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## Overview

In his seminal book, *How to Win Friends and Influence People*, philosopher-businessman Dale Carnegie said the way to get someone to do what you want is to “arouse in the other person an eager want.” This is good advice in many ways, but perhaps even more so when it comes to Office 365 adoption.

Some end-users are notoriously resistant to change, but Microsoft keeps shoveling new features into Office 365 at a dizzying rate.

Administrators and business leaders need to keep up by getting users onboard with the most valuable new features.

## Context

In this session, we'll talk about practical tools you can use to see and drive adoption of Office 365 workloads in your end-users. You'll learn:

- The difference between organizational change management and teaching kindergarten
- The most important metrics to track to see whether users are adopting the workloads you want
- How to encourage adoption using positive tools that unlock value instead of negative command-and-control messaging
- How to find and cultivate pioneers who can help get your user base moving in the right direction

## Key Takeaways

### What is adoption, anyway?

When pushing for Office 365 adoption, what does that really mean? There are many different ways you can measure if the platform has been ‘adopted’, including first logon or activity, monthly active users, month-over-month growth, daily usage, data growth, and many other metrics.

It's important to use the correct measuring stick as it's easy to manipulate the metrics. For example, if someone uploads 50TB of cat pictures to OneDrive, data growth would be huge, but that's not a reliable measure for adoption.

For Office 365, what do we care about the most? More than likely, it's “are the users gaining value and/or being more productive?” Another option is also, “are you getting good value out of the license cost I am paying?”

### Adoption vs change management

Change management has to do with controlling the rate and nature of change. It's important to have a coherent and consistent approach to change management that is defined, repeatable and measurable.

There are several important steps to maintaining quality control, including what's allowed to change, what's the risk of changing it, who's allowed to change it, who's impacted by the change, how will the change be planned and executed,

and how do you technically execute changes?

But one of the most important questions is after the change has occurred, what happens then? As Paul notes in the webinar, most change control policies are about controlling the change process, not on dealing with the aftermath.

## Adoption vs change management

Think about the old joke: why do they call it "quality control?"

- *Change management* has to do with controlling the rate and nature of change
    - What's allowed to change?
    - What's the risk of changing it?
    - Who's allowed to change it?
    - Who's impacted by the change?
    - How will the change be planned and executed?
    - How do you technically execute changes?
  - Once the change is made, what happens then?
  - Typically *linear*
- *Adoption* is centered around helping changes take root
  - The change has been executed, but now you have to
    - Tell people about the change
    - Soothe their fears
    - Resolve misconceptions or bad optics
    - "Teach, preach, expound, and exhort"
    - Adjust as necessary
  - Typically a *spiral*



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Adoption is different. It's about helping users make the change once the process has been updated. Helping the user understand that change isn't always the result of a previous negative action but that moving to the new service, Office 365, can improve their productivity.

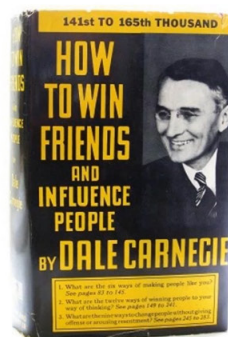
## The Dale Carnegie Approach

Carnegie's book, *How to Win Friends and Influence People*, with more than 15 million copies sold, creates a foundation about how to use strategies to influence people. And in this webinar, Paul outlines how these strategies can be used to increase Office 365 adoption.

## So... Dale Carnegie?

You may not know his work, but you're surrounded by it

- American public speaker and author
- Wrote the immensely influential *How to Win Friends and Influence People*
  - First published in 1936
  - More than 15 million copies have sold since
- Six key philosophies that are relevant to Office 365 adoption
  - **Arouse in the other person an eager want.**
  - **Talk in terms of the other person's interest.**
  - **Make the other person feel important – and do it sincerely.**
  - **Praise every improvement.**
  - **Throw down a challenge.**
  - **Make the other person happy about doing what you suggest.**



In the webinar, Paul dives deep into each section, but the outline below will give a higher-level look at each of Carnegie's strategies and how they can be applied to Office 365.

1. Arouse in the other person an eager want:
  - a. What features, versions, or fixes, can Office 365 enable that will make your end user happy?
  - b. Is there new flexibility that is enabled, or other 'delight' features that will make the user more likely to adopt the new software?
2. Talk in terms of the other person's interest:
  - a. Understand what the user cares about and how Office 365 can solve their problems, don't focus on solving IT's problems.
3. Make the other person feel important:
  - a. Users often feel like an afterthought.
  - b. How can your adoption strategy make the users feel important?
4. Praise every improvement:
  - a. Data is a key aspect of driving adoption, adoption without data is shouting "do this, now do this!"
  - b. Build your adoption campaigns based on data as this will give you the information you need to encourage behavior.
5. Throw down a challenge:
  - a. Challenge and commitment can be powerful tools when used correctly.
  - b. People respond to challenges from people they like / trust / believe in.
  - c. They respond best when they think your interests are aligned with theirs.
6. Make the other person happy about doing what you suggest
  - a. Success depends on you being able to show that adopting the new technologies benefits the adopter.
  - b. This is the most difficult principle to address when using this methodology to drive adoption.

## Summary

When looking to drive Office 365 adoption in your organization, you will get much further with your deployment if you are able to center the user around stimulating demand and desire. Involving the users early and often in meaningful discussion, communicating frequently about decisions and changes, and driving adoption with data and not shouting, are quality steps you can take to help push your Office 365 adoption forward.

You can learn a lot more about driving adoption of [Office 365 from Paul and Quadrotech on their website.](#)