

Build a Champion Program

Peer learning for AI adoption success



People,
not the technology they use,
are your greatest
competitive advantage.

#PeopleFirst



Copilot resources on Microsoft Adoption

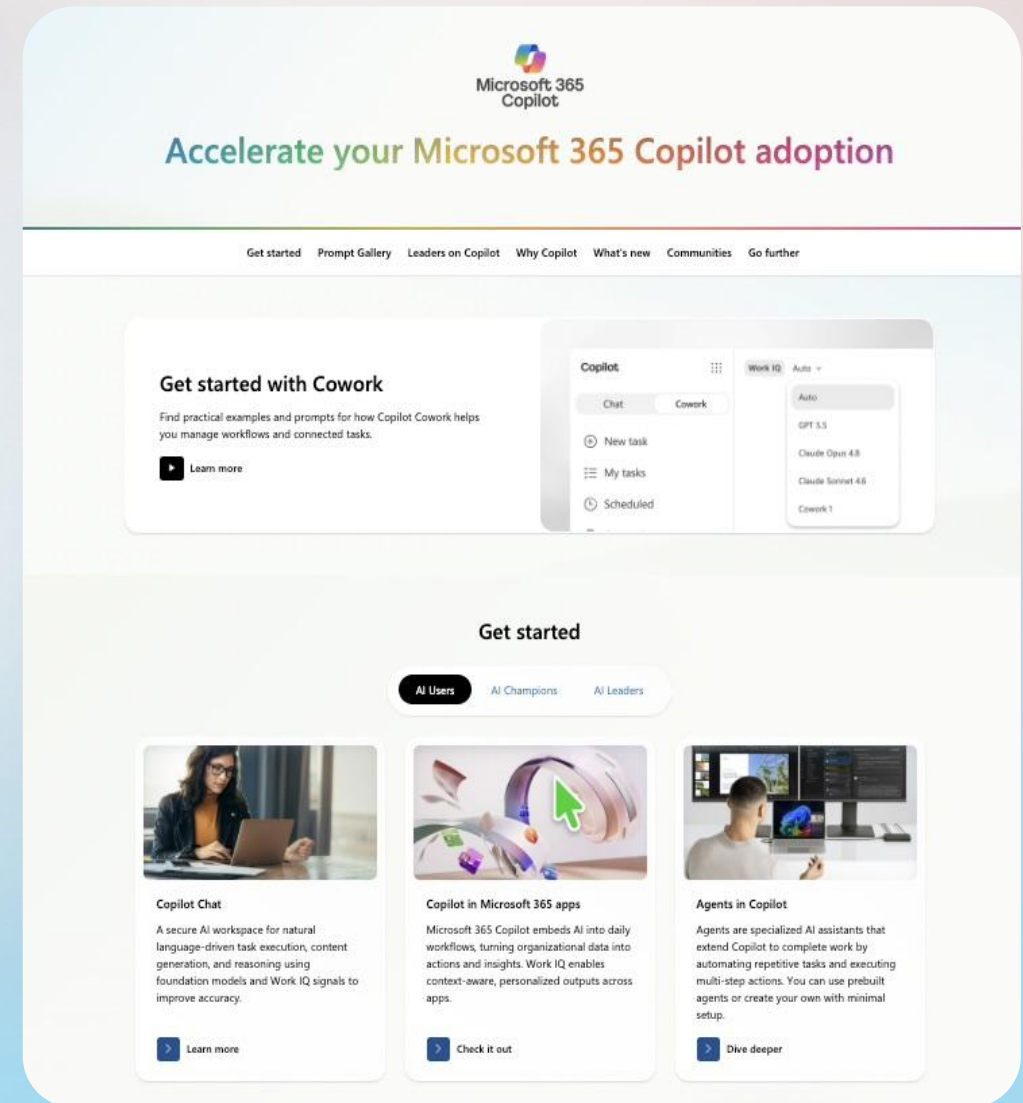
One site for all your Copilot needs:
adoption.microsoft.com/copilot

- Resources by role
- Interactive Prompt Gallery
- Product announcements and news
- Links to all other Microsoft sites
- Extended links for Microsoft 365 applications, Copilot Cowork, Copilot Studio, AI Agents, and more



Take the class!

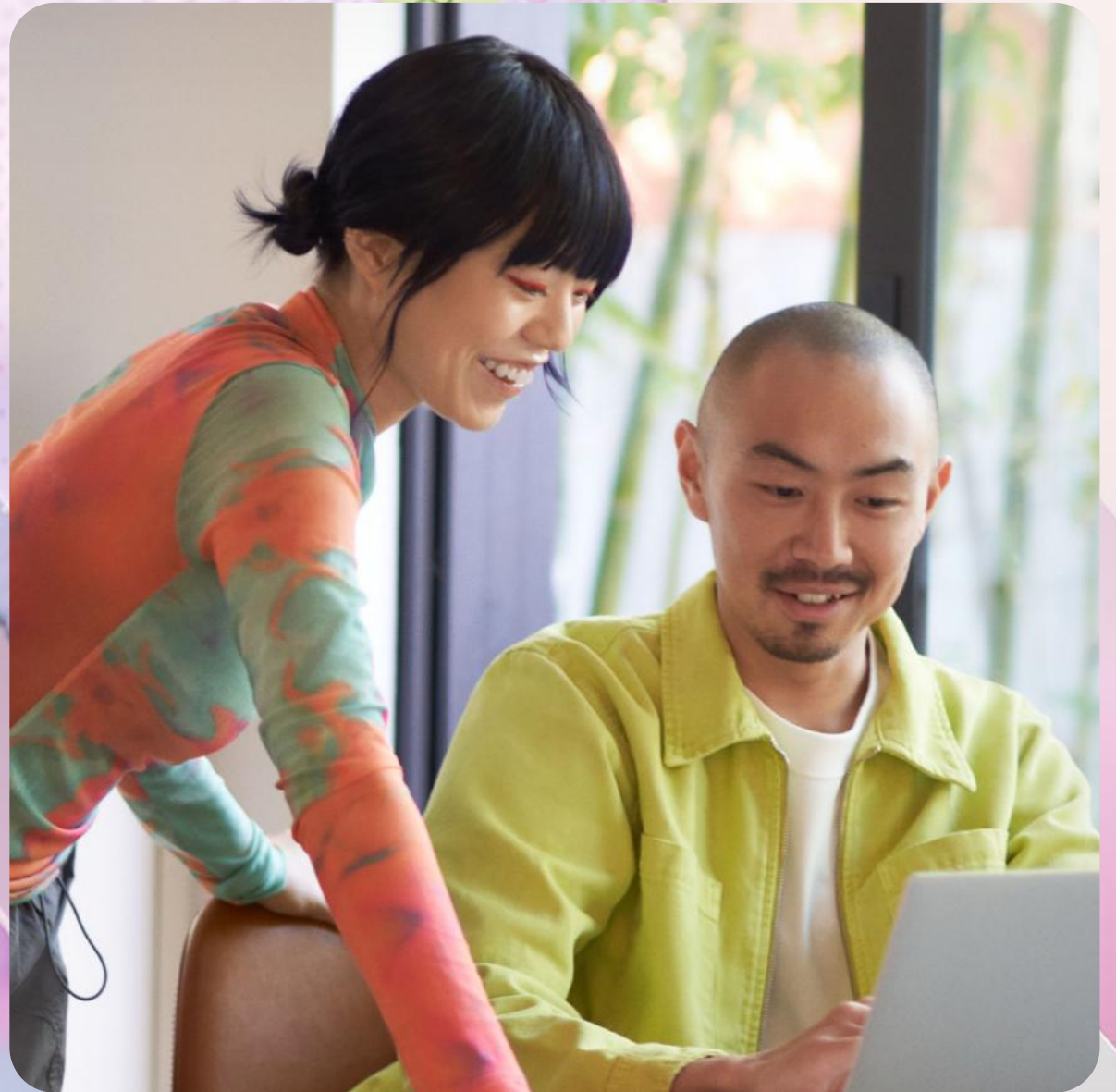
Earn your User Enablement badge & validate your skills with [MS-4007](#) available today!



Make a difference Become a Champion

- Get more from Copilot and Microsoft 365
- Help others do the same
- Expand your knowledge and enhance your career

Join the free program at aka.ms/M365Champions

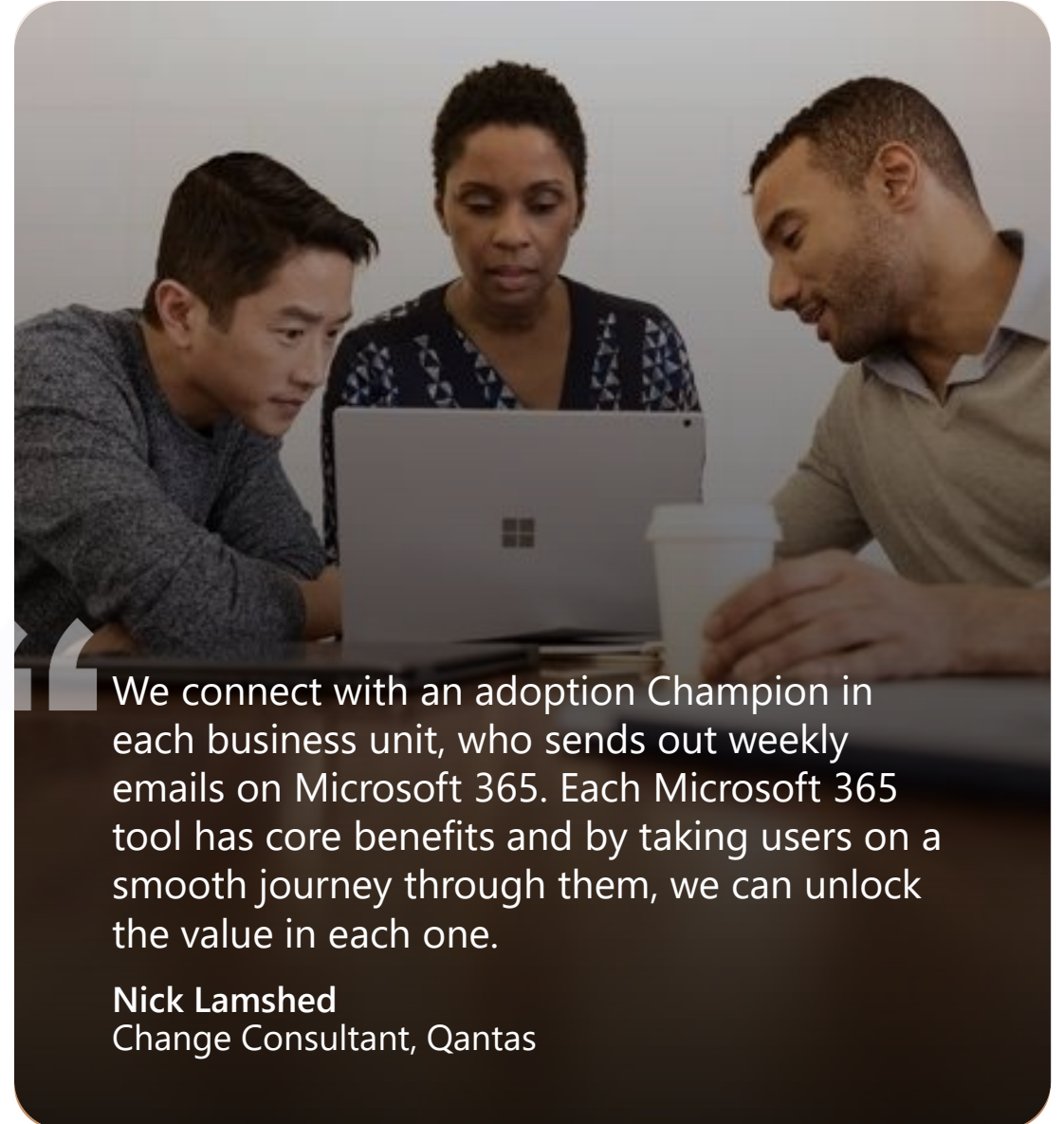


Who are Champions?

Champions provide peer learning, early feedback, and organizational support throughout the user enablement lifecycle. They are motivated by helping others rather than the technology itself and often are an ongoing source of high value scenarios. They build awareness, understanding, and engagement throughout the community as a trusted resource to their peers.

Champions will help to:

- ✓ Create the groundswell of enthusiasm that grows adoption.
- ✓ Build a circle of influence among their teams.
- ✓ Bring the new ways of working to life across teams.
- ✓ Identify business challenges and possible solutions.
- ✓ Provide feedback to the project team and sponsors.
- ✓ Reduce strain on core project team through active, ongoing engagement.

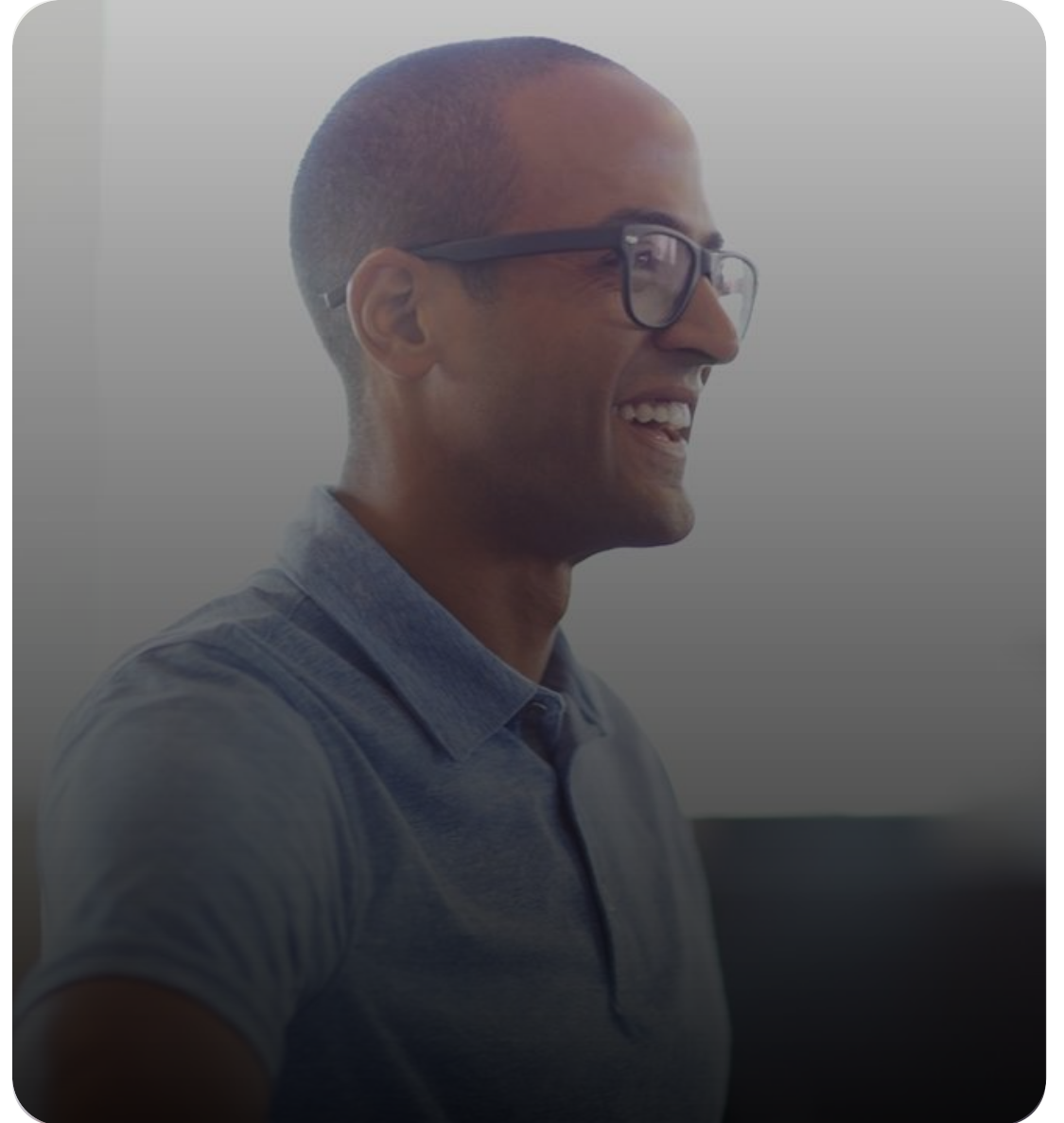


We connect with an adoption Champion in each business unit, who sends out weekly emails on Microsoft 365. Each Microsoft 365 tool has core benefits and by taking users on a smooth journey through them, we can unlock the value in each one.

Nick Lamshed
Change Consultant, Qantas

Five steps to developing a Champions community

- 1 Set the context.
- 2 Align the Champions community to organizational objectives and vision for your technology implementation.
- 3 Identify Champions and get buy-in.
- 4 Build a plan with Champions. Skill them first and often.
- 5 Execute and share Champion feedback with leaders and through [Service Health Reviews](#).



Build a sustainable Champions community



Champions help build, grow, and sustain your Copilot implementation by gathering feedback, supporting the human change lifecycle, and providing peer to peer guidance.

Champions:

- 1 Should be formally trained to increase their depth and breadth of knowledge.
- 2 Should be encouraged and empowered to guide, teach, and train their peers.
- 3 Need consistent positive reinforcement that affirms the impact of their efforts.
- 4 Need a clear plan upon which to execute.

The Champions program checklist

- ✓ Find enthusiastic Champions who can commit time and effort.
- ✓ Build a Viva Engage community or Microsoft Teams group for Champions to share updates and successes. (See [Build your Community of Practice with Viva Engage](#).)
- ✓ Provide materials ready to support their work on the group with teams and individuals (e.g., lunch and learn sessions).
- ✓ Ensure a regular rhythm for discussions with the Champions on what's working and what's not.
- ✓ Design a program to engage and recognize their effort, such as providing privileged access to relevant events or speaking engagements.
- ✓ Communicate to individuals about the Champions role and where they can be found – remember, they are not an IT support function but business representatives.
- ✓ Incorporate Microsoft 365 training resources into your own internal training site.
- ✓ Create a contest (e.g., scavenger hunts and giveaways) between departments to encourage people to interact with Microsoft 365.

Branding your Champion program

- ✓ Copilot Champions may be referred to with terminology that is in alignment with your company culture.
- ✓ Champions are professionally referred to as User Enablement Specialists.
- ✓ Microsoft Partners can aid you in creating your internal user enablement function.
- ✓ Champion recognition – in the form of badges for engagement, Praise via Viva Insights, or other forms – are essential to Champion morale.
- ✓ As advocates for the employee experience, regular feedback, employee engagement, and communications are required for role success.
- ✓ Champion duties are a part of the day-to-day duties of the employee alongside their core job function.
- ✓ Representation from across the organization ensures balanced viewpoints and early identification of risks and issues.

Thank you