



# Implementation

## Communication Plan

# Audience Segmentation

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- Your organization
  - Executive
    - Training Department
  - IT
  - Directors
    - Location Manager
    - End Users

# Required Messaging



- Executive
  - Inform of Project
  - Key benefits
  - Performance against Project Goals
- IT
  - Inform
  - Technical Requirements and Support
- Team Manager/Supervisor
  - Expectations
  - WIIFM
  - Drive Participation
  - Encourage fun competition (leaderboard)
  - Communicate Successes
- Directors
  - Inform
  - Expectations
  - Drive Participation
  - Communicate Successes
- End Users
  - Expectations
  - WIIFM

# Possible Objections



- Executive
  - Time off the job for training
- IT
  - Time to book Resources (SSO/SFTP)
- Location Manager
  - Another 'flavor of the month'
  - We don't need it
- Directors
  - Time away from sales
  - No time to babysit
- End Users
  - No time
  - Don't care

# Roll Out Schedule and Tasks

# Available Resources



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- Email Templates
- Posters
- Team Huddle Notes

# We are the Champions



- Identify a small number of people you feel would be strong advocates of the platform to help drive participation
- Conference call agenda
  - What Axonify is
  - Why they were selected and what will be expected of them throughout the process.

# Four Weeks Prior to Launch



## TASK: Email from Sponsor to Executive Team to introduce the Axonify Platform

**Subject:** An Innovative New Learning Solution Being Launched at [INSERT ORGANIZATION]

[FIRST NAME],

As part of our overall initiative to [INSERT INITIATIVE I.E. REDUCE SAFETY INCIDENTS], we have decided to roll out of an innovative new Knowledge platform called Axonify. As a fun, fast and effective learning method, Axonify has been proven to increase employee knowledge in leading organizations, such as Walmart, Johnson & Johnson and Bloomingdale's, resulting in improved performance and bottom-line results.

The executive sponsor for the project is [INSERT EXEC SPONSOR] and [INSERT PROJECT MANAGER] will be managing the implementation process. It is our objective to [INSERT PROJECT OBJECTIVE I.E. REDUCE SAFETY INCIDENTS BY 5%].

### How it works

Employees will access the Axonify platform via [INSERT ACCESS POINT I.E. MOBILE DEVICE] each day, whenever they have a few minutes. They will be presented with their learning in the form of questions and short training bursts in [INSERT TOPICS] topics. The platform quickly identifies individual knowledge gaps and starts to deliver personalized learning to close those gaps. To further engage the learner, the system leverages game mechanics, such as game play, leaderboards and rewards.

Check out this 4-minute [video](#) for a quick overview of the experience.

More information will be distributed as we get closer to launch date, however in the meantime don't hesitate to reach out to me at [INSERT CONTACT INFO] with any questions that you may have.



# Four Weeks Prior to Launch



## TASK: Email from Project Team to Team Managers/ Supervisors to introduce the Axonify Platform

**Subject:** An Innovative New Learning Opportunity Being Launched at [INSERT ORGANIZATION]

[FIRST NAME],

Congratulations! As part of our overall initiative to [INSERT INITIATIVE I.E. REDUCE SAFETY INCIDENTS], your team has been chosen to participate in our initial rollout of an innovative new Knowledge tool called Axonify. As a fun, fast and effective learning method, Axonify has been proven to increase employee knowledge in leading organizations around the world, resulting in improved performance and bottom-line results. It is our objective to [INSERT PROJECT OBJECTIVE I.E. REDUCE SAFETY INCIDENTS BY 5%].

### How it works

Employees will access the Axonify platform via [INSERT ACCESS POINT I.E. MOBILE DEVICE] each day, whenever they have a few minutes. They will be presented with their learning in the form of questions and short training bursts in [INSERT TOPICS] topics. The platform quickly identifies individual knowledge gaps and starts to deliver personalized learning to close those gaps. To further engage the learner, the system leverages game mechanics, such as game play, leaderboards and rewards.

Check out this 4-minute [video](#) for a quick overview of the experience.

In addition, Axonify has a great mobile management tool called TeamLink to help you identify non-participants, top performers and employees who may need coaching on certain topics. You can also use the tool to send your team messages, congratulating them on their success or just notifying them of something new.

More information will be distributed as we get closer to launch date, however in the meantime don't hesitate to reach out to me at [INSERT CONTACT INFO] with any questions that you may have.

# Three Weeks Prior to Launch



## TASK: Email from Project Team to Team Managers/ Supervisors to introduce the Axonify Platform

**Subject:** An Innovative New Learning Opportunity Being Launched at [INSERT ORGANIZATION]

[FIRST NAME],

Congratulations! As part of our overall initiative to [INSERT INITIATIVE I.E. REDUCE SAFETY INCIDENTS], your team has been chosen to participate in our initial rollout of an innovative new Knowledge tool called Axonify. As a fun, fast and effective learning method, Axonify has been proven to increase employee knowledge in leading organizations around the world, resulting in improved performance and bottom-line results. It is our objective to [INSERT PROJECT OBJECTIVE I.E. REDUCE SAFETY INCIDENTS BY 5%].

### How it works

Employees will access the Axonify platform via [INSERT ACCESS POINT I.E. MOBILE DEVICE] each day, whenever they have a few minutes. They will be presented with their learning in the form of questions and short training bursts in [INSERT TOPICS] topics. The platform quickly identifies individual knowledge gaps and starts to deliver personalized learning to close those gaps. To further engage the learner, the system leverages game mechanics, such as game play, leaderboards and rewards.

Check out this 4-minute [video](#) for a quick overview of the experience.

In addition, Axonify has a great mobile management tool called TeamLink to help you identify non-participants, top performers and employees who may need coaching on certain topics. You can also use the tool to send your team messages, congratulating them on their success or just notifying them of something new.

information will be distributed as we get closer to our launch date of [##MMM], however in the meantime don't hesitate to reach out to me at [INSERT CONTACT INFO] with any questions that you may have.

# Two Weeks Prior to Launch



## TASK: Email from Project Team to Team Managers/ Supervisors to Launch Information

**Subject:** Coming Soon to a Device Near You!

[FIRST NAME],

Our launch is approaching quickly and we can't wait to get you and your team started. To help get you ready, we have scheduled a webinar next week [##:## on ##MMM].

### Meeting Agenda

- Project overview – How we are going to help you [INSERT INITIATIVE I.E. REDUCE SAFETY INCIDENTS] for you team.
- Demonstration
- Questions

In addition, we'll schedule another meeting in a month to show you Axonify's great mobile management tool called TeamLink to help you identify non-participants, top performers and employees who may need coaching on certain topics. You can also use the tool to send your team messages, congratulating them on their success or just notifying them of something new.

More information will be distributed as we get closer to our launch date of [##MMM], however in the meantime don't hesitate to reach out to me at [INSERT CONTACT INFO] with any questions that you may have.

# One Week Prior to Launch



## TASK: Manager Webinar to Prepare for Launch

### Agenda

- Overview of Project and Goals – Exec Sponsor
- Roles and Responsibilities – Exec Sponsor/Client Project Manager
- How Axonify works – Axonify Project Manager
- Platform Demonstration – Axonify Project Manager
- Questions

Axonify™

Introducing...

Click to add presenter name

# One Week Prior to Launch



## TASK: Email from Project Team to End Users to Introduce Axonify

**Subject:** An Innovative New Learning Opportunity Being Launched at [INSERT ORGANIZATION]

[FIRST NAME],

As part of our overall initiative to [INSERT INITIATIVE I.E. REDUCE SAFETY INCIDENTS], we are introducing an innovative new eKnowledge platform called Axonify that is a fun, fast and rewarding way to receive training. Launching [INSERT LAUNCH DATE] you will receive your learning in short bursts (< 5 minutes/day) and for participating you will accumulate points that you can put towards rewards, such as [INSERT SAMPLE PRIZES]!

### How it works

Once you access the Axonify platform, you will be presented with the opportunity to choose from a variety of games – ranging from arcade style to brain games. Even if you don't typically like games, give them a try because there are sure to be 1 or 2 that you'll love (note: you can also bypass game play and go directly to the learning). Once you start the game, you'll notice questions pop out at various points. Answer each question to the best of your ability and select how confident you are with your choice. As you answer questions, you will collect points that you can put towards prizes. It shouldn't take you any longer than a few minutes a day.

Also, check out this [video](#) for a quick overview of the experience.

More information will be distributed as we get closer to launch date, however in the meantime don't hesitate to reach out to me at [INSERT CONTACT INFO] with any questions that you may have.

# One Day Prior to Launch



## TASK: Email from Project Team to End Users to Introduce Axonify

**Subject:** New eLearning Platform Launch

[FIRST NAME],

We are excited to officially launch Axonify, our innovative new Knowledge platform. Starting [INSERT DAY I.E. TOMORROW] you will have the opportunity to play, learn, accumulate points and compete with your peers for top spot on the leaderboard.

### Getting Started

- Access the training platform from <https://coca-cola.axonify.com> or download the Axonify app to your mobile device (launch the app on your mobile device and enter activation code).
- Enter your user name and password
- If using the mobile app, you will **only** be required to enter your username and password the first time you launch it.
- Download the Axonify App
  - [iTunes](https://itunes.apple.com/ca/app/axonify-mobile/id599679030?mt=8) - <https://itunes.apple.com/ca/app/axonify-mobile/id599679030?mt=8>
  - [Android](https://play.google.com/store/apps/details?id=com.axonify.axonify&hl=en) - <https://play.google.com/store/apps/details?id=com.axonify.axonify&hl=en>

### Login Information

- Your username: [USERNAME]
- Your temporary password (case sensitive): Coke.1234
- App activation code: coca-cola

### Your First Learning Session

The first time you access the platform, you will activate your account by creating a new password and security questions. If you ever forget your password, you'll need the answers to your security questions to reset it. Next, you will be asked to select a "Coach", who will be your constant companion throughout your Axonify learning experience.

Now all the first time only stuff is out of the way - you can select a game to play. If you prefer to skip the game and get right to the questions, select "Quiz Only" .

As you play your game, your daily questions will pop out of gameplay (note: your administrator has set the number of questions that you will get each day to 3). As you answer questions, you will receive points.

It's only one play per day so once you've completed your questions you're done for today, you can check out the Hub where you can take extra training, see what prizes are available, check out the leaderboard and more...

I've attached a quick introductory [video](#) for your reference that covers the key aspects of the experience. In addition, you will get an orientation training module the first time that you log on.

Thanks for your support and we look forward to your feedback about the program!

# Day of Launch



## TASK: Email from Project Team to End Users to Introduce Axonify

**Subject:** Let the Games begin!

Our Axonify retention program starts today. It will help build you're knowledge in [Key subjects] while you have fun playing games.

You also have the chance to earn reward points and bid on some great prizes in the auction!

### Login Information

- URL: <http://coca-cola.axonify.com>
- Your username: [USERNAME]
- Your temporary case sensitive password (all passwords must contain upper and lower case, number and symbol): Coke.1234
- App activation code: coca-cola

[iTunes](https://itunes.apple.com/ca/app/axonify-mobile/id599679030?mt=8) - <https://itunes.apple.com/ca/app/axonify-mobile/id599679030?mt=8>

[Android](https://play.google.com/store/apps/details?id=com.axonify.axonify&hl=en) - <https://play.google.com/store/apps/details?id=com.axonify.axonify&hl=en>