co-editing from a single version of truth.	Easily Shared It lies in attachment form and stored in the Office 365 Groups document library / files repository.
Knowledge transfer	Easily transferred Change in membership has no impact on content availability. Newly added members have access to conversations and files accumulated from the start	Very easily transferred If your organization is consistent in tagging topics and if groups are maintained well, newly added users can easily find what they need moving forward	Not easily transferred Knowledge contained within the mailbox is lost to others after a user's account is deactivated	Not easily transferred Downloaded files and conversation history will be lost to others after a user's account is deactivated	Easily transferred Data is organized for new team members to easily locate and leverage even if the content producer's account is deactivated	Easily transferred Change in membership has no impact on content availability. Newly added members have access to group conversations and files accumulated from the start
Confidentiality	Medium/Low If default settings are not managed properly, confidential information can be exposed to those who should not see it	Low High visibility organization-wide means this is unsuitable for exchanging confidential or private information	High Only sender and recipient have the email and its content. Outlook users can restrict access to email using Office 365 Message Encryption or data information Protection templates. Can be accidentally forwarded to wrong parties	Medium Only sender and recipient have the conversation history and files	Medium/Low Users can choose to make their site public or private to a select group of users. Access to authorized groups is easily pronounced. Sensitive data may require extra safeguards for compliance	Medium/Low If default settings are not managed properly, confidential information can be exposed to those who should not see it

Office 365 Groups can be described as:

- A collection of people with a common purpose (a department, a project, a client, etc.)
- ...That are armed with tools for collaboration (Teams, SharePoint, Yammer, etc.)
- ...And who collaborate internally, externally or both (internal clients)
- ...With an appropriate level of transparency (public/private)

Check out our Office 365 Groups Playbook for access to regularly updated articles, webinars with industry leaders, and best practices.
<https://www.avepoint.com/office365groups>

Free eBook

When to Use and How to Manage Microsoft Teams & Office 365 Groups

- Chapter 1: What are Office 365 Groups?
- Chapter 2: What is Microsoft Teams?
- Chapter 3: What collaboration tool should I use when?
- Chapter 4: Top 3 concerns for Office 365 admins and how to alleviate them

Free Download >

avepoint.com/groups-ebook

Resources

Microsoft Teams Resource Cheat Sheet



<https://aka.ms/O365Roadmap>

Office 365 Roadmap

- All public feature delivery dates
- Filter by product



<https://aka.ms/TeamsCommunity>

Microsoft Technical Community

- Product forums and blogs
- Driving Adoption forum
- O365 Champion's Corner



<https://aka.ms/SuccessWithTeams>

Success with Teams Practical Guidance

- Learn how to plan, deliver, adopt and manage Microsoft Teams
- Skype for Business to Teams transition guidance



<https://aka.ms/CoffeeintheCloud>

Coffee in the Cloud on YouTube

- Short how-to videos for IT Pro's and Champions
- Long form end user & administrator training

Continue Your Education

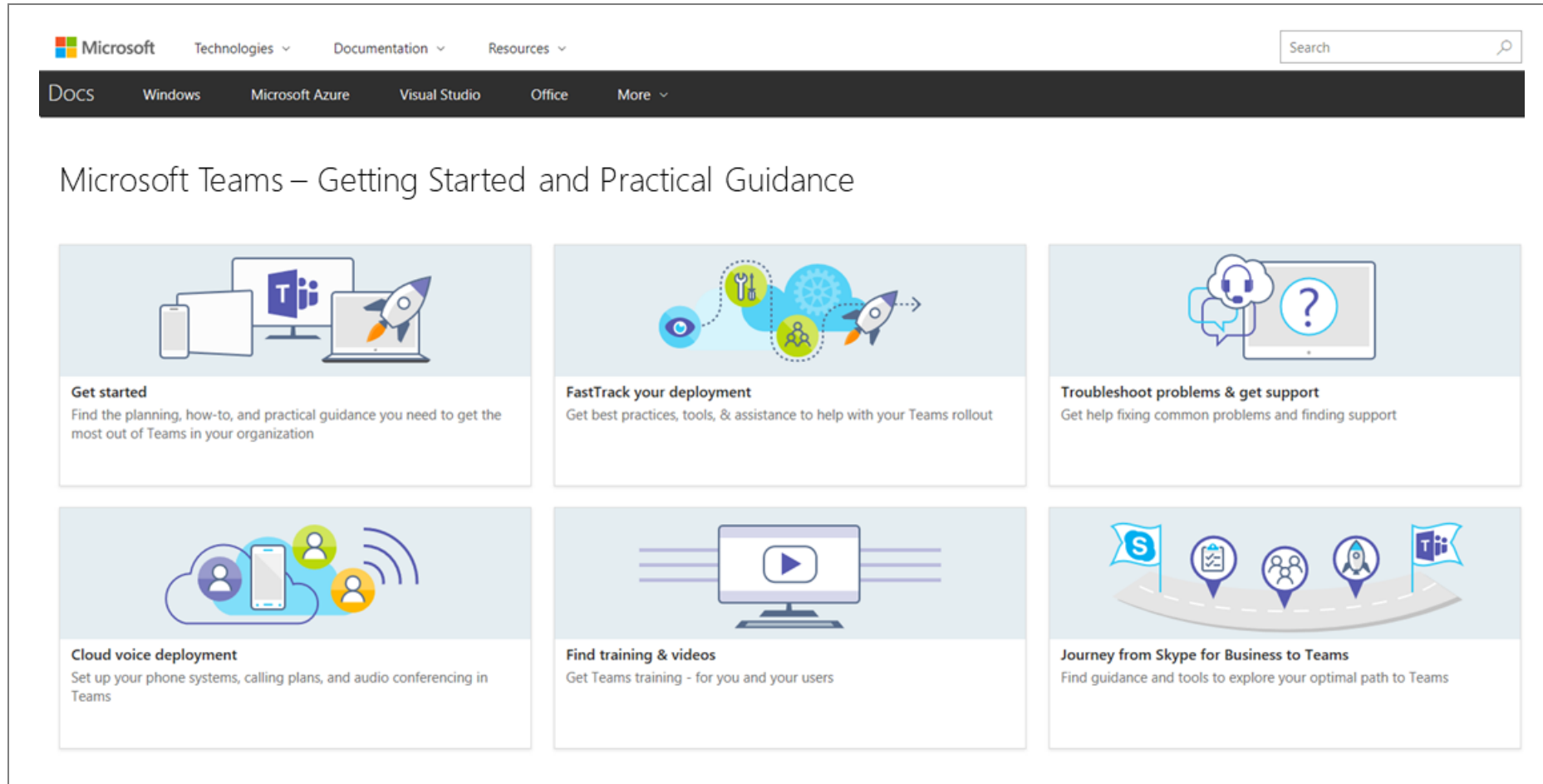
Sign Up

<https://aka.ms/O365Champions>

Office 365 Champions Program

- Free monthly calls with Microsoft experts & peers
- Early access to adoption resources and tools
- Open to all business users, IT Pro's and developers who want to drive adoption of cloud solutions & services

Practical Guidance: SuccessWithTeams.com



Planning

Deployment

Adoption

Best Practices

Industry Specific

Available in 18 languages

Teams Adoption Hub – <https://aka.ms/TeamsAdoption>

Filter by title

Welcome to Teams

> Get started

> Plan

> Adopt

Get started

> Phase 1 - Start

> Phase 2 - Experiment

> Phase 3 - Scale

> Configure and deploy

> Upgrade from Skype for Business to Teams

> Interoperability with Office 365

> Manage

> Training

> Security & compliance

> Features


> Teams for education


PowerShell cmdlet reference for Teams


Developer documentation for Teams


Adopt Microsoft Teams


If you're a small business, or if you want to roll out Teams starting with chat, teams & channels, and meetings, use our prescriptive quick start guidance, which is designed to get you up and running fast. If you're a large organization with a hybrid or on-premises Skype for Business configuration, or if you want to roll out voice features (such as Office 365 calling plans or phone system), you can start with our Quick start guidance, but you'll need the additional guidance below, under **Deeper adoption guidance**.


 Quick start

 Introduction to teams and channels

 Plan your first teams

 Empower your champions

 Training & certification

 Tools and Downloads

Deeper adoption guidance

Adoption plans can be simple to complex, depending on your environment. For large-scale deployments, step through the guidance below to ensure your organization has a smooth transition to Teams.

1

Start
Get started
Understand teams and channels
Create your first teams
Assess cultural and organizational readiness

2

Experiment
Create your champions program
Governance quick start
Define usage scenarios
Onboard early adopters and gather feedback
Onboard support

3

Scale
Define outcome and success
Optimize feedback and reporting
Drive awareness and implement training
Schedule service health reviews

Practical Use Cases

[AvePoint Blog](#)

[AvePoint Resources](#)





DIGITAL TRANSFORMATION

FROM THE TRENCHES

Washington, D.C. | June 12-13, 2019

What We Covered

- Why Microsoft Teams?
- 6 Adoption Strategies
- Resources



Let's
Connect

Karuana Gatimu

[linkedin.com/in/karuanagatimu](https://www.linkedin.com/in/karuanagatimu)

Dux Raymond Sy

[linkedin.com/in/meetdux](https://www.linkedin.com/in/meetdux)

thank you

Gracias

ευχαριστώ

Danke

Grazie

благодаря

Hvala

Obrigado

Kiitos

شكراً

Tak

Ahsante

Teşekkürler

متشكرم

Salamat Po

감사합니다

Cám ơn

شكريه

Terima Kasih

Dank u Wel

Děkuji

நன்றி

Köszönöm

ありがとう
ございます

ໂພນລຸນລາຍ

Dziękuję

谢谢

Tack

Mulțumesc

спасибо

Merci

תודה

多謝晒

дякую

Ďakujem



Sales@AvePoint.com | +1 800.661.6588



www.AvePoint.com



[in](#) [twitter](#) [youtube](#) [f](#) [g+](#)