

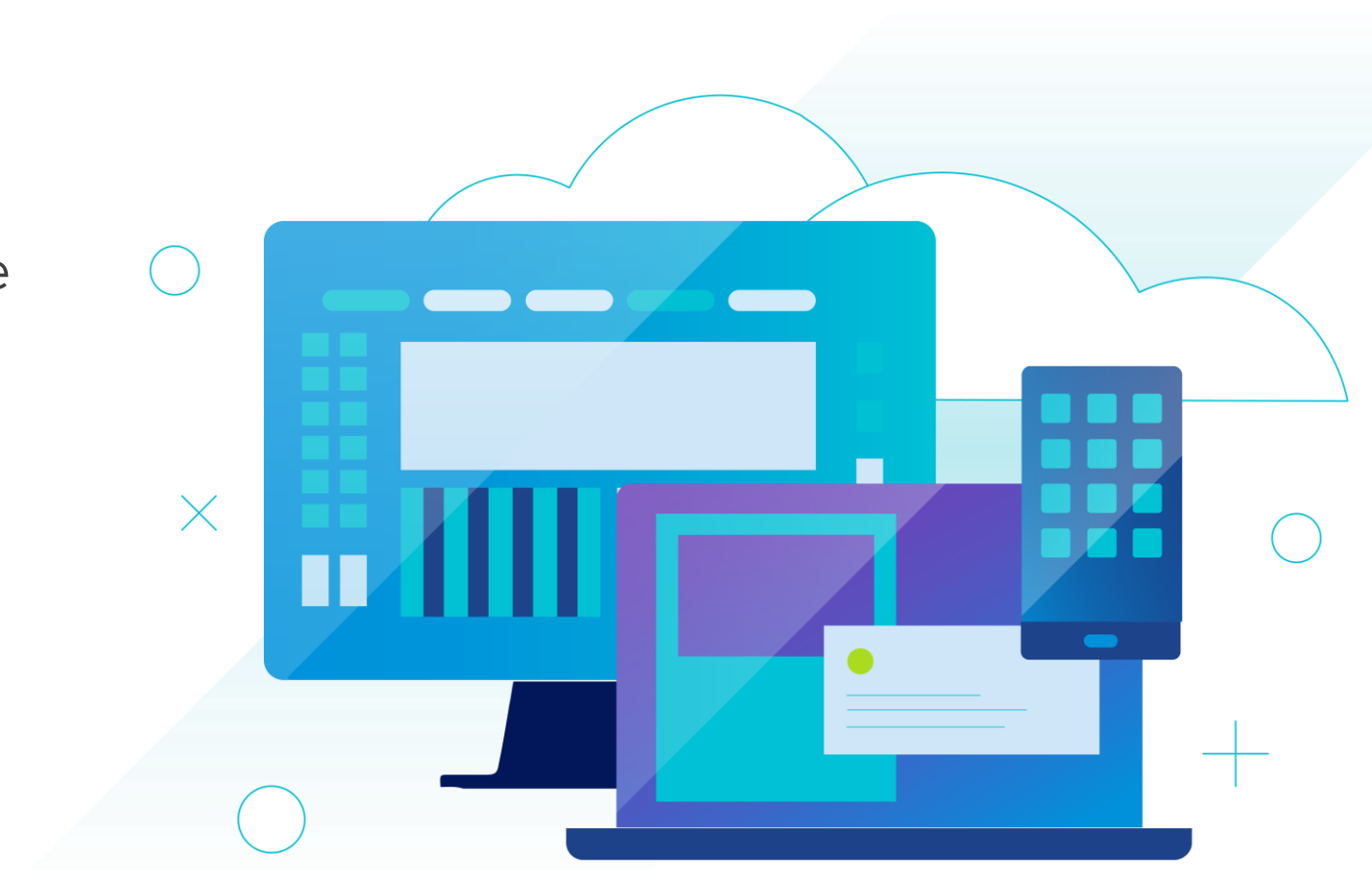
# Workspace ONE Adoption Program

Accelerating your value realization

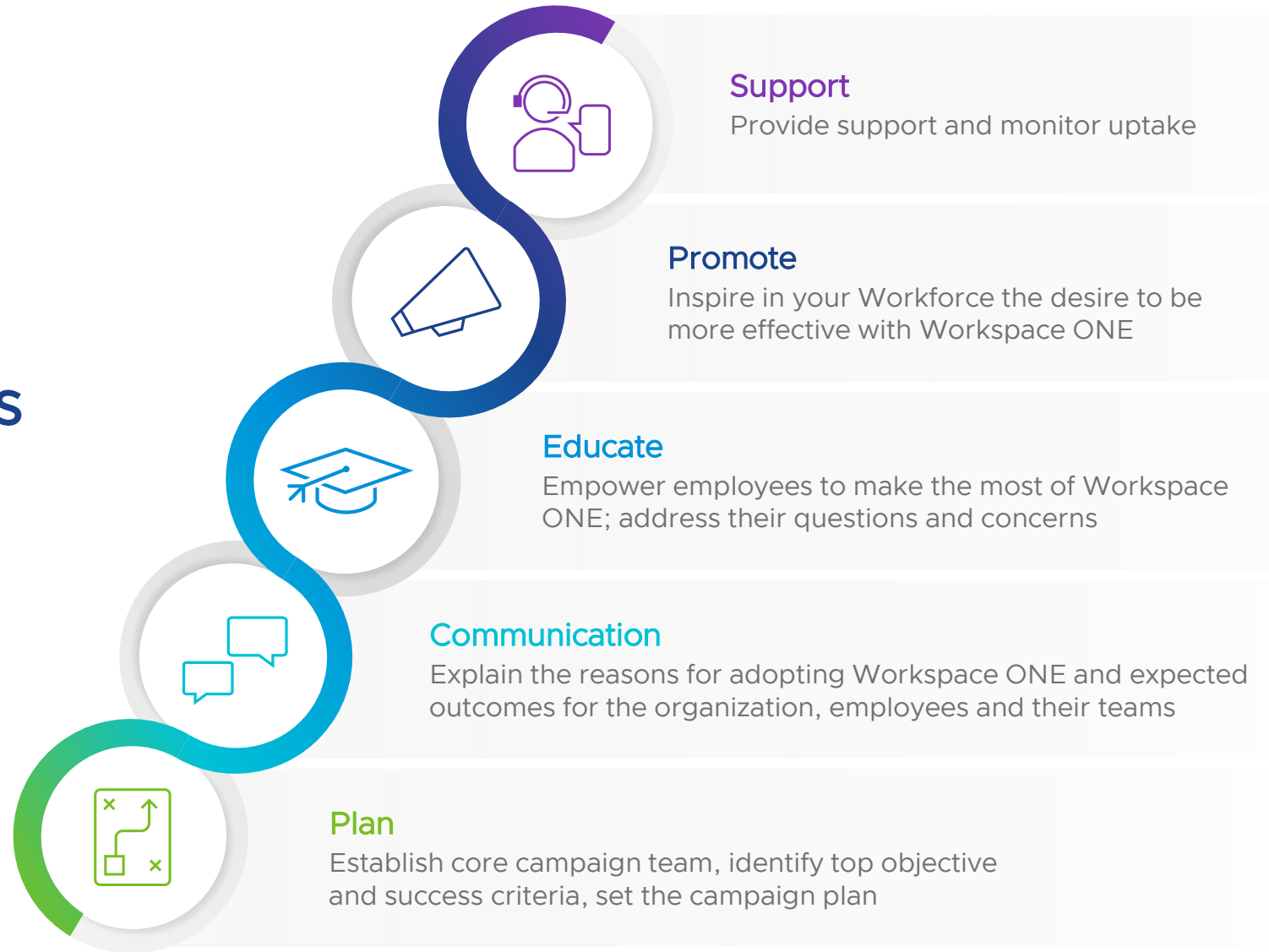
# Why a Workspace ONE Adoption Campaign

An adoption campaign to accelerate the technology roll out, driving employee engagement with the Workspace ONE platform and ensuring that your organization realizes full value from this EUC project

Please view in **PRESENTATION MODE** to be able to access links incorporated throughout.













# An Adoption Process Based On 5 Pillars



# Workspace ONE End User Adoption Kits

Access all pre-designed, pre-written assets by selecting the Adoption Kit that best matches your project

				
<h2>Digital Workspace Experience</h2>	<h2>Bring Your Own Device (BYOD)</h2>	<h2>Intelligent Hub</h2>	<h2>Horizon</h2>	<h2>Productivity Apps</h2>
<p>Get started with Workspace ONE <b>Intelligent Hub</b>, followed by any or all the productivity apps (<b>Boxer, Notebook, Content, Web</b>) and <b>Horizon</b>.</p>	<p>Get started with Workspace ONE <b>Intelligent Hub</b> while addressing employee privacy concerns on their personal devices.</p>	<p>Introduce and educate users on getting started with the Workspace ONE <b>Intelligent Hub</b> app.</p>	<p>Guide users on how to get started with <b>Horizon</b>.</p>	<p>Introduce and promote the VMware productivity apps (<b>Boxer, Content and Web</b>) with this kit.</p>
				

Email Series | Posters | FAQs | End User Website | Videos | Getting Started Docs | Windows 10 Onboarding

# An Adoption Campaign In-A-Box

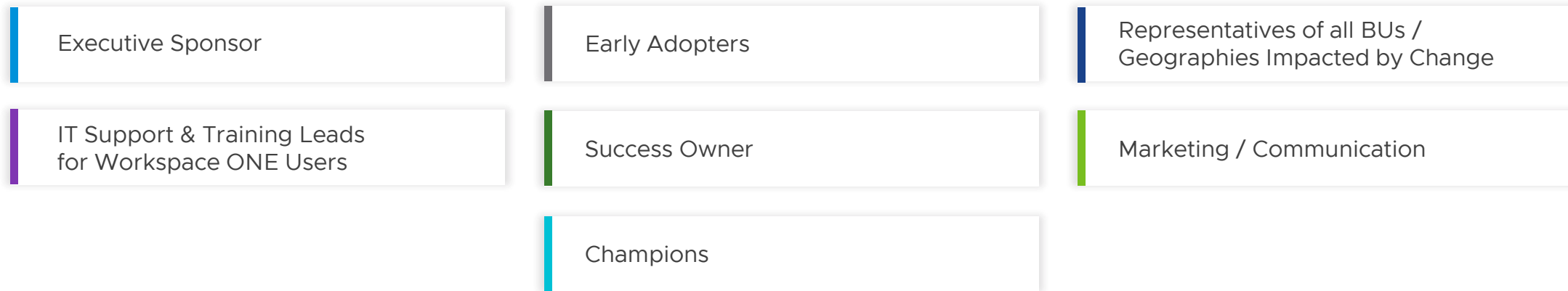
Review each activity and click to get advice, pre-designed assets and templates

		Prepare Resources	Go Live (Day 1)	Follow Up (Day 15 and 30)	Last Push (Day 45)	Wrap-Up (Day 60)
<b>Planning</b> Appoint core adoption campaign team Establish primary objective of the campaign Assess readiness Select the right Workspace ONE Adoption Kit Define Success Criteria Define campaign schedule	<b>Communication</b> Define your communication strategy Customize your communication assets	Launch a communication campaign and host a promotional event that announces the Workspace ONE roll out and clarifies expected outcomes	Keep adoption on top of your employees' mind, delivering information in a crescendo	Create a sense of urgency in your final call message and share adoption metrics and target	Thank employees for their engagement and share adoption achievements	
	<b>Education</b> Customize employees' enablement assets Train IT support team	Accelerate user enrollment through simple and clear guidance	Direct users who want to learn more about Workspace ONE to appropriate resources	Remind users where they can find tips and tricks to make the most of Workspace ONE	Let users know where they can get news and updates about Workspace ONE	
	<b>Promotion</b> Customize your promotional assets and organize a promotional launch event	Generate interest in the campaign on intranet and corporate social through promotional videos and web banners	Access progress with employee awareness and buy-in Increase engagement with an adoption contest	Focus additional promotional efforts where needed, with the support of your champions and sponsors	Celebrate success and wrap up the adoption contest	
	<b>Support</b> Define end user support options	Promote support options available Make sure to ask for feedback and suggestions	Review support requests and feedback and refine offering, if needed Track solution activation metrics	Track progress on your KPIs and update your success criteria scorecard	Measure employee experience and satisfaction with the roll out Distill lesson learnt	



# Establish The Core Campaign Team

The first step of the adoption campaign is to appoint a team that will drive buy-in and support across the organization. The team will meet regularly and require **active, engaged participants**.



If your organization has a **Change Management Team**, this could be a perfect project for them. If a **Center of Excellence for Workspace ONE roll out** already exists, it is likely to set the basis for your core campaign team.



Check out a sample Core Campaign Team with roles and responsibilities →



Get a Core Campaign Team Table Template →



# Core Campaign Team Members and Responsibilities

## Common Roles



### Executive Sponsor

Provides active and visible sponsorship, by communicating the reasons for adopting Workspace ONE to peer executives, managers and employees. Needs to be actively engaged and authoritative.



### Success Owner

Ensures the business objectives of the project are met, by engaging with all stakeholders, proposing an appropriate set of KPIs, and by monitoring progress



### Champions

At launch, champions will promote the program, showing by example benefits of using the various components of Workspace ONE and how to make the most of it. They are likely to help the team intercept areas of concern or resistance among users.



### Early Adopters

A mix of users from different departments, with different levels of skills, IT and support members, who will review and help refine the communication campaign, the enablement resources and support options.



### BU/Department / Country Representatives

Adapt message to specific requirements, including cultural or geographical



### HR Lead

Assist with employee messaging and resistance management



### Training Lead

Develops training for IT and employee enablement assets



### Marketing/Communication Lead

Provides writing, production and content support for promotional materials, organize launch event



### IT Support

Assist with the design of support options for employees

# Core Campaign Team

## Template



Role	Responsibility	Team Member	Department
Executive Sponsor			
Success Owner			





# Establish the Primary Objective of Your Campaign



Plan your adoption campaign around the **single most valuable business outcome** you want to promote with employees

Workspace ONE includes a variety of components that most organizations deploy in incremental steps, based on specific needs such as mobile app management, security, etc.

As you communicate the change to your users, **avoid** talking about technology enablement and products.



**Focus instead on one objective broad enough to resonate with your primary users' constituency.**

For example: "Mobile Workforce enablement", "Remote Work", "BYOD"

Further value propositions can be communicated in subsequent stages. **Plan for a communication based on value segments**, when you anticipate that your value proposition will evolve or become richer over time

If different outcomes are expected for different users' groups, you should consider developing **personas** or **scenarios** to address how the technology will be used



# Assess Readiness

Consider conducting a readiness assessment to:



Create a shared vision within the organization



Confirm that you are solving the right problem



Ensure you are engaging with the right stakeholders



Unveil potential risks and resistance

Click on the three assessment areas to find out more:



Stakeholders



Organization



Employees

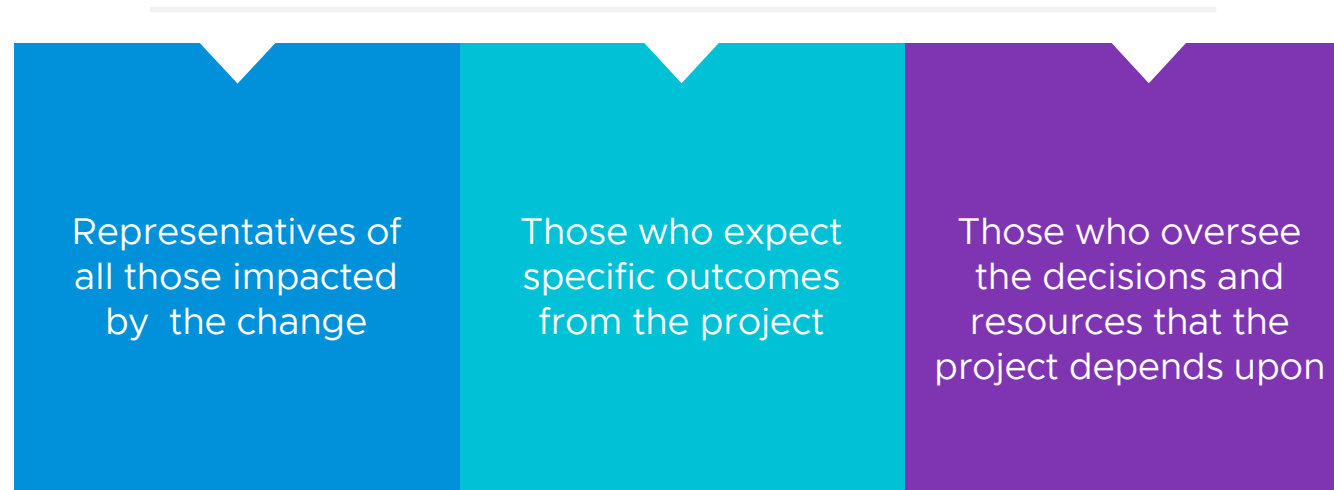
Readiness assessments can be conducted through open discussions, interviews or surveys that can contain either open ended questions or can be checklists with predefined answers.



# Stakeholder Assessment

A **Stakeholder assessment** enables you to gain an understanding of the success criteria for the project and to unveil areas of misalignment, risk and resistance.

## Stakeholders include



Performing a stakeholder assessment through interviews or open group discussions is likely to provide a lot more color around the stakeholder sentiment towards the project.

## Assess your stakeholders' readiness by asking the following questions

- What are the main outcomes of this project for the organization and your team? What KPIs will be used to measure them
- What are the benefits of this project for you and your team?
- What are the risks involved?
- What do you consider success?
- What will be your team's contribution to the project?
- What resources will you need for this project?
- Is the project a priority for the organization and your team?



# Organizational Assessment

An organizational assessment embraces lessons learnt from previous change, prevent the risk of change fatigue, surface gaps in resources required and potential misalignment

With the Adoption Campaign Core Team, respond to the following questions:



How successful was the organization with a similar project in the past? What were the reasons behind success or failure?



What are the resources needed for a successful Workspace ONE adoption campaign? Are they all available?



Are there other initiatives taking place at the same time? Has this overlap been considered in the planning?



What are the perceived risks and benefits of the Workspace ONE roll out?



# Employee Readiness

This is an [assessment on employee's awareness and understanding of the campaign](#). It helps surface specific communication and education requirements. For deployments targeting multiple use cases, such as BYOD or Remote Work initiatives, the assessment helps you size the impact of change.

It can be performed with interviews or through questionnaires to sample employees/supervisors. Remember to include the opportunity to give feedback outside the specific questions asked.

## This is what you aim to learn:



How sizable will the impact be



What teams are likely to resist the change



Whether employees understand the reasons for adopting Workspace ONE



What resources do employees need to make the most of Workspace ONE



Where should communication efforts be focused



Where to deploy champions and ambassadors to reinforce message

[Monitor progress](#) through the course of your campaign, by assessing employees' awareness, knowledge, and ability to change

[See a sample Employee Readiness Tracker](#) ⊕



# Sample Employee Readiness Tracker

Impact				Time	Communication			Change readiness		Enablement	
Division	Department	Group	# of users impacted	Assessment date	Awareness <sup>1</sup>	Knowledge <sup>2</sup>	Buy-in <sup>3</sup>	Experience with past change <sup>4</sup>	Capacity for change <sup>5</sup>	Need for new documentation <sup>6</sup>	Need for training <sup>7</sup>
Finance	Accounting	Accounting reporting group			Low	Low	Low	High/mid/low/negative	No Capacity	Extensive	Extensive
					Med	Mid	Mid	High/mid/low/negative	Low capacity	Updates	Updates
					High	High	High		Some capacity	Minimum	Minimum
									Good capacity		






- (1) Are employees aware of the the deployment of Workspace ONE?
- (2) Do they understand what the organization is hoping to achieve through Workspace ONE?
- (3) Are they looking forward to using the new tool?
- (4) How was their experience with similar changes in the past?

- (5) How much change are employees experiencing at the same time?
- (6) What is their need for enablement resources?
- (7) How much formal training do they require?



# Define Success Criteria

Measure the impact of your EUC project through a mix of KPIs aligned to your organization's expected outcomes. As a general best practice, each strategic objective selected should have at least one KPI associated with it and no more than three. Examples include:

 Employee Adoption KPIs	 Business KPIs	 Financial KPIs	 Operational KPIs	 Security & Risk Mitigation KPIs
<ul style="list-style-type: none"> <li>Levels of solution activation</li> <li>Level of employee proficiency</li> <li>Impact on productivity</li> <li>Impact on employee experience</li> <li>Business outcome achieved</li> <li>Levels of platform adoption</li> </ul>	<ul style="list-style-type: none"> <li>Impact on revenue</li> <li>Impact on customer service</li> <li>Impact on operating costs</li> <li>Time to market</li> <li>Rate of innovation</li> <li>Impact on decision making</li> <li>Talent retention rates</li> <li>Recruitment efficiency rates</li> </ul>	<ul style="list-style-type: none"> <li>Return on investment</li> <li>Total cost of ownership</li> <li>CAPEX vs. OPEX mix</li> <li>Payback period</li> </ul>	<ul style="list-style-type: none"> <li>Project schedule variance</li> <li>Project cost variance</li> <li>Resource utilization</li> <li>Employee satisfaction</li> <li>IT project earned value</li> <li>Cost per ticket</li> </ul>	<ul style="list-style-type: none"> <li>Overall security posture rating</li> <li>Compliance rating</li> <li>Device health metrics</li> <li>Intrusion attempts</li> <li>Days to patch</li> <li>Security awareness training attendance</li> </ul>

Select and define the right mix of KPI that will be used to evaluate your project

[Get the KPI Definition Template](#) →

Learn more about the importance of

[Employee Adoption KPIs](#) →

Keep track of your progress by using the

[Success Criteria Scorecard](#) →

With Workspace ONE Intelligence, you can easily track a variety of KPIs

[Click Here to See How](#) →



# Employee Adoption is a Critical Success Factor of EUC Projects



Learn more on [How to establish and track Employee Adoption KPIs](#)

## Remember

Failure in defining and pursuing progress in your Employee Adoption KPI may delay or diminish the perceived value of your project, even when all other KPIs are on target!

Read the whitepaper [“Realizing Value Through Employee Adoption”](#) to learn more on Employee Adoption





# Establishing and Tracking Employee Adoption KPIs

- **Select one to three** Employee Adoption KPIs that best align with the expected outcome of your projects. Don't forget to include an employee experience KPI, if you expect improvement in this area, even as a secondary outcome
- Not every EUC project requires to measure all dimensions of Employee Adoption. For example, not every Workspace ONE project requires and increase in employee's proficiency
- Many KPIs are based on metrics or correlation of metrics that can be collected through your Workspace ONE dashboard, or through a Digital Employee Experience Management software. [Intelligence, a module of Workspace ONE, provides robust visibility into a broad range of KPIs, including employee experience.](#)  
Click [here](#) to see KPIs tracked by Workspace ONE Intelligence.
- Measuring Employee Experience will also require qualitative data, gathered also through employees' interviews or surveys. See [Measuring Employee Experience](#) to get some sample questions to ask.

Check some examples of Employee Adoption KPIs below

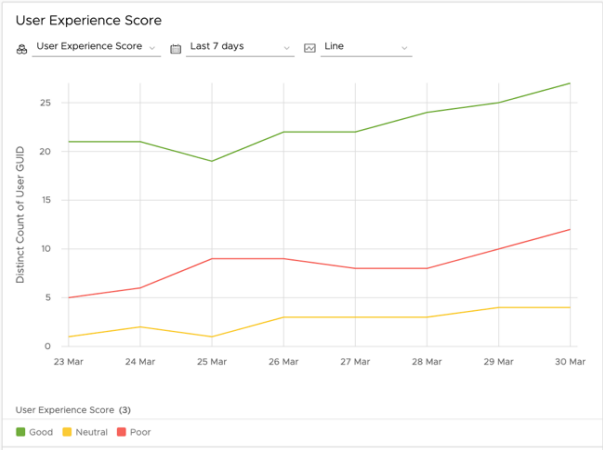
Solution Activation	Employee Proficiency	Business Outcome	Employee Experience	Platform Adoption
<ul style="list-style-type: none"> <li>• Number of enrolled devices</li> <li>• Share of target users onboarded</li> <li>• Onboarding time</li> <li>• App downloads</li> <li>• Time to provision apps</li> <li>• Number of support tickets on activation</li> </ul>	<ul style="list-style-type: none"> <li>• Number of users trained</li> <li>• Number of advanced features used</li> <li>• Utilization rates among high-performing teams</li> <li>• Issues resolved through self-service</li> <li>• Number of tickets on advanced features</li> <li>• Number of escalated tickets</li> </ul>	<ul style="list-style-type: none"> <li>• Impact on productivity</li> <li>• Time to productivity</li> <li>• Rate of workspace mobility</li> <li>• Number of mobile workflows</li> <li>• Number of collaborative workflows</li> <li>• Share of corporate vs. personal devices enrolled*</li> </ul>	<ul style="list-style-type: none"> <li>• Impact of technology on employees' roles</li> <li>• Impact on work process experience</li> <li>• Ease of use rating</li> <li>• Ease of setup rating</li> <li>• Most appreciated features</li> <li>• Features not used</li> <li>• Workspace performance</li> <li>• Overall satisfaction</li> <li>• Workspace Net Promoter Score</li> </ul>	<ul style="list-style-type: none"> <li>• Number of mobile devices enrolled (personal and corporate)</li> <li>• Share of virtual applications over total</li> <li>• Share of virtualized desktops over target</li> <li>• Share of PCs managed with modern management</li> <li>• Number of self-service applications over total</li> <li>• Number of applications accessible with SSO over total</li> </ul>



# Measuring Employee Experience

Your Workspace ONE dashboard or a Digital Employee Experience Management software can supply data on the performance of your employees' workspaces.

Digital Employee Experience Manager (DEEM), a component of Workspace ONE Intelligence, tracks employee adoption and engagement and goes a step further by providing a User Experience Score, on workspace performance.



Complement this data by interviewing a sample of employees impacted by the project on their experience with Workspace ONE.

This is a list of questions that you can ask:

- What benefits do you see in Workspace ONE for your workflows?
- How was your enrollment / onboarding experience?
- Did you need help during enrollment / onboarding?
- What features do you use the most and why?
- What features do you use the least and why?
- What pain points did you encounter?
- Do you have any other feedback?

Organization Experience Score: **Good**

43  
Users

Desktop Apps

9 <sup>29%</sup> ▲

Apps with Poor Score

Last 24 hours

[VIEW](#)

Mobile Apps

0

Apps with Poor Score

Last 24 hours

[VIEW](#)

Device Health

12 <sup>20%</sup> ▲

Devices with Poor Score

Last 24 hours

[VIEW](#)

Watch this [video](#) to learn more about DEEM

### Remember

Digital Workspace initiatives aim at changing the way in which employees work. Some of the outcomes expected from this initiative, for average of 66 days for a new behavior to become automatic

[How are habits formed: Modeling habit formation in the real world](#)



# Use Workspace ONE Intelligence to Track Your KPIs

Workspace ONE Intelligence provides robust insights into Operational Employee Adoption and Security KPIs!

These are some of the KPIs and metrics you can get through Workspace ONE Intelligence:

Operational KPIs	Security and Risk Mitigation KPIs	Employee Adoption KPIs				
		Platform Activation KPIs	Employee Proficiency KPIs	Employee Experience KPIs	Business Outcome KPIs	Platform Activation KPIs
<ul style="list-style-type: none"> <li>• Number of OS by devices</li> <li>• Optimized procurement</li> <li>• App rationalization metrics</li> </ul>	<ul style="list-style-type: none"> <li>• Risk score based on user behavior and device context (High, medium, low)</li> <li>• Number of devices with no passcode</li> <li>• Patch roll out metrics</li> </ul>	<ul style="list-style-type: none"> <li>• Total enrolled devices</li> <li>• Total active devices</li> <li>• Total inactive devices</li> <li>• Number of devices by OS</li> </ul>	<ul style="list-style-type: none"> <li>• Application usage by user group</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Employee Experience Score,</li> <li>• Device performance, (boot time, shut down time)</li> <li>• Surveys (Coming soon)</li> </ul>	<ul style="list-style-type: none"> <li>• Number of employee-owned devices enrolled</li> <li>• Number of active users by app (app adoption)</li> </ul>	<ul style="list-style-type: none"> <li>• Adoption by users' group or dept.</li> <li>• Total enrolled devices over licensed</li> <li>• Number of Win10 devices managed</li> <li>• Horizon (Coming soon)</li> </ul>

Several resource on Workspace ONE Intelligence are available on [VMware Digital Workspace TechZone](#), including: [Getting Started with Workspace ONE Intelligence Reports and Dashboards: Workspace ONE Operational Tutorial](#)  
 Watch this [video](#) to learn more about DEEM.



# Select and Define the Right Mix of KPIs

KPI Name and Summary	Reporting Cadence	Formula	Data Sources	Owner
KPI name and brief description	Establishes how frequently a new report is run	Describes how the KPI is calculated	Indicates where the data comes from (monitoring tools, surveys, interviews)	States who will gather and analyze the data



# Success Criteria Scorecard

Outcome	Business Owner	KPI	KPI Baseline	KPI Target



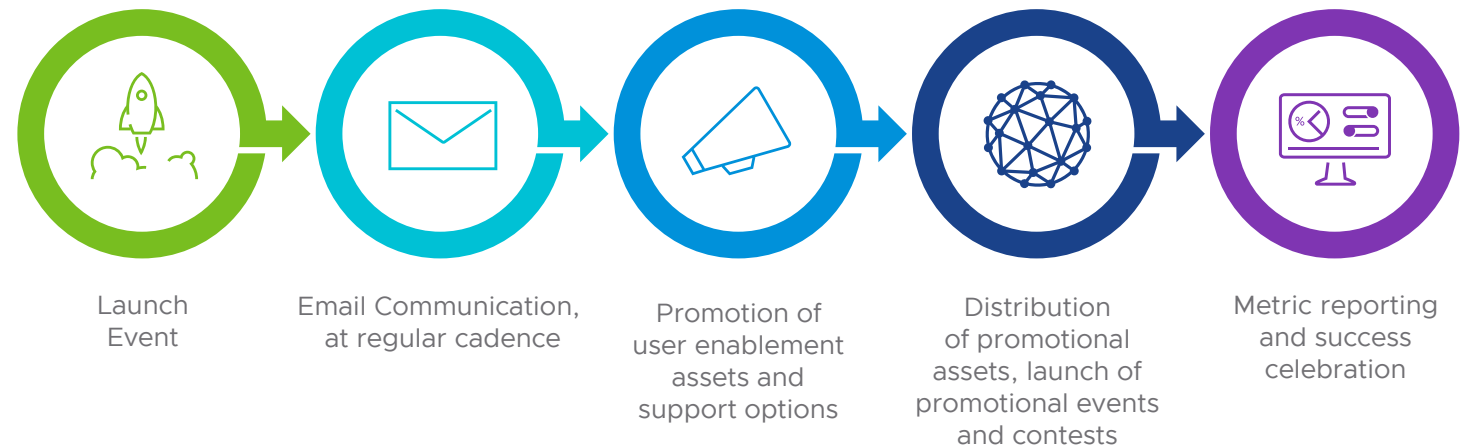
# Define a Campaign Schedule

**Start early** – Ideally, the adoption campaign should progress side to side with the technology deployment, starting during the “Design” phase of a Workspace ONE roll out. Many existing customers, thinking in retrospective, claim they have not started their campaign early enough. However, in many cases a campaign is launched only once the roll out is completed or when employee adoption is slow.

The preparation phase involves completing the following tasks

- ✓ Defining communication strategy
- ✓ Designing communication and promotional assets/engagements
- ✓ Developing end users’ enablement resources
- ✓ Training support staff and defining support offerings

The campaign execution is most effective when it takes place over 8 to 10 weeks. The campaign execution involves completing the following tasks:



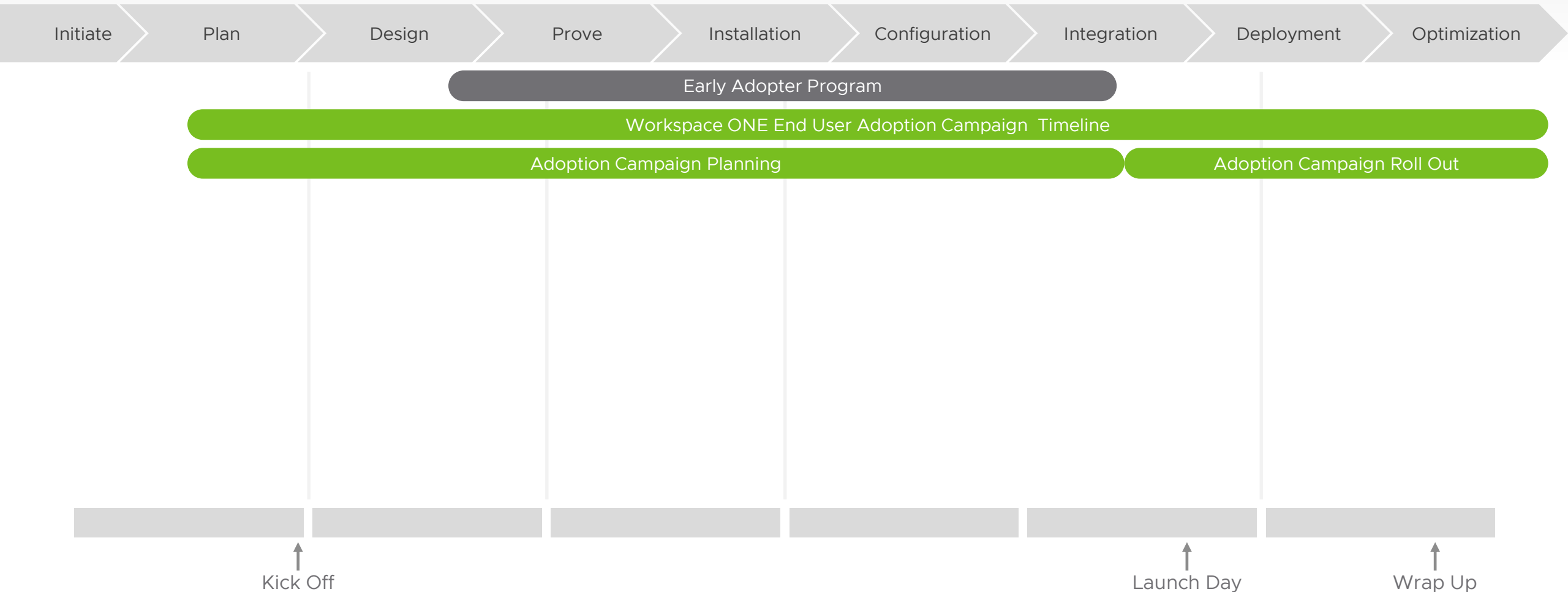
Get a [schedule template](#) and a [sample schedule](#)

# Schedule Template

- Plan
- Communicate
- Educate

- Promote
- Support

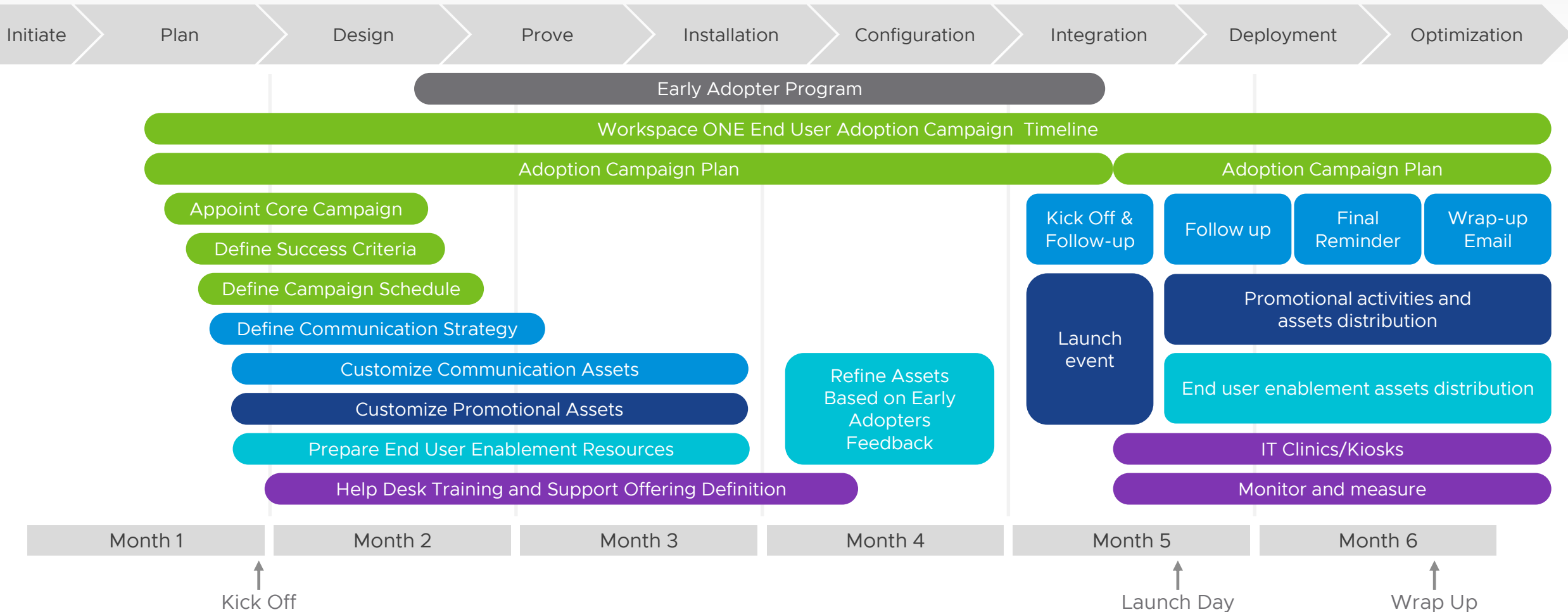
## Workspace ONE Deployment Timeline



# Sample Schedule

- Plan
- Communicate
- Educate
- Promote
- Support

## Workspace ONE Deployment Timeline





# Define Your Communication Strategy

- 1 Name your initiative (for instance “Acme’s Digital Workspace” “Acme Workspace”)
- 2 Determine which communication channels will be use (email, intranet, corporate social, etc.)
- 3 Select appropriate sender for each communication type

Message	Sender
Why your company is deploying Workspace ONE, outcome expected	C-level executive
About Workspace ONE feature and functionalities, employees’ enablement	EUC leader, other IT leader, champions and early adopters
Impact of Workspace ONE on team an individual work, resistance management	Managers, supervisors, HR

- 4 Identify the appropriate message receivers, including impacted teams, supervisors, support teams and determine what they need to know and when

- 5 Determine communication frequency, for example:

Day 1	Kick off Email from Executive
Day 2	Follow up from Managers
Day 15	Progress status and tech info from IT Leader
Day 30	Progress Email from Executive
Day 45	Reminder from Managers
Day 60	Wrap-up Email from Executive

Define communication cadence with a bi-weekly frequency at a minimum.

- 6 Determine local language requirements and any other cultural adjustment
- 7 Tailor your communication to your company and culture. ☹️



# Tailor Communication to Company and Culture

- Keep it simple, tell employees on what is relevant **to them**, using **engaging language**
- **Avoid discussing technologies** and focus on **what's in it for the employees**: how Workspace ONE will help them be more productive, avoid repetitive, non valuable tasks
- **Deliver information in a crescendo**, over approximately two months: initially it is likely to be focused on rising awareness, but as you progress in your campaign, communication content should become deeper and richer
- **Address users' privacy concerns** clearly and upfront!
- **State clearly what is expected from your employees**. Clarify with actions/processes are mandatory and which one are optional and communicate accordingly
- Executive sponsorship and involvement will show **leadership by example**
- **Test your communication** assets on early adopters during pilot
- Set up a **feedback mechanism** for ongoing suggestions on improvement

If your organization is migrating to **Workspace ONE** from another platform management product, make sure your communication messages and your enablement assets:




- 1 Highlight the additional benefits gained with Workspace ONE
- 2 Explain the migration process
- 3 Describe how the employee experience will change after the migration



# Customize Communication Assets

Explain to employees the reasons for adopting Workspace ONE and expected outcomes for the organization, their teams, and themselves. Create the combination of assets that best suits to your workforce and organizational culture, by selecting from [pre-designed, pre-written templates!](#)

Sample communication assets:

 <p>Email Series</p>	<p>Each Adoption Kit includes a series of emails (Invites and reminders) to be sent on a suggested cadence (day 1, 2, 15, 30, 45 and 60) from executives and managers. Content and resources gets increasingly richer / deeper.</p> <p>Customize our templates by emphasizing the benefits that your organization and your employees will achieve from Workspace ONE and by including appropriate links to support and further info.</p>	<p><a href="#">Included in the Adoption Kit</a> </p> <p>Customizable email template and email banners, in 7 languages</p> <p>The series include kick off email, follow-up from manager, reminder, final reminder, wrap-up email</p>
 <p>Launch Event Presentation</p>	<p>A launch event, such as a webinar, is an effective way to get information to a lot of people at once and provide a public forum for answering questions. Create an overview presentation and distribute to team's supervisors so that they can present the deck in smaller team meetings as desired.</p>	<p>Pre-written launch event presentation coming soon</p>



# IT Training

Make sure Help Desk is adequately trained on [Workspace ONE](#) and ready to assist employees in pilots and roll out. VMware offers a range of Workspace ONE training options for IT and Help Desk staff, including:



[VMware Workspace ONE: UEM Bootcamp \[V21.x\]](#) 



Download the complete catalog of [VMware Learning Paths](#) for additional information on how best to prepare your teams across the VMware technology stack



Visit [VMware Customer Connect Learning](#) for self-paced online tutorials to learn about Workspace ONE. We find that Help Desks where IT admins have completed at least the Fundamentals courses have **smoother rollouts** and **high levels of adoption**



Remember to visit [VMware Digital Workspace TechZone](#) for a wide variety of technical resources and actionable advice around Workspace ONE

Click [here](#) to see the full list of VMware Learning Resources



# VMware Online Learning Resources



VMware Communities:  
<http://communities.vmware.com>

- Start a discussion.
- Access the knowledge base.
- Access documentation, technical papers, and compatibility guides.
- Access communities.
- Access user groups.



VMware Customer Connect:  
<http://my.vmware.com>



VMware Hands-on Labs:  
<http://hol.vmware.com>



VMware Tech Zone:  
<https://techzone.vmware.com/>

- Adoption Kits -  
<https://techzone.vmware.com/utilities#end-user>



Workspace ONE UEM Knowledge Base:  
<https://support.workspaceone.com/kb>



VMware Support:  
<http://www.vmware.com/support>



# Prepare End User Enablement Resources

Following the communication strategy guidelines, create [employees' enablement documentation](#), to help employees get started and become proficient with Workspace ONE. Choose the media that align best with content consumption preferences in your organization. [Check out our pre-designed, pre-written templates and ready to use assets!](#)

Sample employees' enablement resources:

Asset	Description	Included in the Kit
FAQ	<p>Answers to any obvious question that employees may ask immediately. It will address privacy issue, types of devices supported, and any new policies that may enforce. Use our pre-written FAQ as is or complement with any other additional point you want to clarify</p> <p><a href="#">When migrating from a different platform, complement our FAQ by explaining what additional benefits will employees get and how their experience will change</a></p>	Customizable FAQ, in 7 languages
Enrollment guides	<p>Step-by-step instructions with screenshots or 2 min videos to enrollment. Use our pre-written enrollment guides as is or, for best results, customize them to reflect in full your enrollment experience.</p> <p><a href="#">When migrating from a different platform, complement our enrollment guide with guidance on how to move away from previous product.</a></p>	Customizable pictorial enrollment guides, in 7 languages
How to, tutorials videos	<p>These videos show the Workspace ONE experience and walk you through features and functionalities. Videos also explains how privacy is protected with Workspace ONE.</p> <p><a href="#">Consider creating your own onboarding/enrollment videos, with early adopters or champions: this has proven to be very effective with many VMware customers!</a></p>	YouTube Playlist <a href="#">"Workspace ONE Insights for Users"</a>
Website	An educational site just for end users, the Workspace ONE User Zone, <a href="#">showing tips and tricks videos</a> and inclusive of section dedicated to privacy	<a href="#">Whatisworkspaceone.com</a>
Onboarding Instructions	When adopting a new onboarding process, such as Microsoft Out of the Box Experience (OOBE) for factory provisioned hardware, consider distributing or including in the device box a leaflet containing a guide of the new procedure	<a href="#">Customizable onboarding guide</a>

[Access all assets here](#)



# Create Promotional Assets and Engagements

Inspire in your workforce the desire to be more effective with Workspace ONE.  
[Check out our pre-designed, pre-written promotional assets and promotional ideas!](#)

Sample employees' enablement resources:

Asset	Description	Included in the Kit
Banners	Easily customize banners to use in your email communication and on your company internal website and social! The Workspace ONE Adoption Kit Wizard enables you to create banners with your company logo, corporate colors, in your preferred communication style, with a professional look and feel, in just 3 easy steps.	<a href="#">Workspace ONE Adoption Kit Wizard</a>
Posters	Post around office and in common areas	<a href="#">Customizable poster templates, in 7 languages</a>
Videos	Promotional launch video that shows the benefits of the program for employees in a relatable way, guided tours	<a href="#">Complete video ready to use</a>
Launch event	Record the launch webinar and post on your company's intranet or a shared drive so that employees who cannot attend can view it at their convenience	Pre-written launch event presentation coming soon
Contest and rewards	Several VMware customers have successfully promoted adoption of Workspace ONE by launching contest among different teams, departments or business units	<a href="#">Click here for ideas and suggestions</a>



# Contests and Rewards

## Promote adoption of Workspace ONE by launching a contest!

Several VMware customers have successfully promoted adoption of Workspace ONE by launching contests among different teams, departments or business units. Here are some ideas explicitly targeted at employees that will allow you to hit the ground running.

### Manager Challenge

There is nothing like a little friendly manager competition to get people motivated! Appeal to their competitive nature by setting up an enrollment challenge where each manager is tasked with getting their team to enroll their devices. Using the new Intelligence capabilities within Workspace ONE, you can monitor adoption rates in customized reports or in dashboards to get the exact information you need. Set a timeframe and award prizes to the top 3 (or more!) managers who were able to get the highest percentage of their teams to enroll. (See prize ideas below) This is a great way to utilize mid-management level employees to evangelize the program to their teams.

### Employee Prize Drawings

There are many ways you can structure a company-wide employee drawing. We recommend using a combination of these in a tiered approach over time to target as many people as you can. **“The first XX employees to activate Workspace ONE on their personal device gets X prize.”** This is an effective way to gain momentum at the beginning of the campaign. This approach targets and rewards the early adopters and helps achieve those early successes that you can turn into internal success stories to influence others to register. For smaller companies, offer this at a company-wide level. For larger companies, you can offer this at a departmental or team level if appropriate. **“Activate your device by XX date and be entered into a drawing for X prize(s).”** Depending on when you set the date for, this can be quick or over a longer period of time. Don't make it too long or people will not feel a sense of urgency or may lose interest. This can also work by week or month as you ramp up your campaign efforts.

### Prize Ideas

Prizes are an effective way to incentivize employees to take action, and they don't have to bankrupt your budget. Here are some ideas for prizes you can offer your employees that will work for organizations with any size budget and any office set up. Please check with your legal department for any restrictions your company has on giving prizes to employees

- **No cost:** Wall of Fame | Meet with an Exec mentoring time | Dress down days | Work from home days | Additional half or full day off | Premium parking spots | Vouchers for company store merchandise
- **Low cost:** Catered lunch in the office | Choice of home delivered meals | Lunch with an executive | Gift cards - \$25 and under | VMware branded merchandise
- **Premium Items:** Home office furniture/supplies | Sporting event tickets | Local educational class vouchers | Smartphones | Tablets | Speakers or headphones | Smartwatch





# Support

Technical support for employees taking advantage of Workspace ONE is extremely important and will be ongoing, to some extent, long after the campaign has ended. First and foremost, your IT department should have adequate training on the full features and functionality of the Workspace ONE console, as well as the implications to employees. [See how VMware can help.](#)

Here are some recommendations for things your company can do to support employees during your campaign. **Don't forget that people consume information in different ways**, so it's always a great idea to plan for written, visual and spoken support methods to help ensure a smooth transition with your end users

## > Virtual IT Clinics

For the duration of the campaign, making your IT team visible and accessible can significantly improve adoption rates and the overall success of the program. We recommend holding open IT clinics during high volume hours over your virtual meeting platform or through scheduled in person one-one meetings. You can publish “office hours” or assign one or two IT specialists that are specifically dedicated to helping employees enroll their device during certain hours

## > Virtual Kiosks

Staffed by IT and facilities and can be hosted on your corporate intranet or virtual meeting tool. These kiosks act as a proactive outreach to demonstrate apps, demo privacy controls, assist with app installation, etc.

## > Help Desk

Most employees rely on their Help Desk team to solve technology-related issues for them. Make sure your Help Desk team is adequately trained and ready to assist employees before the rollout and campaign launch. [See how VMware can help.](#) →

## > Documentation

Be sure to polish an enrollment guide or process document for employees on your company intranet that contains step-by-step instructions. [See our selection of our pre-written, customizable enrollment guides](#) →



# Thank You