ATLASSIAN

The content described herein is intended to outline our general product direction for informational purposes only. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described herein remain at the sole discretion of Atlassian and is subject to change.

Optimize your Atlassian tools

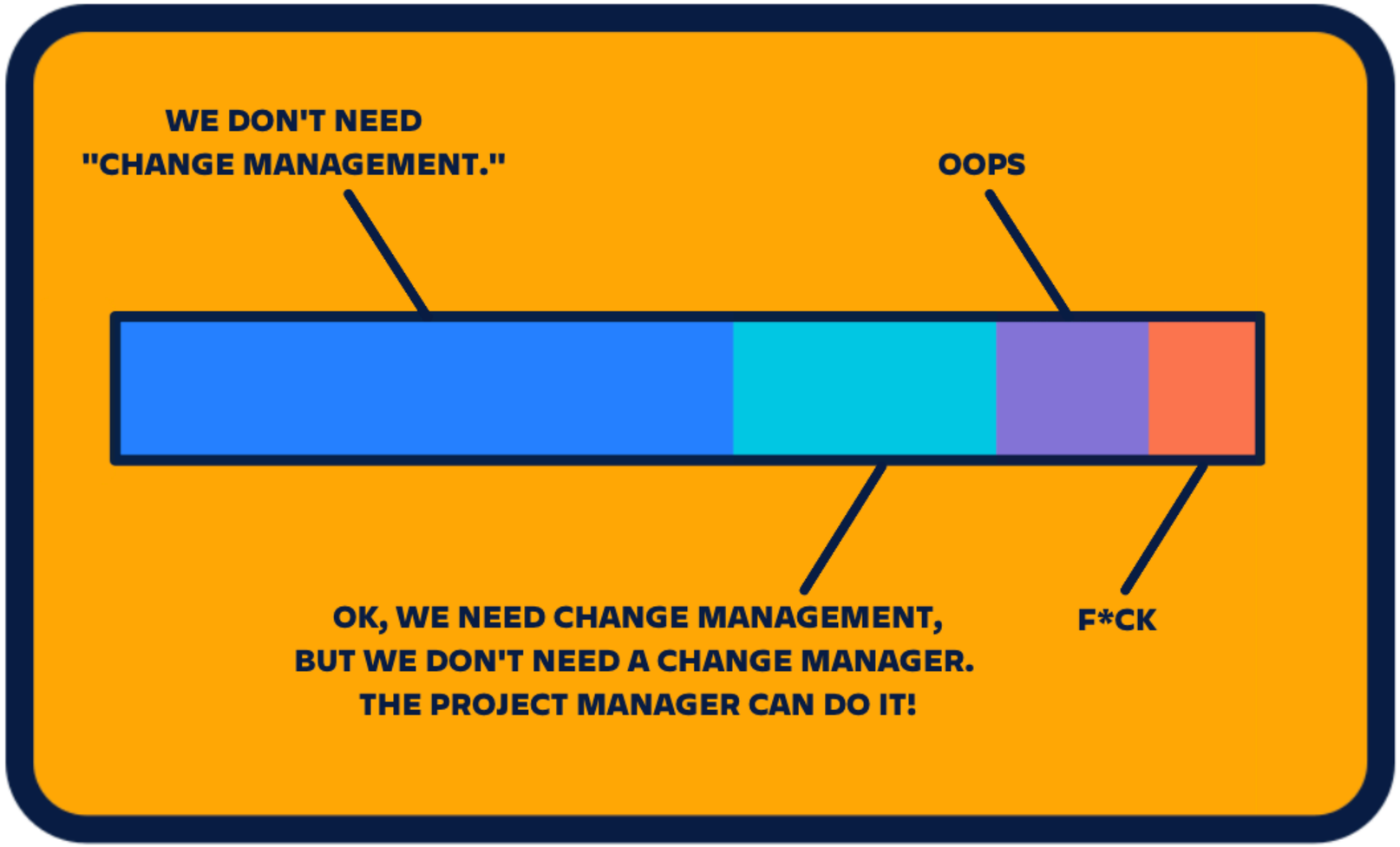
Strategies to drive lasting adoption

SARAH JOSHI | GROUP PRODUCT MANAGER - ENTERPRISE | ATLASSIAN

GERTIE RIZZO | HEAD OF CUSTOMER SUCCESS | ATLASSIAN

Why projects fail

A TIMELINE



Agenda

The people side of change

Your plan for a successful rollout

Driving lasting change

Supporting your adoption journey

Q&A

Adoption and change management (ACM)

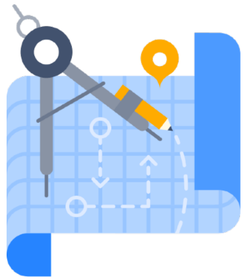
A FRAMEWORK THAT EQUIPS THOSE INVOLVED IN A CHANGE WITH SOLUTIONS TO

Understand

why the change is happening.

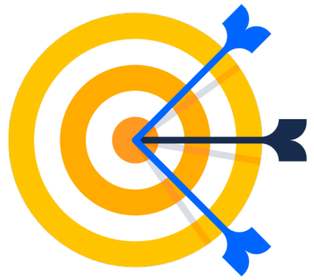
Stay engaged

in the organization during a period of disruption.



Create

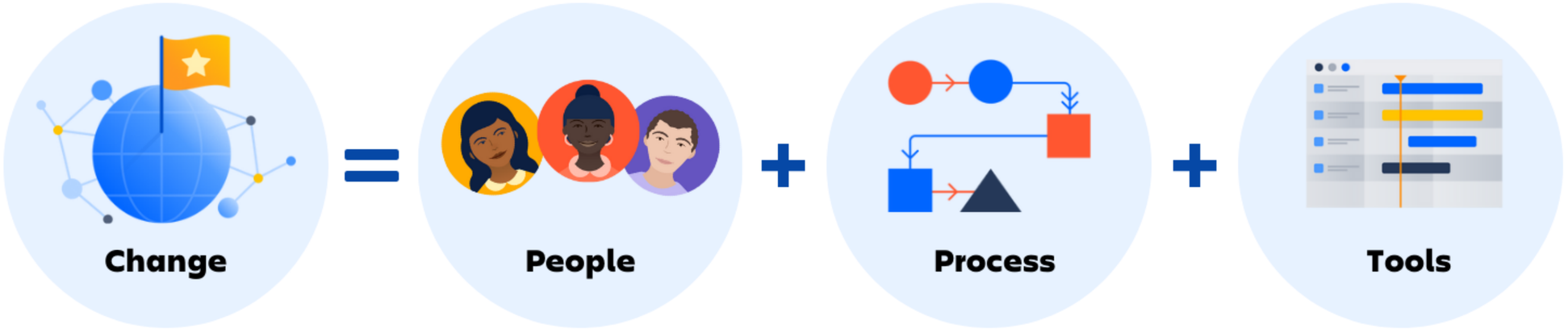
time and resources to get on board, feel heard, and stay supported.



Adopt changes

faster, more completely, and proficiently.

Why a **SUCCESSFUL ROLLOUT** matters



LASTING CHANGE takes work

A successful organizational move to a future state

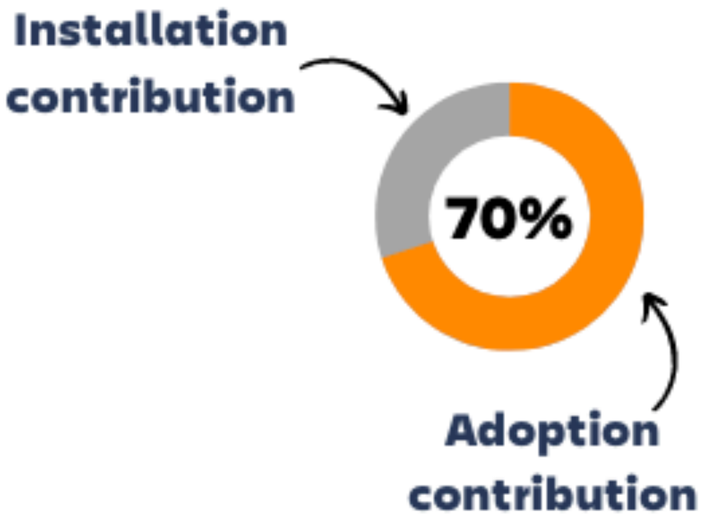
Current Transition Future

requires individuals to move from their current to their future state.

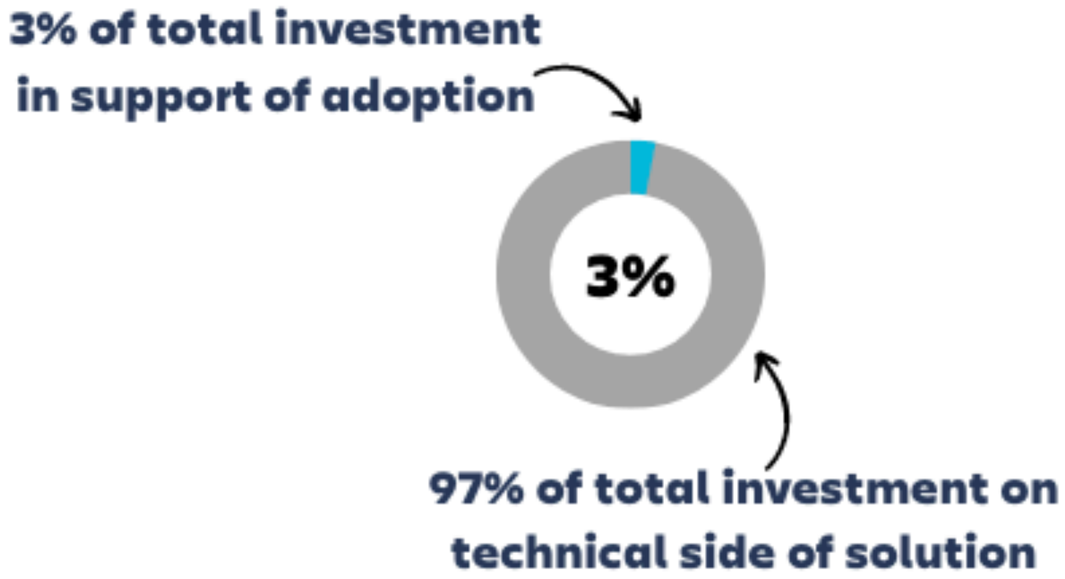
Current Transition Future

Organizations aren’t investing enough in adoption

Successful change



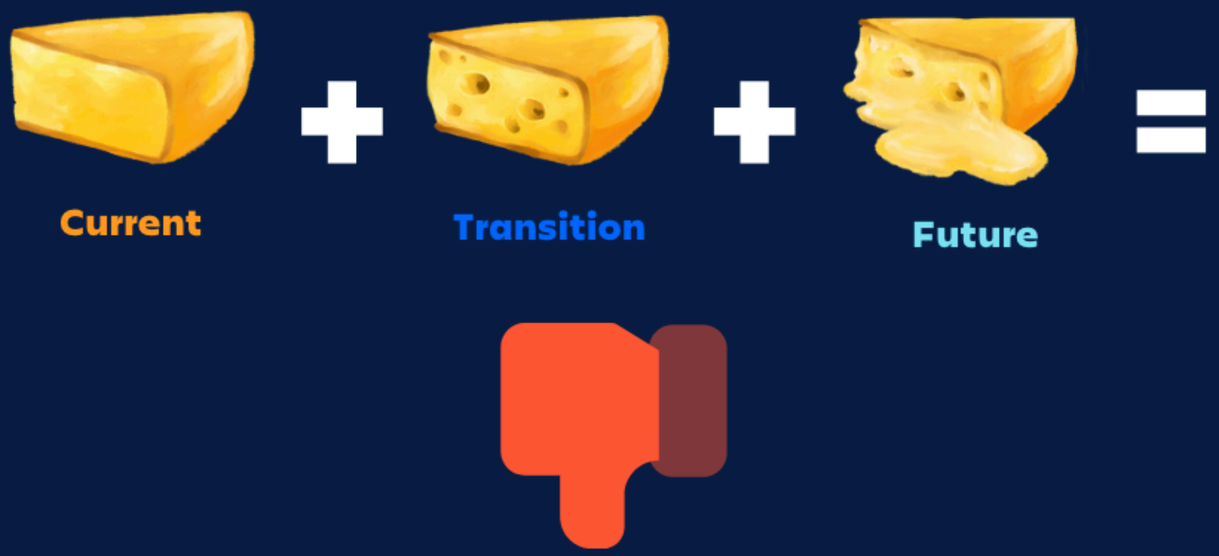
Investment level



Source: https://www.prosci.com/blog/yes-you-can-quantify-change-managements-value

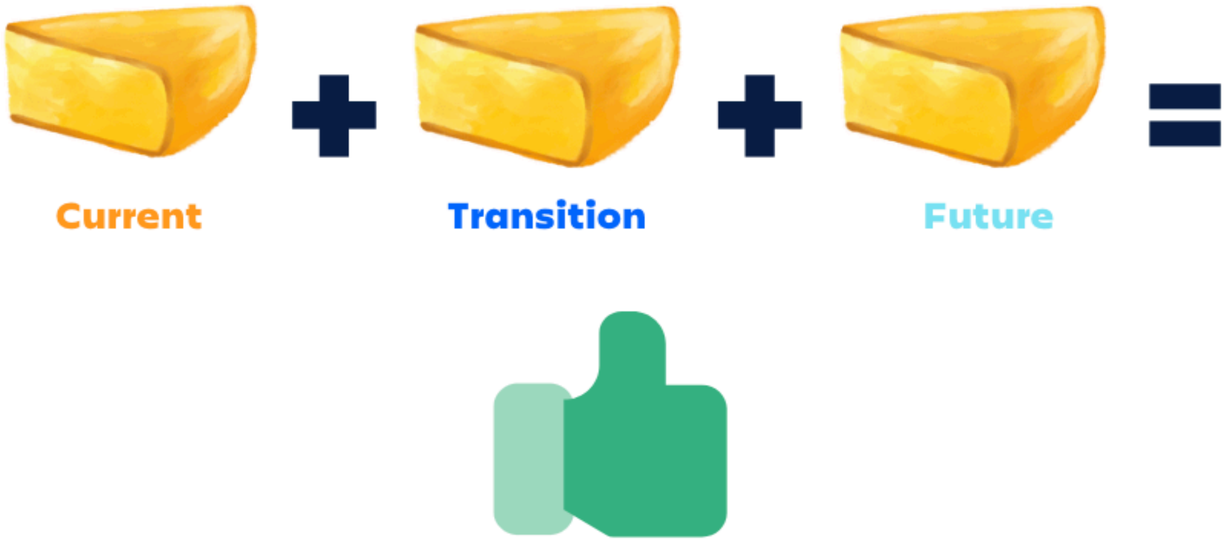
Without change management

- Chaos and confusion
- Overwhelmed teams
- Low adoption rates
- Lost productivity
- Failed change project
- Costly re-rollout



With change management

We use Jira and Confluence across every department in our company; each team setup was slightly different. To be well prepared for the migration to cloud, we had a diverse group of UAT members. This allowed us to anticipate and plan for unique use cases and SMEs to help with post-migration questions.



CLEARWATER ANALYTICS

Agenda

The people side of change

Your plan for a successful rollout

Driving lasting change

Supporting your adoption journey

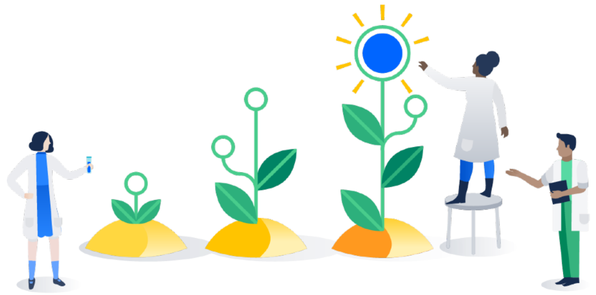
Q&A

Change comes in all shapes and sizes

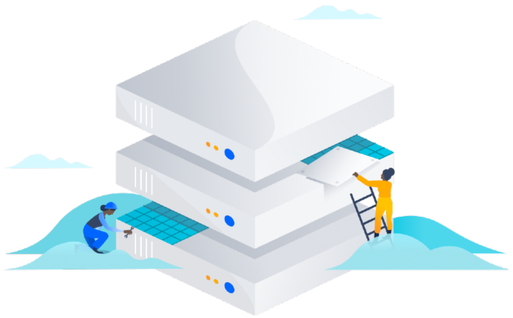
COMMON TRIGGERS OF CHANGE

Cloud transformation

Geographical expansion



Rapid growth



Consolidation

New product launch

Acquisition/merger

How to build a strategic rollout plan

1. Set your vision
2. Define success
3. Assemble your adoption team
4. Scope the rollout
5. Identify key use cases
6. Build your training and support plan
7. Build your communications plan
8. Identify Champions and build your network
9. Ship it!
10. Monitor & engage

STEP 1

Set your vision

What are we trying to achieve?
Why are we doing this?
When are we doing this?
Who will be impacted?
How will they be impacted?

STEP 2

Define success

CSAT

Can you measure how happy your users are with the change?

Active usage

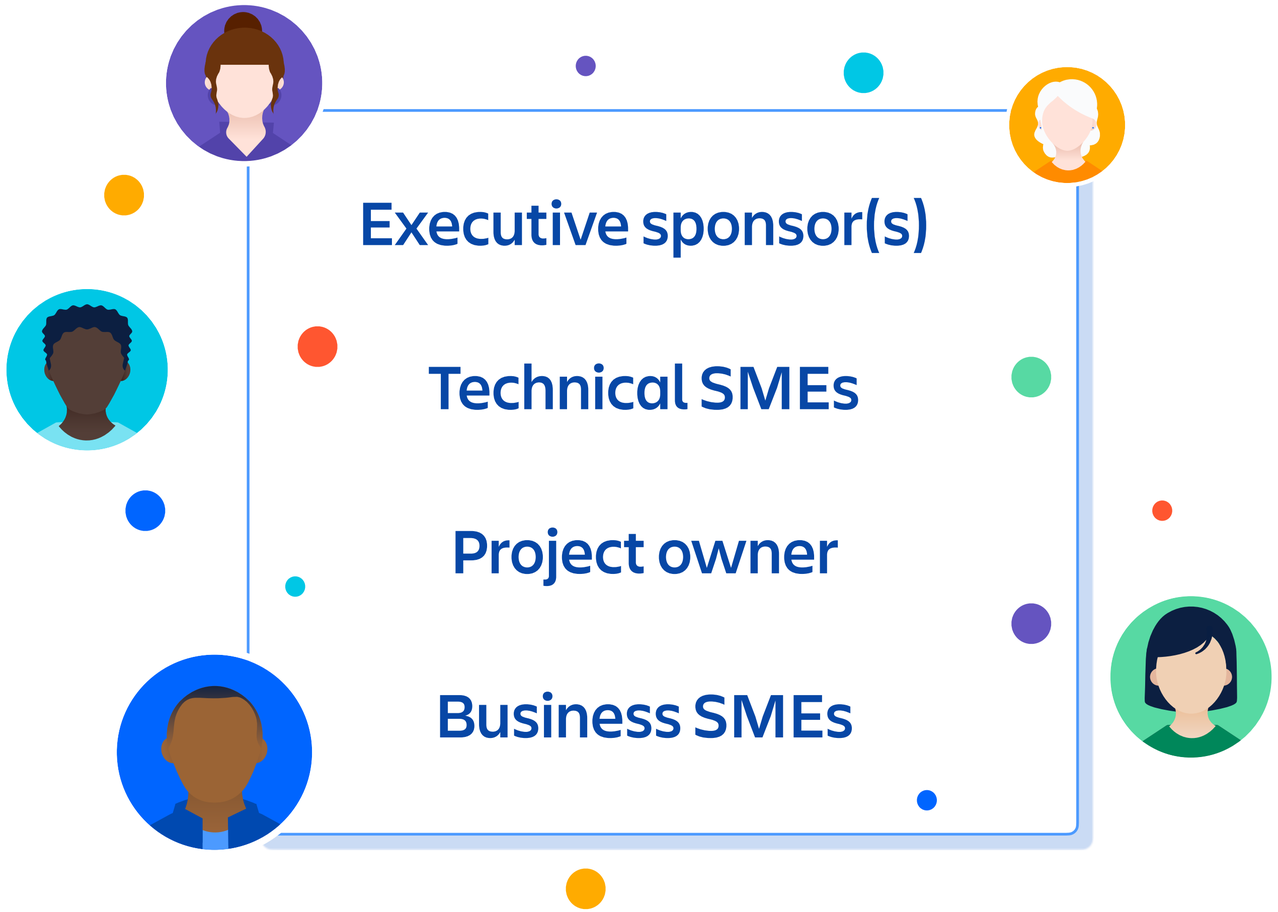
How many people are using the tools? How often? By department? By region?

ROI

Have you seen any cost savings or time savings?

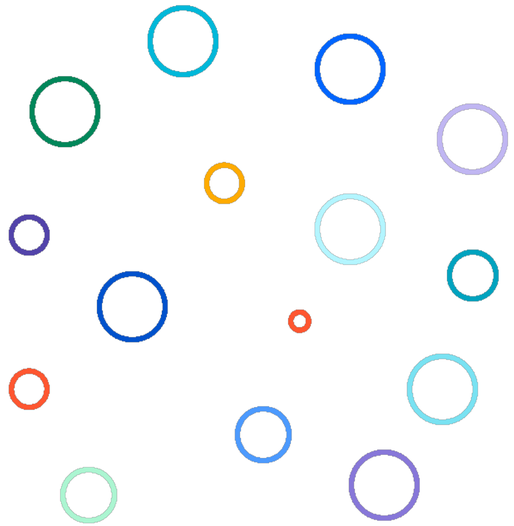
STEP 3

Assemble your adoption team

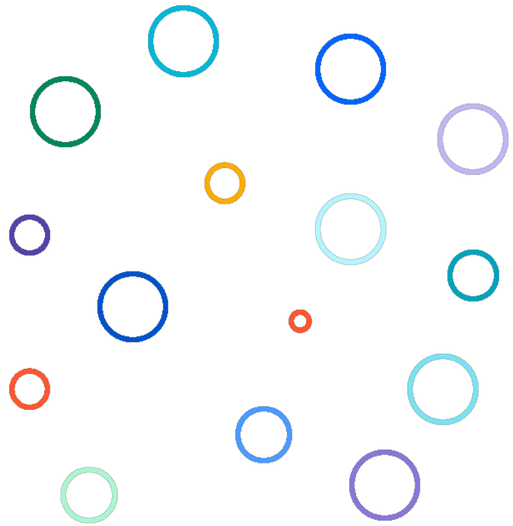


STEP 4

Scope the rollout



Phased rollout



Big bang rollout

STEP 5

Identify key use cases

	Current challenges	Potential use cases
Marketing		
HR		
Legal		

STEP 6

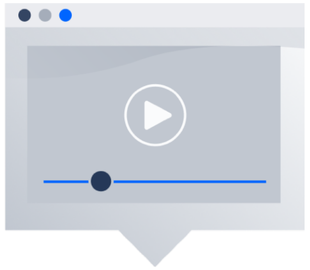
Build your training and support plan

How will you train your teams to use new tools?

How will you train your IT department to support new tools?

STEP 6

Build your training and support plan



On-demand

In-person

Lunch & learns

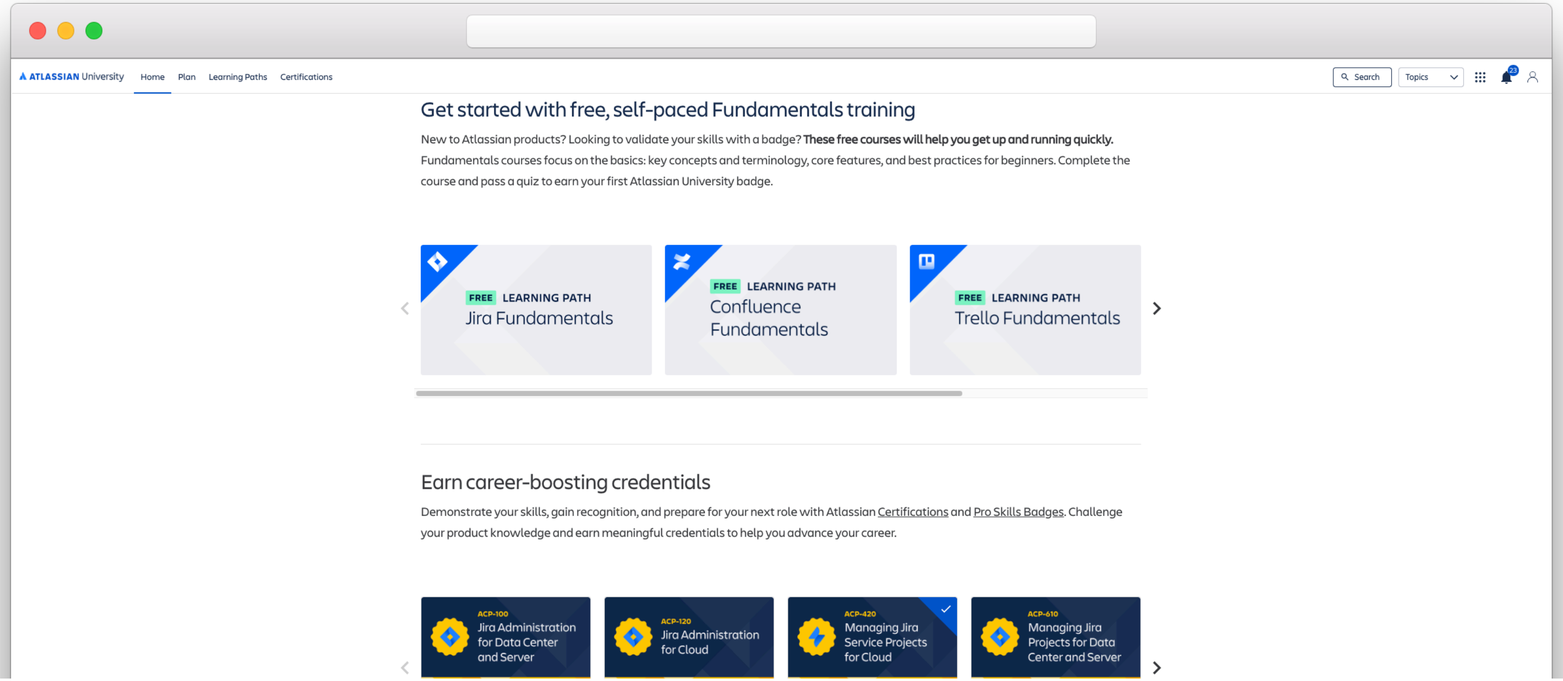
Office hours

Offer a variety of **formats** and **cadences** to increase engagement and improve the effectiveness of your rollout.

STEP 6

Build your training and support plan

Check out
ATLASSIAN University
for online training modules, certifications, and more!



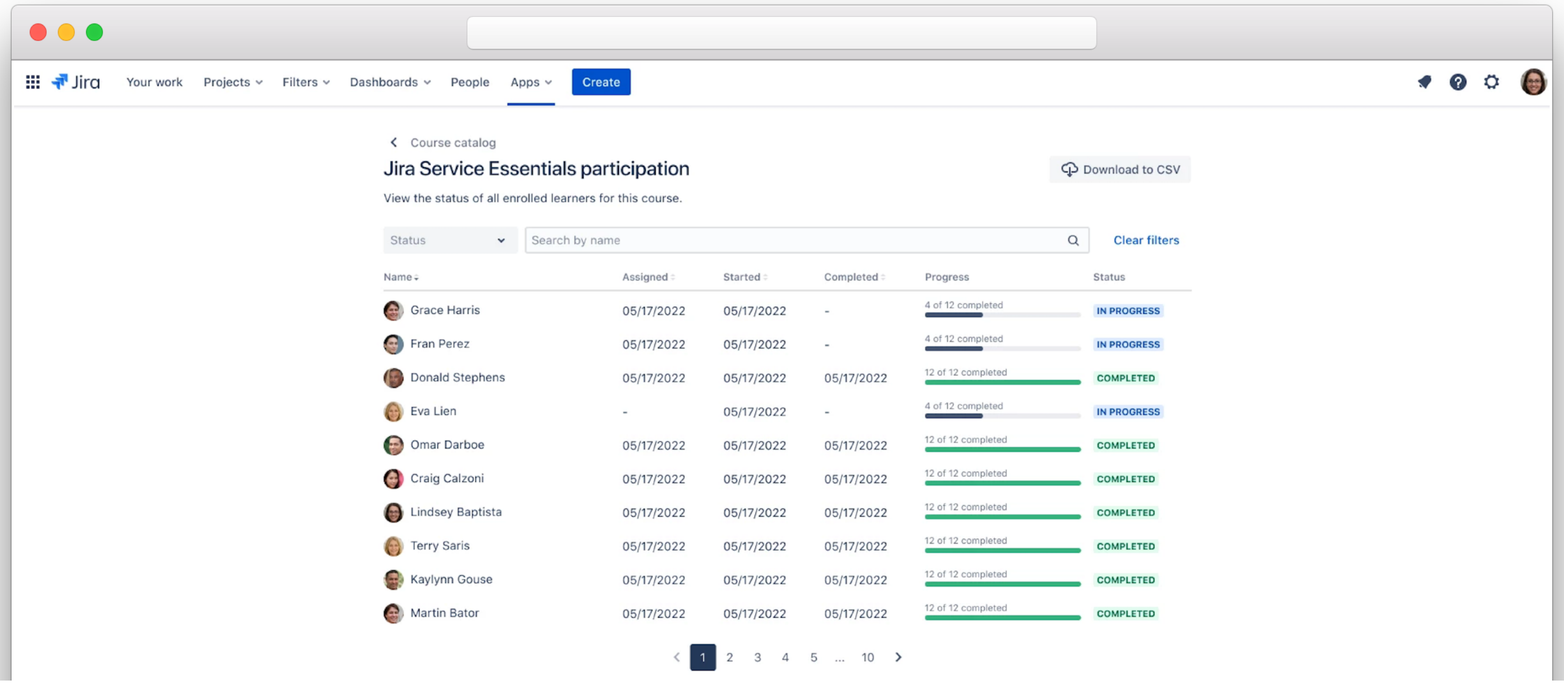
STEP 6

Build your training and support plan

Training for Jira

available in

ATLASSIAN Marketplace



Atlassian University courses and Atlassian YouTube videos were critical in training both users and admins. We built training plans for Jira Software, Jira Work Management, Confluence, and Advanced Roadmaps using only these free resources provided and prebuilt by Atlassian. In addition to async training, we also held open office hours before and after migration to answer specific questions and host UI/UX walk-through sessions, all of which were vital to the success of our change management plan.

CLEARWATER
ANALYTICS

STEP 7

Build your communications plan

HOW ORGANIZATIONS OFTEN HANDLE CHANGE

Monday	Tuesday	Wednesday	Thursday
Email on Monday	Training on Tuesday	"GO-LIVE" on Wednesday	...

STEP 7

Build your communications plan

Email from Executive Sponsor (more likely to be noticed than one from IT)

Corporate intranet or social platforms

Newsletter update

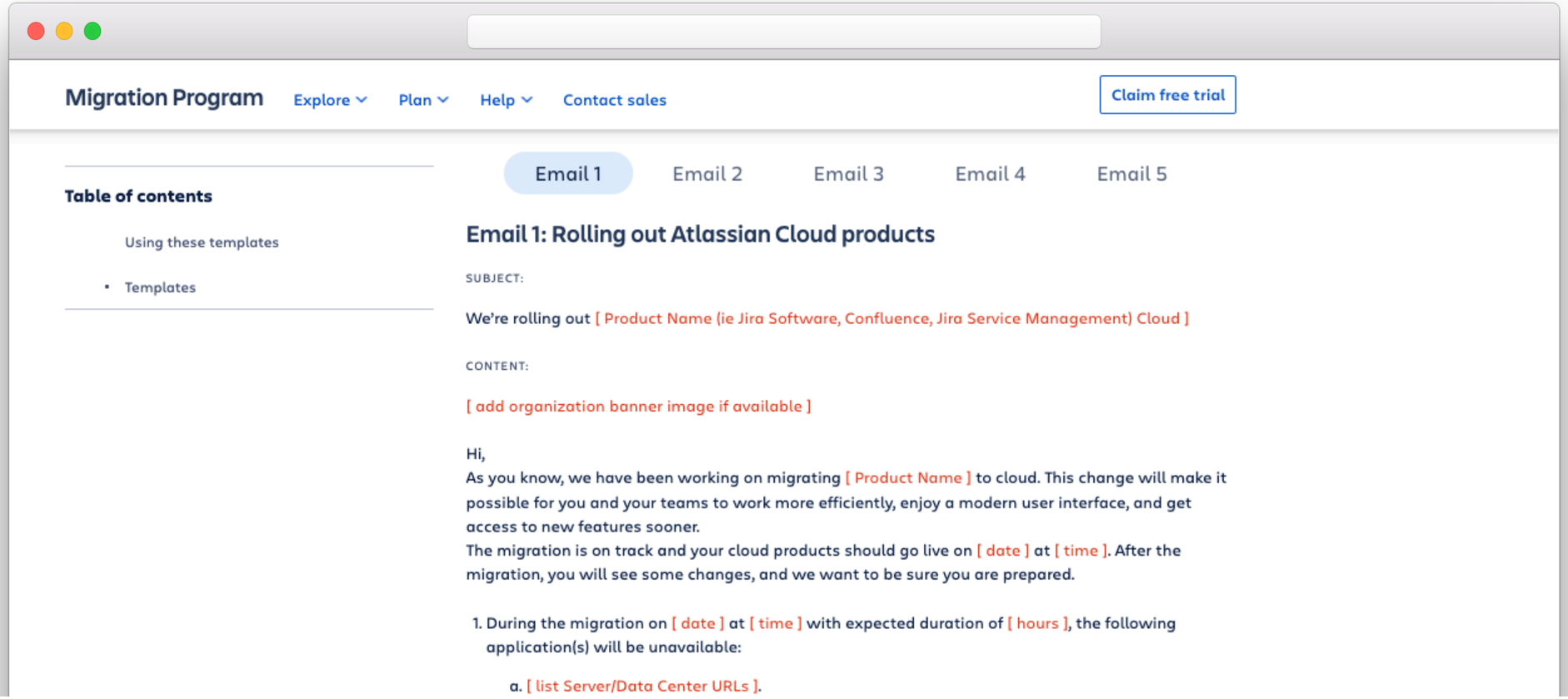
Showcase in org-wide or department-wide town halls/team meetings

Desktop backgrounds/screensavers or Zoom backgrounds

Physical signage or swag like posters, laptop stickers, etc.

STEP 7

Build your communications plan



STEP 7

Build your communications plan

MANAGING RESISTANCE TO CHANGE

We can’t avoid resistance entirely, but we can anticipate and plan for it to set the stage for successful adoption and change management.

STEP 8

Identify Champions and build your network

BUILD, TRAIN, AND NURTURE A CHAMPIONS COMMUNITY

Create

a Champions Slack/Teams channel to communicate.

Host

monthly office hours where Champions can network.

Reward

your Champions and recognize their hard work.

A Company User Group is a great idea to get alignment and speed-up adoption . . .we started 2023 with "Refresher" workshops on our ways of working, and based on the feedback, we have already scheduled monthly mini-workshops on specific topics, such as estimation and reporting. The workshops combine brief concept presentations, tools (Jira, Confluence), best practices, and demos.

KAPLAN

STEP 9

Ship it!

Agenda

The people side of change

Your plan for a successful rollout

Driving lasting change

Supporting your adoption journey

Q&A

STEP 10

Monitor & engage

Were we successful? What are our **success metrics** telling us?
Do we need to course-correct?

Are there successes in one department that can be highlighted and shared to **keep up the momentum?**

How are our teams feeling about the change? What other steps can we take to **support** them?

Are teams asking for **additional features**, add-ons, or products? Are there other helpful training resources?

Are we ready for teams to start using another Atlassian product to help **solve an ongoing challenge**?

How can we take this to the next level? Is there a **new use case** we want to land org-wide?

STEP 10

Monitor & engage

MEASURING ROI

Survey

Touch base with users via survey plugins available in Atlassian Marketplace.

Admin Hub

Access Atlassian's centralized user management portal at admin.atlassian.com.

STEP 10

Monitor & engage

SURVEY USERS TO GAUGE

Overall satisfaction

with the rollout, training, communications, and the new tools and processes.

New use cases

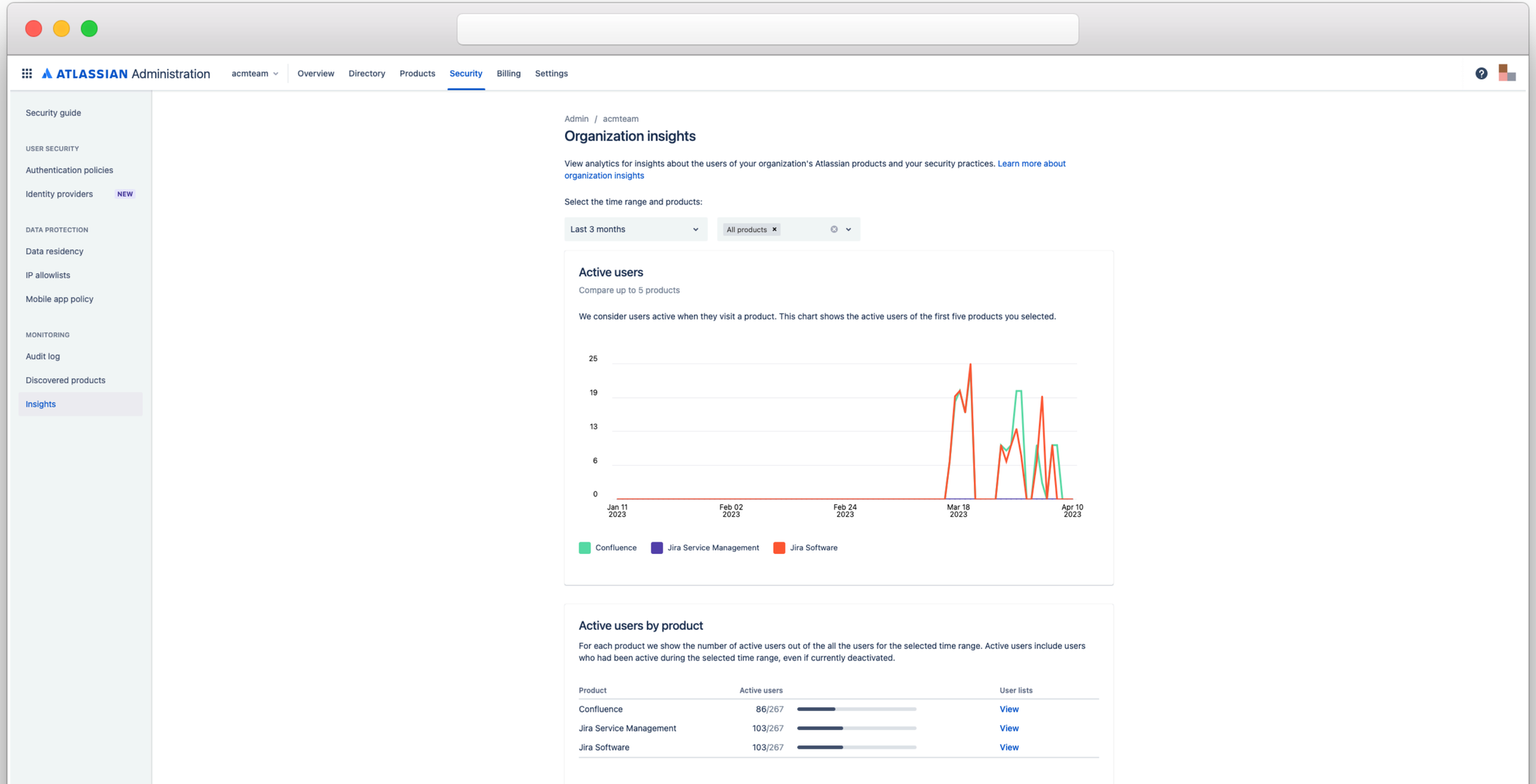
for products, including unexpected ways teams are using tools to get work done.

Future needs

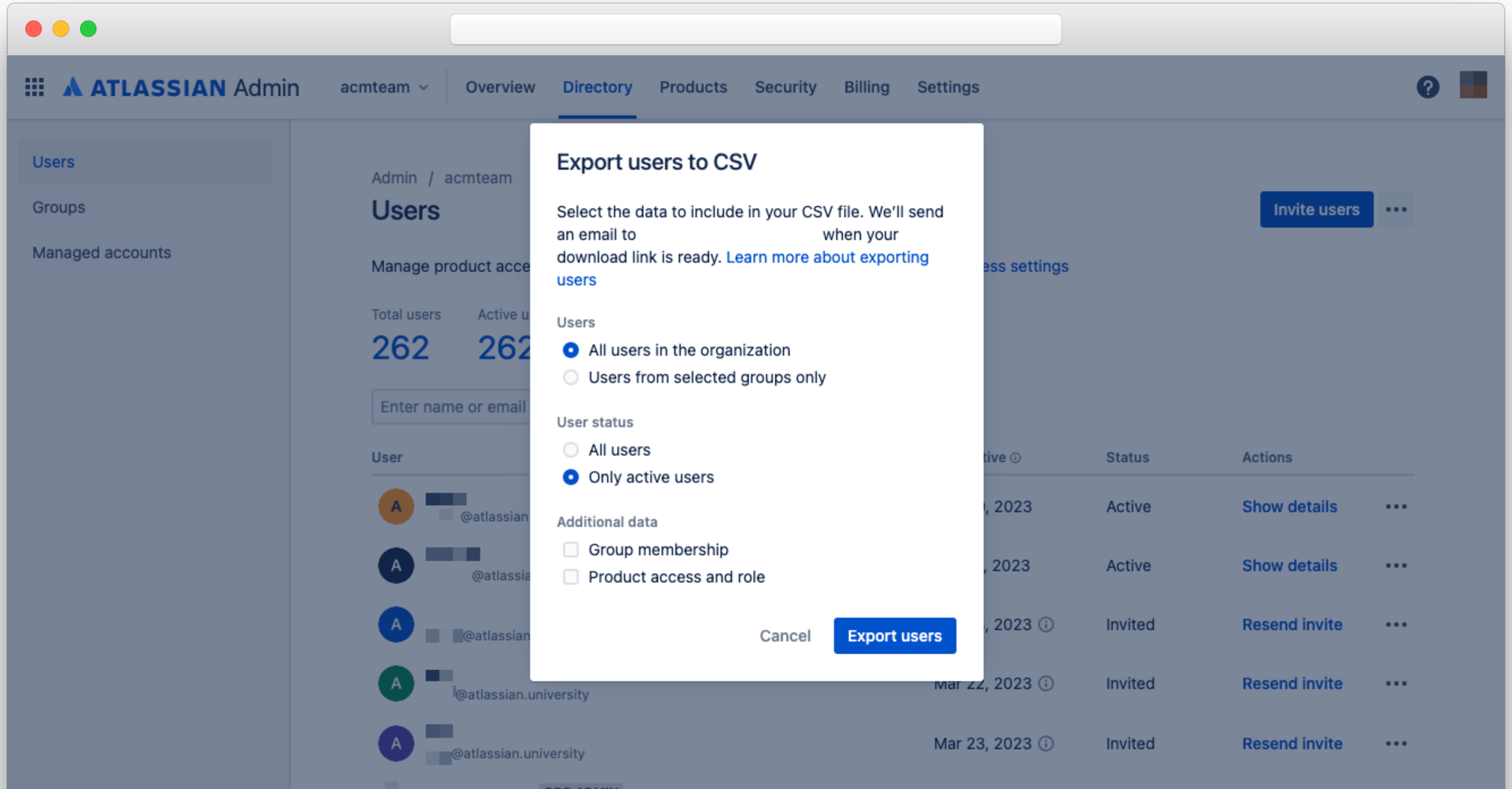
such as opportunities for growth and innovation down the road.

Demo time

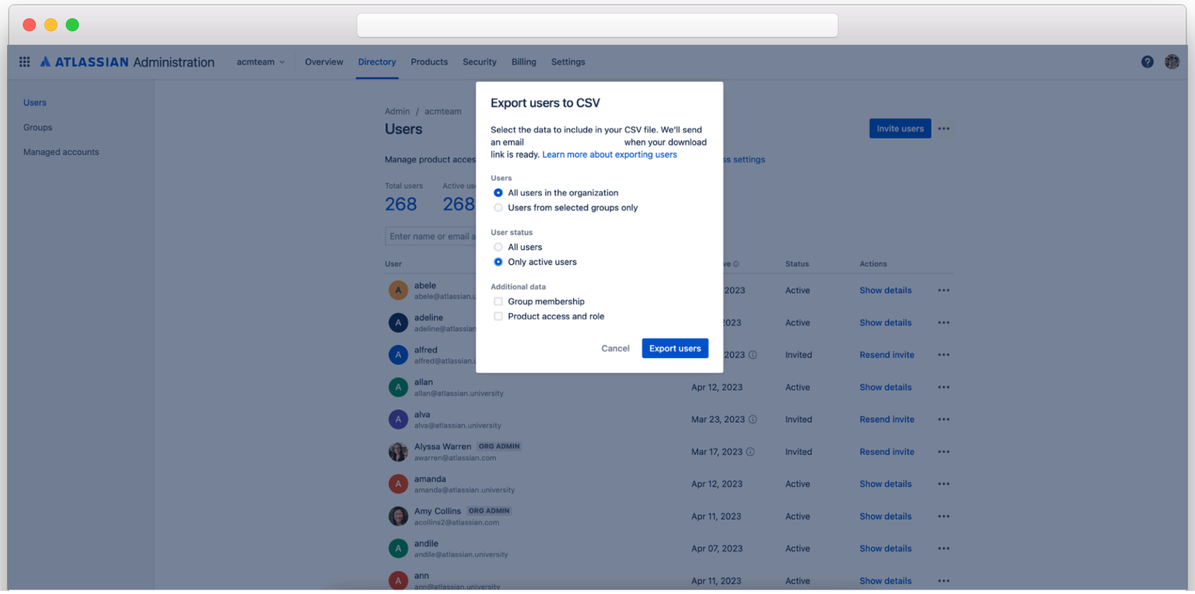
View organization insights

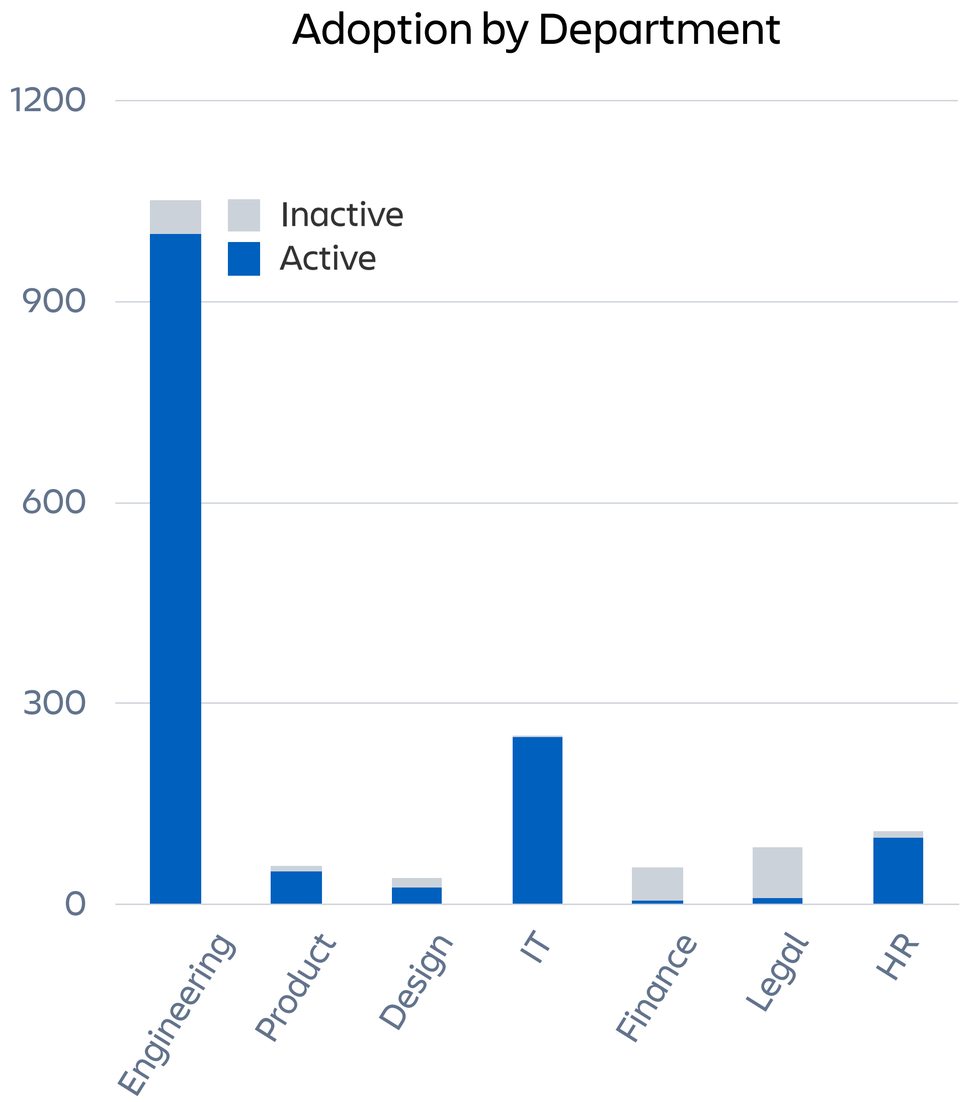


Understand user activity via CSV export

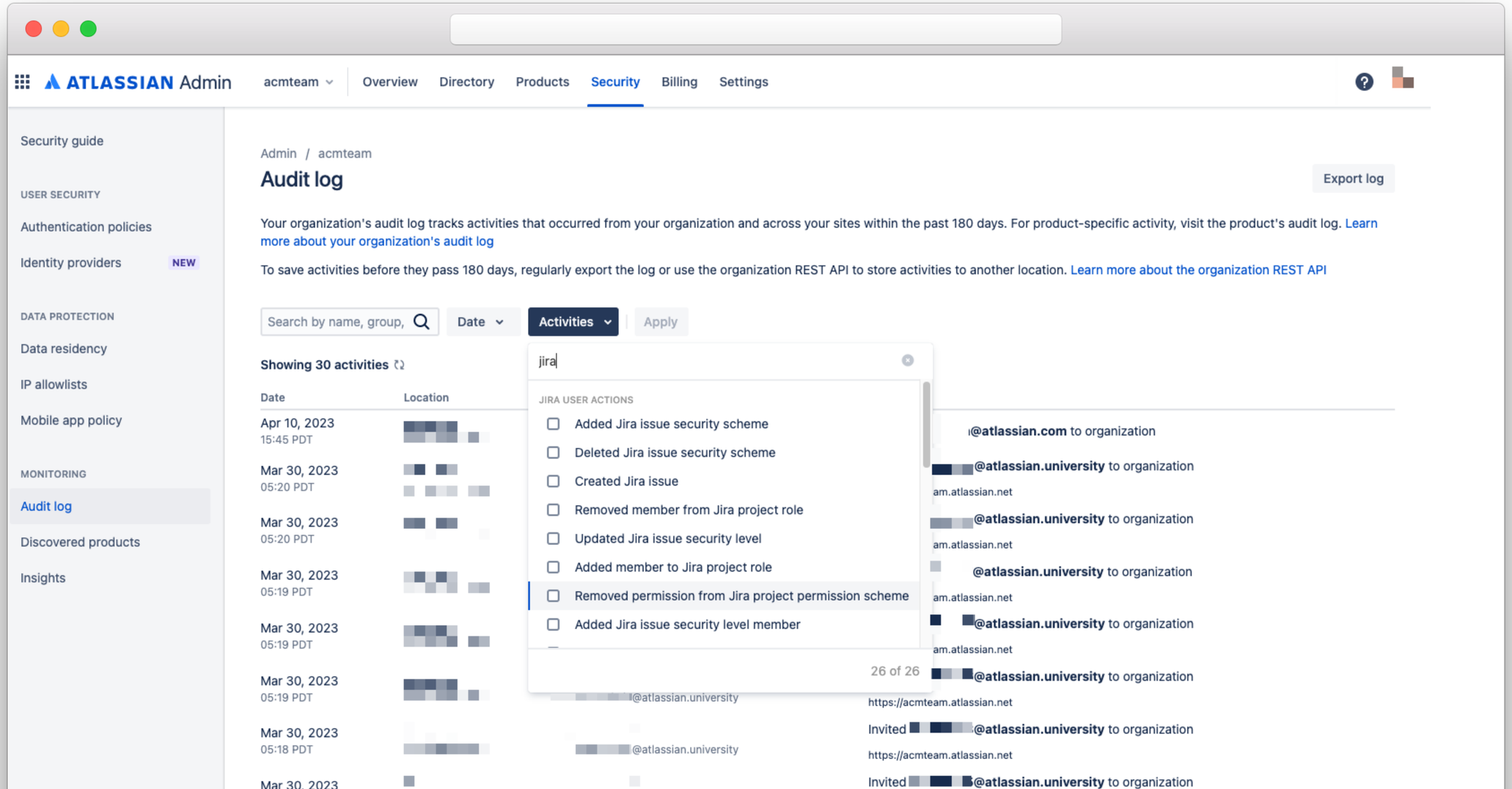


Measure adoption by department

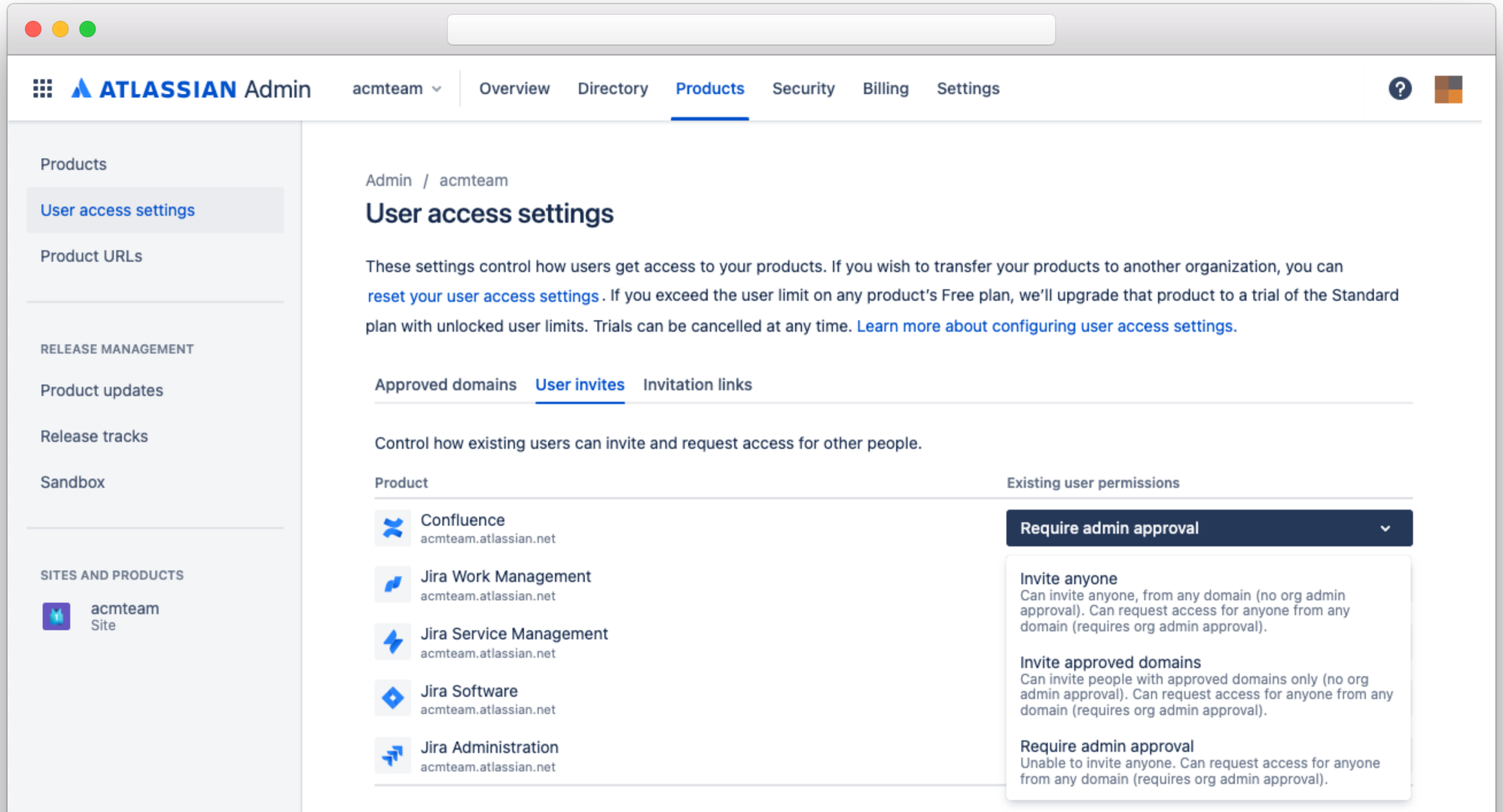




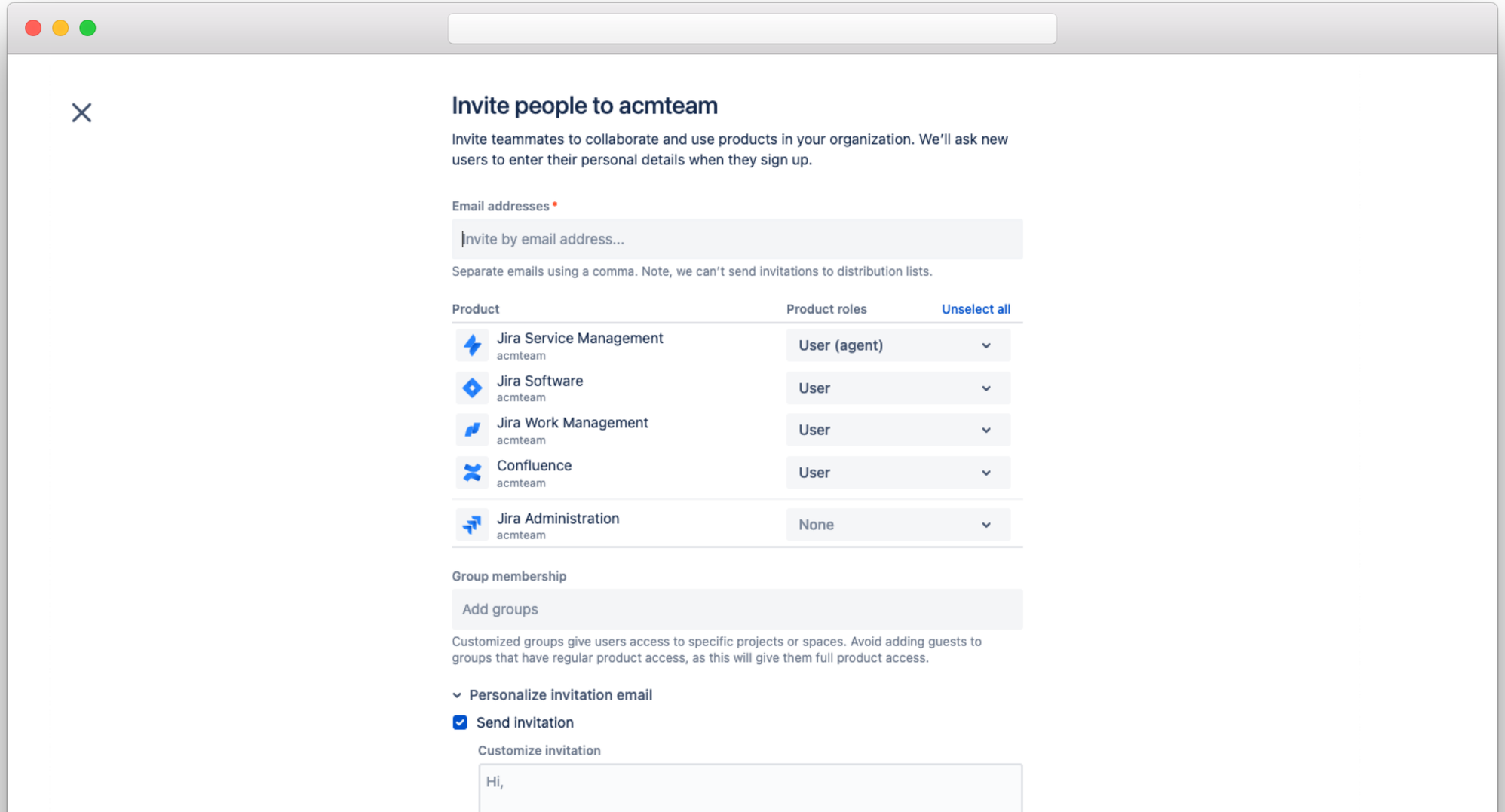
Identify Champions via audit log actions



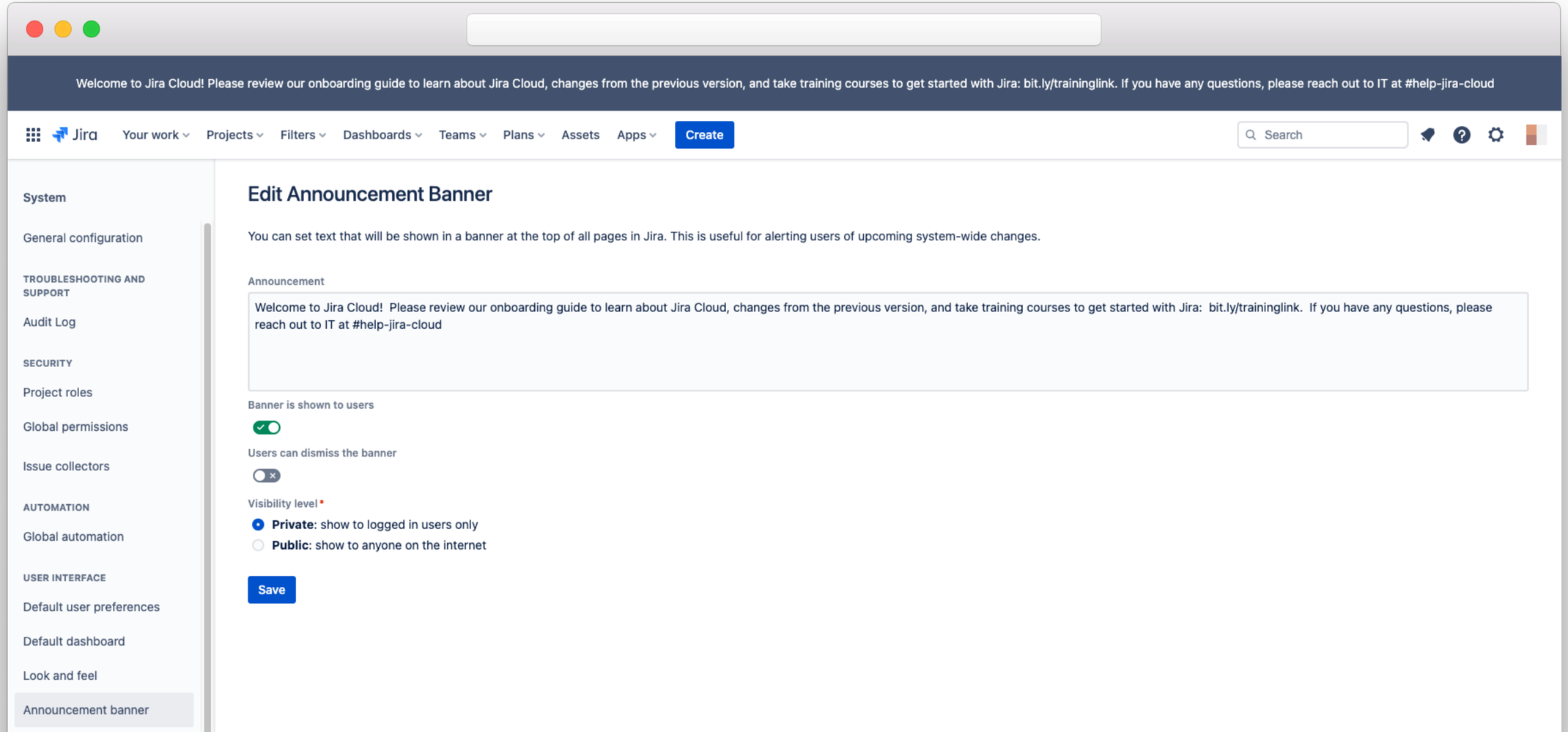
Simplify invitations via user access settings



Customize user invitation emails



Share updates via Jira announcement banner



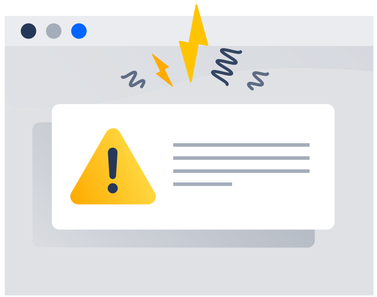
STEP 10

Monitor & engage

SIGNS THE CHANGE WAS UNSUCCESSFUL

Backsliding into old ways of working

Decrease in activity usage



Presence of Shadow IT

STEP 10

Monitor & engage

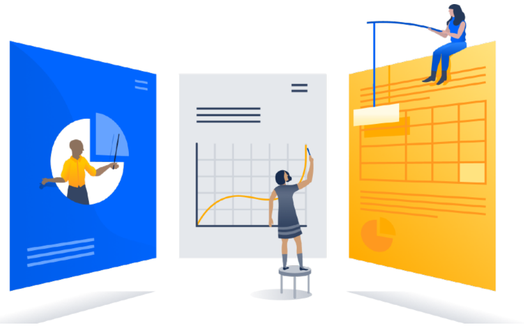
IMPROVING ADOPTION

Re-rollout

to departments with lower adoption; include targeted communication and training plans.

Identify

Champions to drive change and reinforce adoption from within teams.



Spread

current tooling across the organization; adopt new product use cases to fit team needs.

Agenda

The people side of change

Your plan for a successful rollout

Driving lasting change

Supporting your adoption journey

Q&A

Resources to support your Atlassian journey

Atlassian University

Quickly get started with free courses and hands-on trainings to upskill, get certified, or guide your team to new heights.

Partners

Extend the power of our tools with trusted Atlassian Partners, offering a wide range of accredited services and solutions.

Customer Success & Advisory Services

Tap into Enterprise services to access personalized support from experienced advisors.

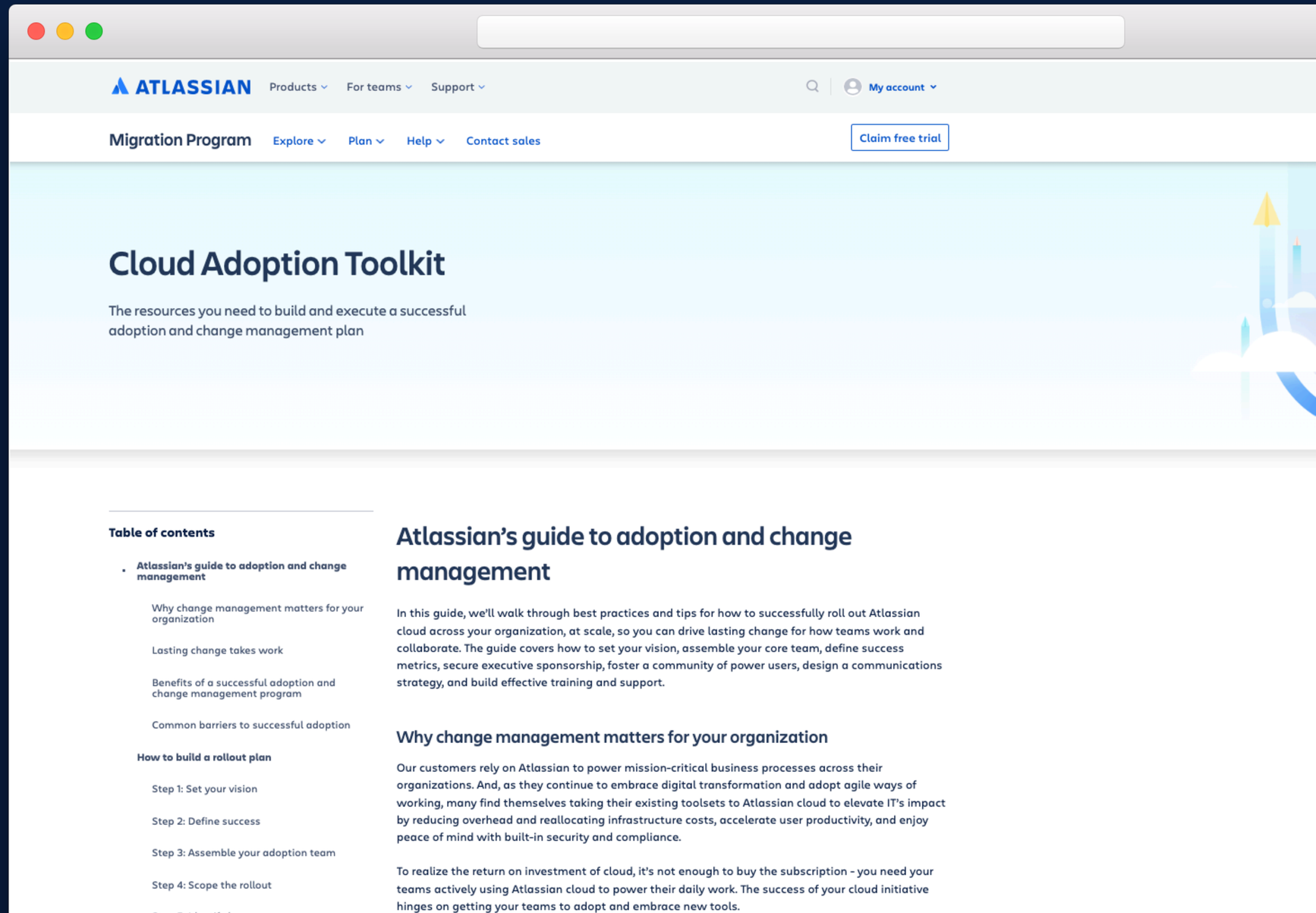
HIT THE ~~GROUND~~ CLOUD RUNNING

Check out the Cloud Adoption Toolkit for everything you need to build an adoption & change management plan and set your users up for success.

INTRODUCING THE CLOUD ADOPTION TOOLKIT

Step-by-step guidance

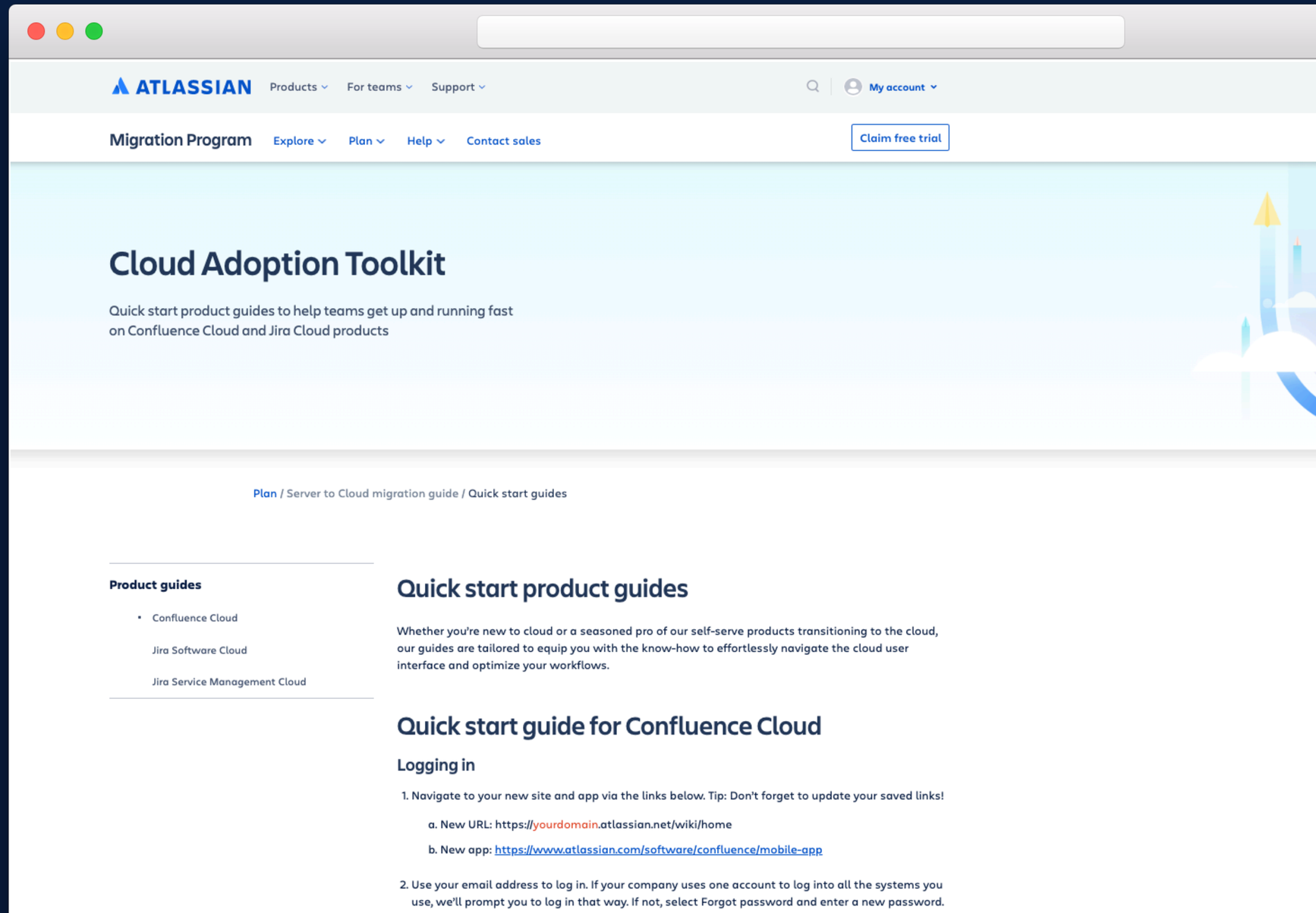
Learn about the importance of adoption & change management and follow our steps to a successful rollout plan.



INTRODUCING THE CLOUD ADOPTION TOOLKIT

Quick start guides for users

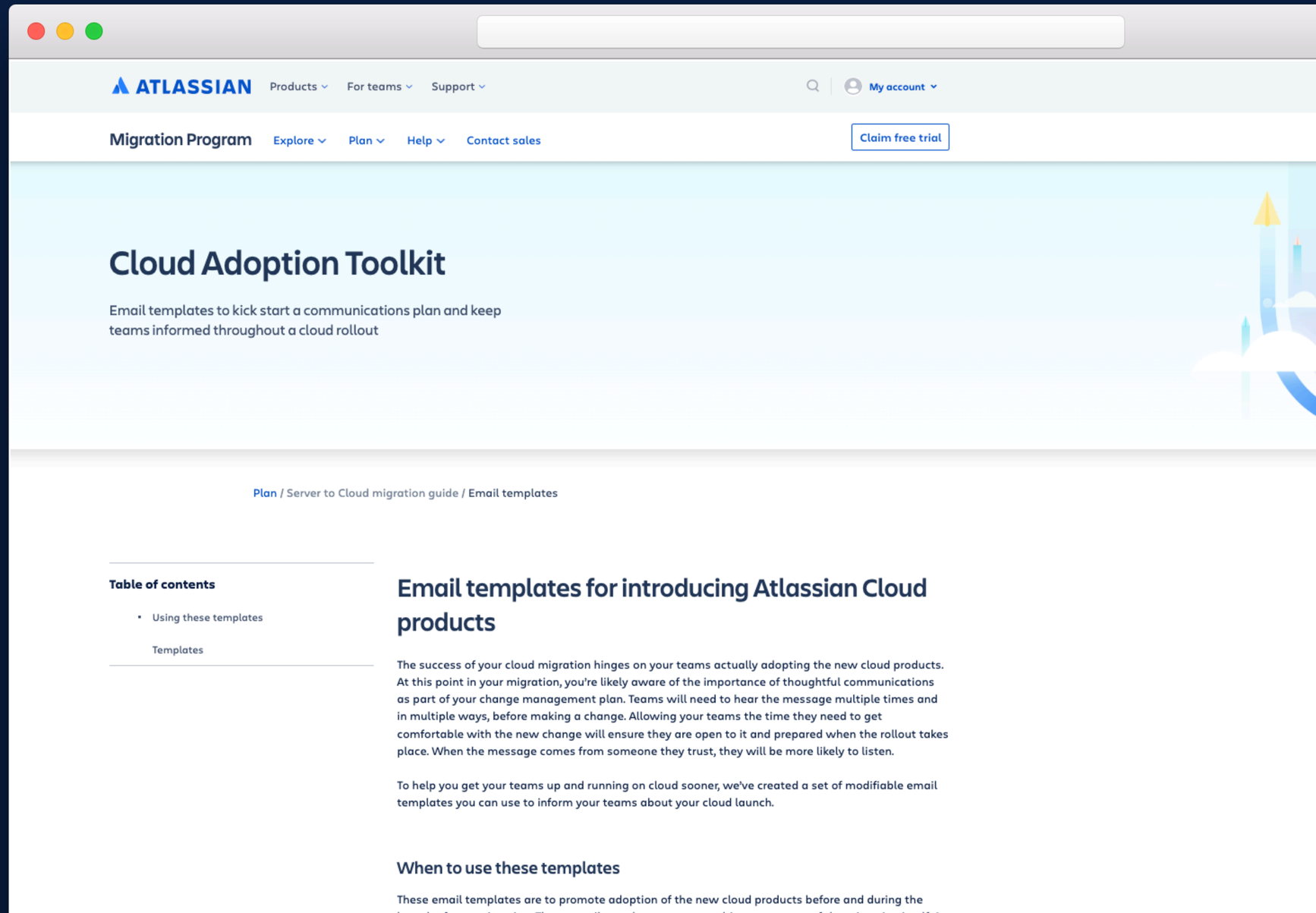
Give your users a high-level overview of UX changes the can expect moving to cloud so they can get productive, fast.



INTRODUCING THE CLOUD ADOPTION TOOLKIT

Customizable email templates

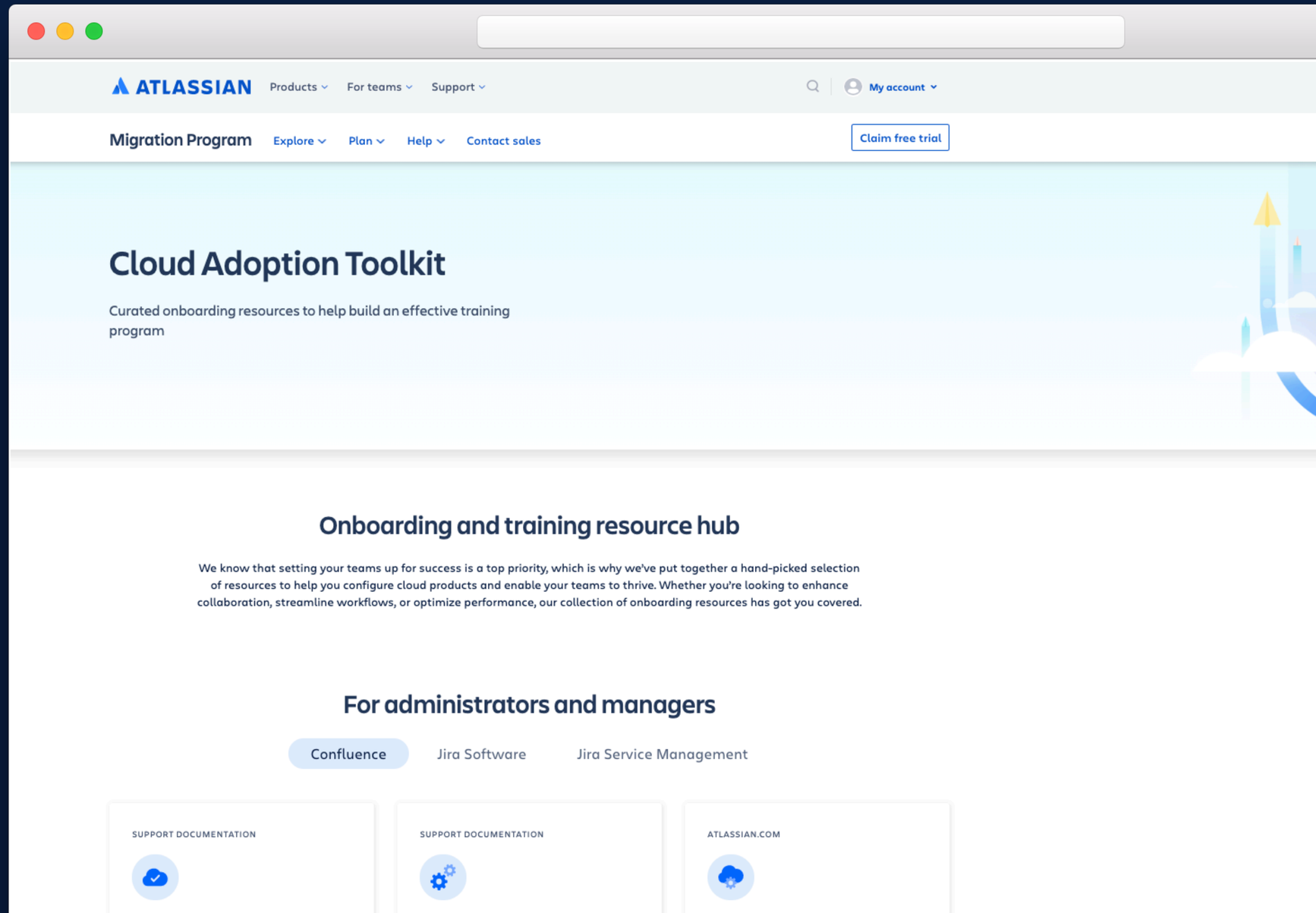
Ace your communications plan with a set of email templates designed to prepare your users for upcoming change.



INTRODUCING THE CLOUD ADOPTION TOOLKIT

Comprehensive training resources

Get inspiration for your user training plan by exploring our curated list of popular training materials for users and admins.



Key Takeaways

1. The people side of change is as critical as the technical side of change.

2. Organizational change is the result of *individual* change. We all move through change at different speeds.

3. Your strategic rollout plan for adoption and change management will set you up for long-term success.

4. The Cloud Adoption Toolkit is your go-to resource for Atlassian cloud adoption & change management!

Access the Cloud Adoption Toolkit

atlassian.com/adoption