System Admin Essentials: Communicating with End Users

July 26, 2023

Agenda

Time (PST)	Topic
8:00 a.m.	Welcome and agenda
8:05 a.m.	**Communicating with End Users**
8:45 a.m.	Ask the Experts! Audience Q&A
8:55 a.m.	Wrap-up and next steps

Lyndsy Denk
Marketing Training and Enablement Manager
IDEXX

Rachelle Dilley
Enterprise Group Administrator
Adobe Workfront

Cynthia Boon
Customer Success Manager
Adobe Workfront

Tell us about yourself and how your organization uses Workfront.

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Lyndsy Denk

Marketing Training and Enablement Manager

- Westbrook, Maine
- Joined IDEXX September 2012
- Sole part-time system admin since November 2020
- New hire onboarding, internal communications, tools enablement, process improvement
- Involved in competitive speech and debate since 2003 (most recently secretary and district chair)

- Connect with me: Lyndsy Denk | LinkedIn

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How We Use Workfront at IDEXX

- Creative and digital marketing project management:
  - Request intake
  - Project workflow management
  - Creative collaboration
  - Deliverable review and approval
- Evolving:
  - Resource management
  - Event prioritization and management
  - Research and analytics project management

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Rachelle Dilley

Enterprise Group Administrator
Adobe Workfront

- Works remotely from Astoria, Oregon (home of The Goonies)
- Customer for 3 years; Joined Adobe Workfront in April 2022
- Supports all marketing teams at Adobe who utilize Workfront from implementation through to user adoption and instance maturation (~3000 users currently)
- Spent last 7 years focused on project management and system administration for Adobe Workfront users
- Loves spending time with wife and fur babies, gardening, travelling, camping and anything outside

Connect with me:
https://www.linkedin.com/in/rachelle-dilley-28339634

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How Adobe Uses Workfront at Adobe

- **Creative Project Management**
  - Request intake
  - Project workflow management
  - Creative collaboration
  - Deliverable review and approval

- **Resource Managment**
  - Time-tracking
  - Forecasting
  - Workload balancing

- **Reporting**
  - Individual and team level reports to drive work
  - Executive level reports showcasing how and what teams are accomplishing

- **Evolving**
  - Content Supply Chain

- **A million other use cases**

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About Cynthia

Cynthia Boon

Customer Success Manager, Adobe Workfront

- Customer for 5 years, joined Workfront in January 2020
- Lived all over the country – currently in Fort Worth, Texas
- Twilite just turned 2 on Halloween
- Wild about nature
- Passion for all things nerdy
- Connect with me on LinkedIn https://www.linkedin.com/in/cynthiaboon/

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What are Admins communicating to End Users?

1

Features & Enhancements

Admins review Workfront release notes and determine what, if anything, should be shared with end users.

2

Internal Process Updates

Admins communicate business-specific processes with their end users such as new process flows, updated templates, etc. as-needed.

3

Operations & Enablement

How to documentation, tips and tricks, and ongoing enablement vary greatly depending on the scope of the Admin's role and responsibilities

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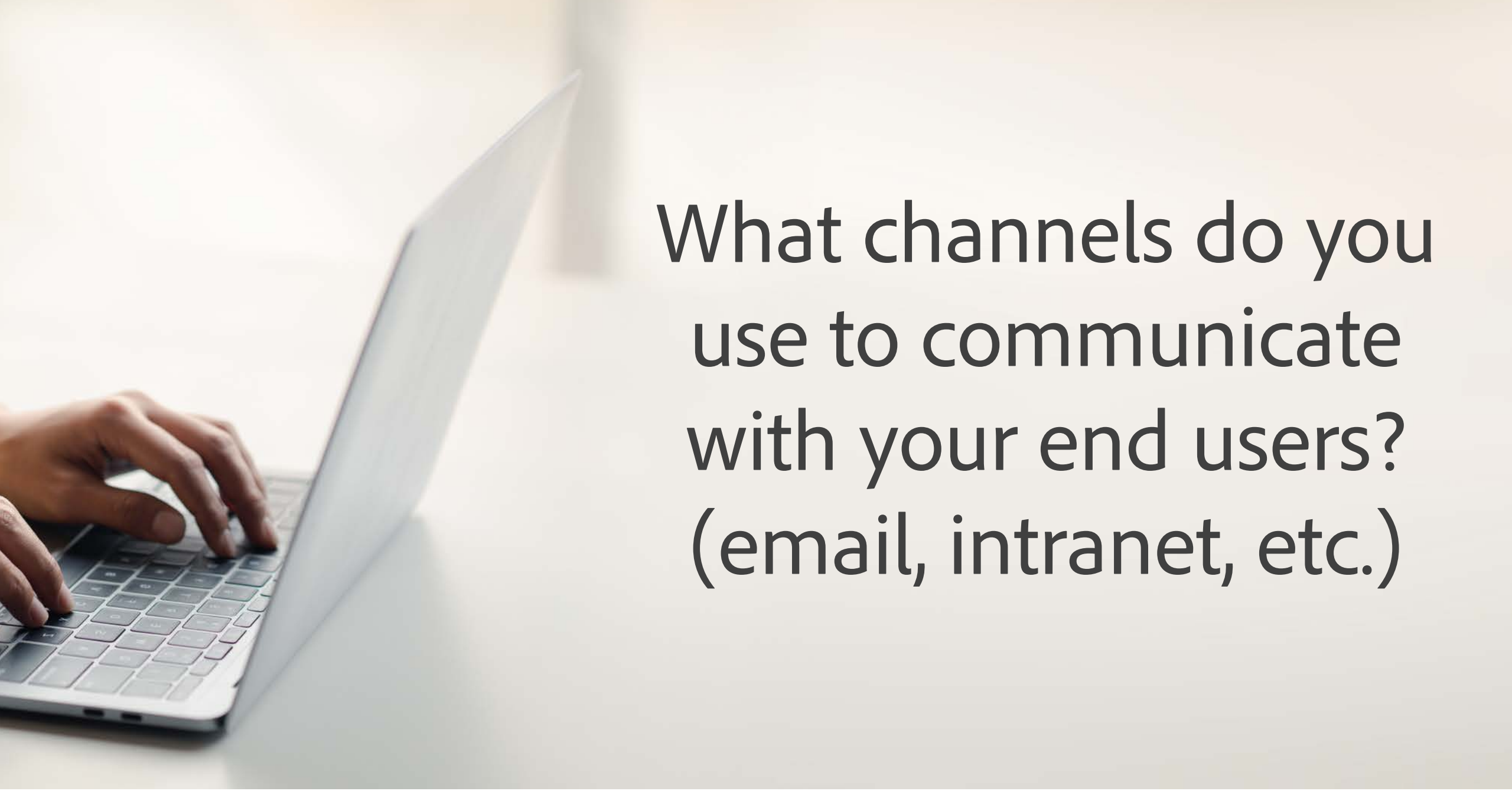

What channels do you use to communicate with your end users? (email, intranet, etc.)

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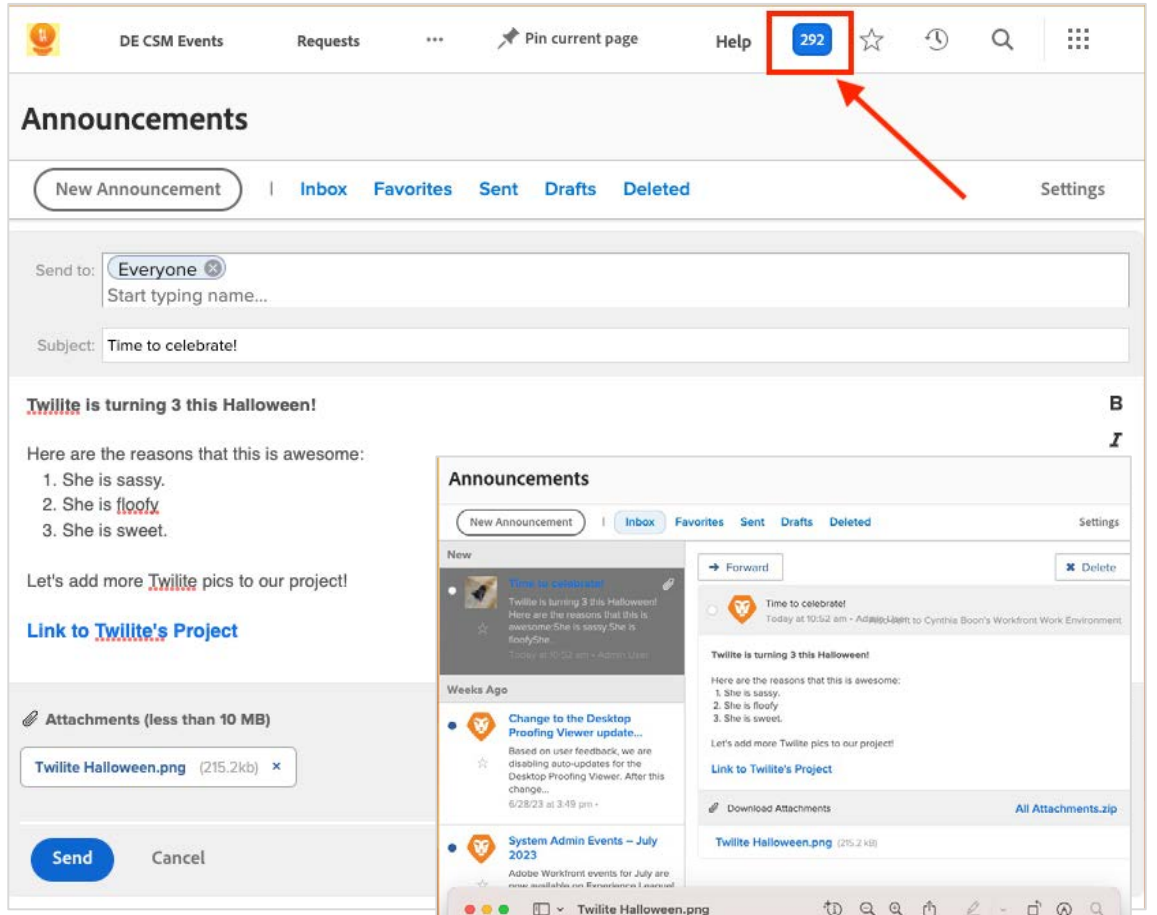
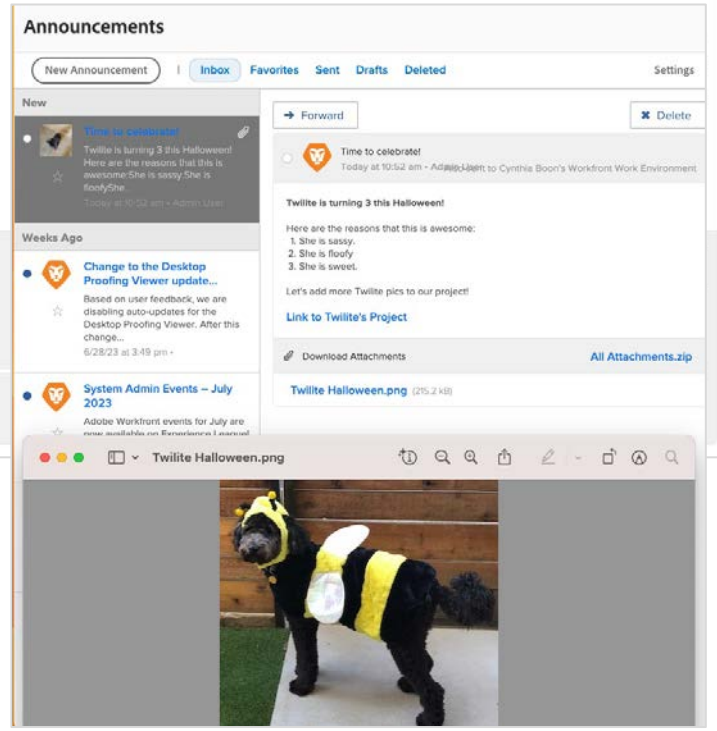
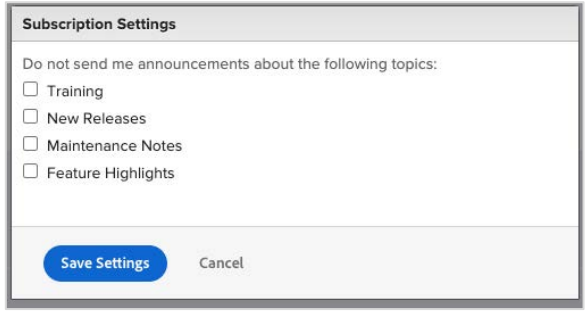
Using Workfront to Communicate with your Users

- Use Workfront objects to drive your messages
  - Announcement Center Messages ➡️
  - Custom Form fields
  - So many Dashboards!
    - What's Important Today!
    - Calendar Views
    - FAQs & Quick Links
  - External options & Reviewer Licenses
  - Customized Objects
  - Scheduled Reports







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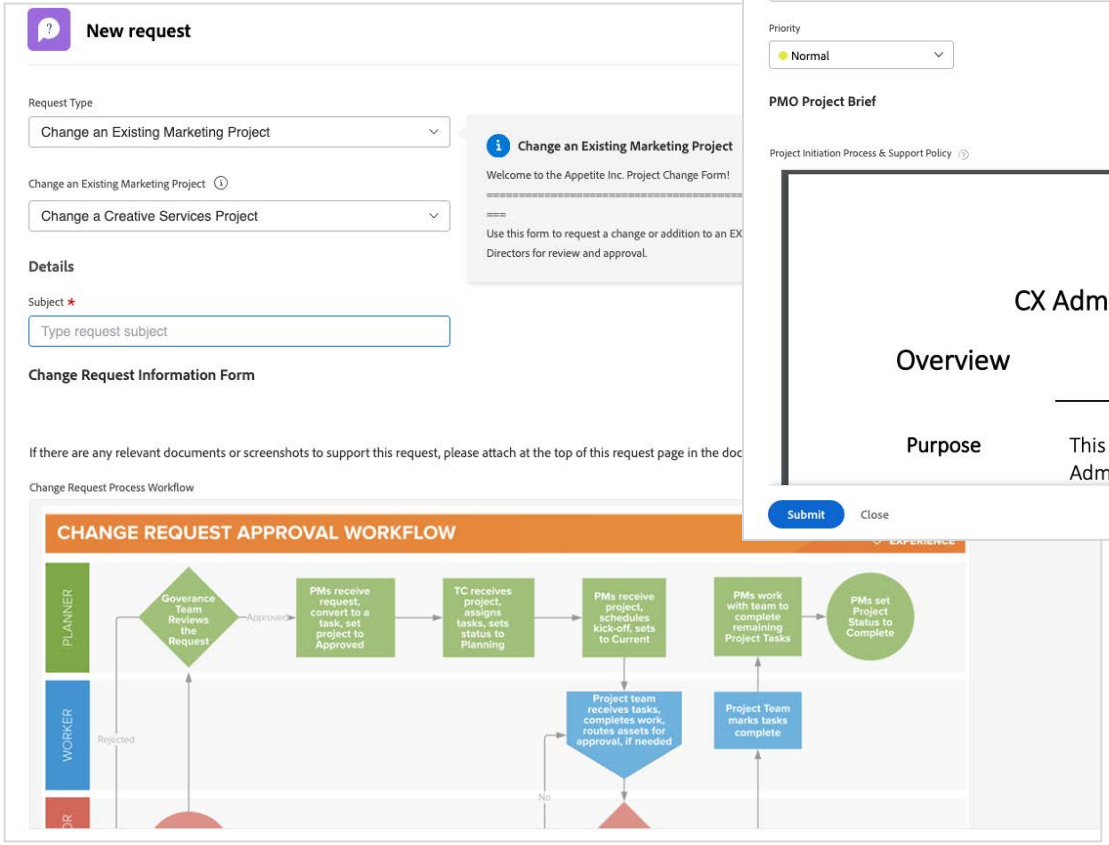
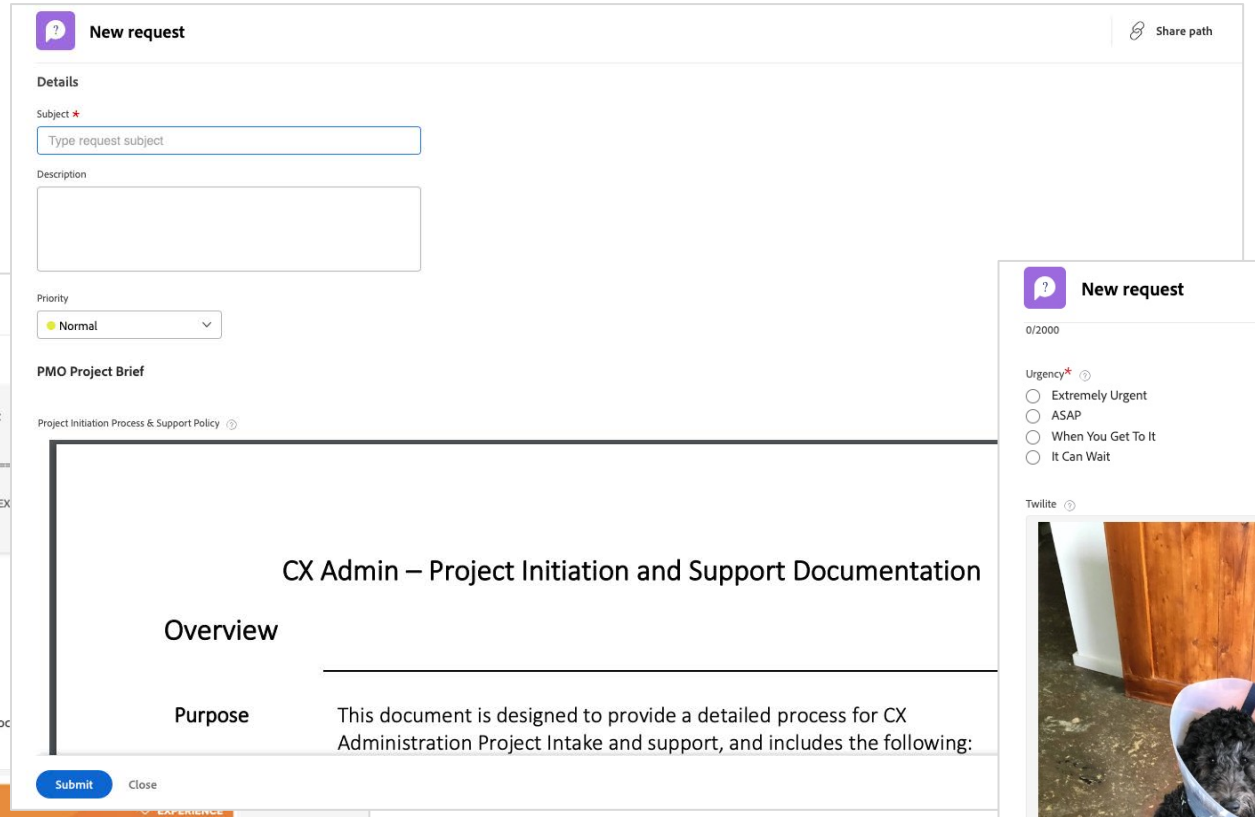
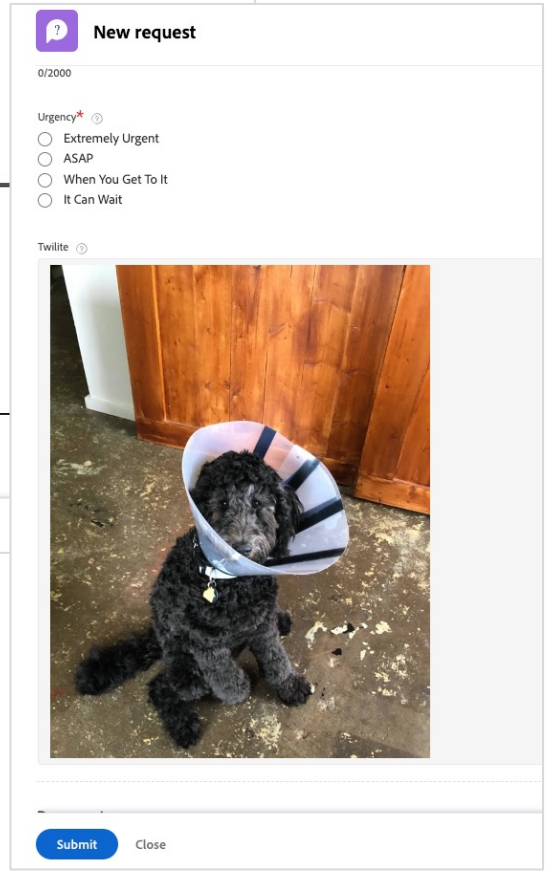
Using Workfront to Communicate with your Users

- Custom Form Fields
  - Request Queue Examples







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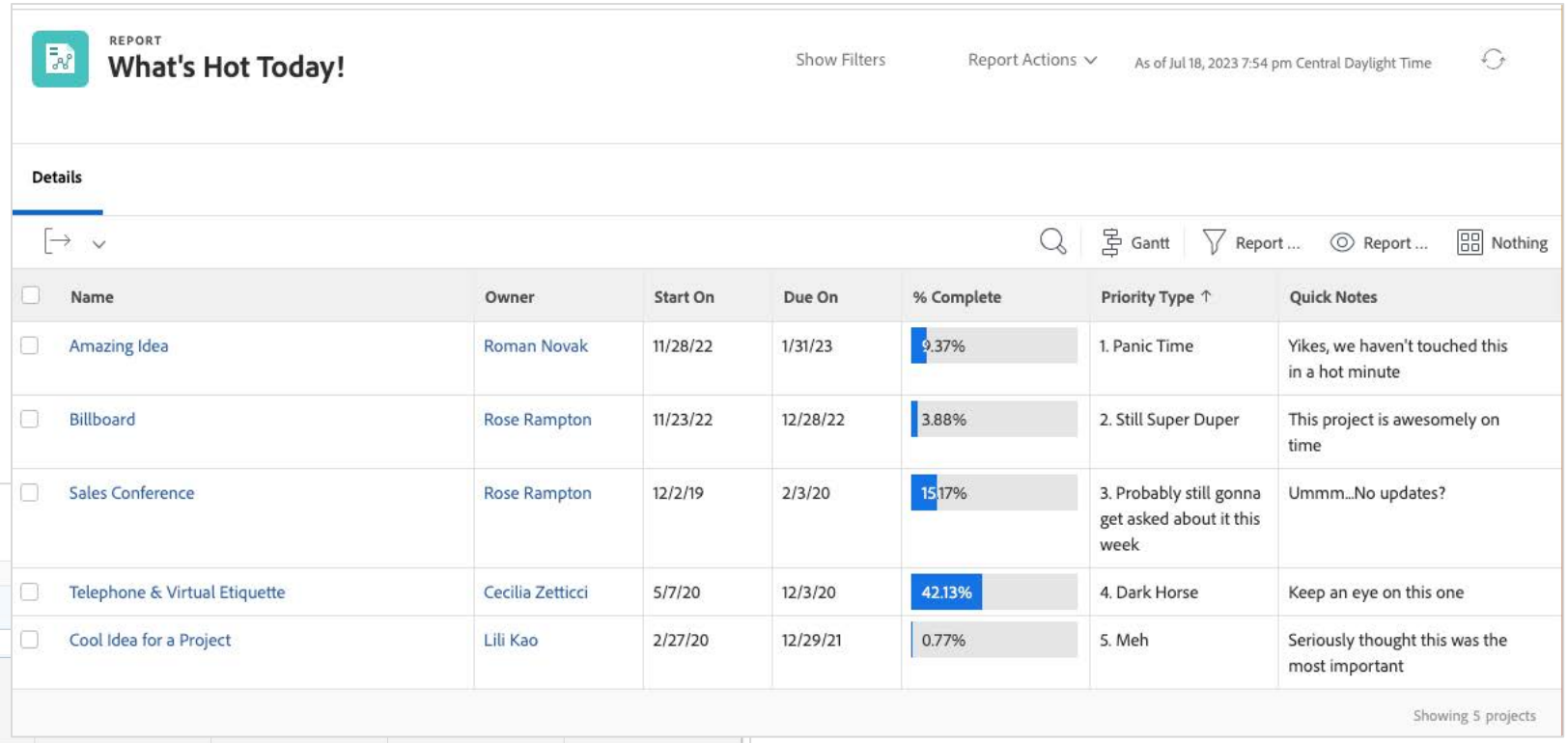
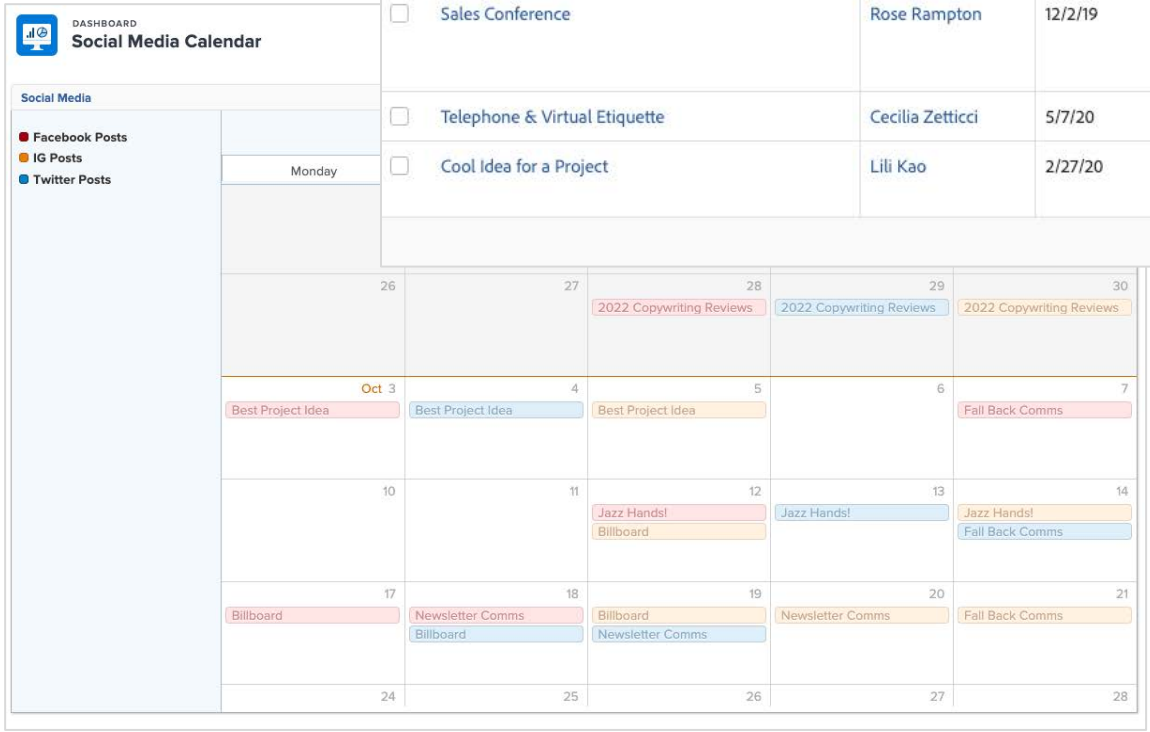
Using Workfront to Communicate with your Users

- So many Dashboards!
  - What's Important Today!
  - Calendar Views
  - FAQs & Quick Links





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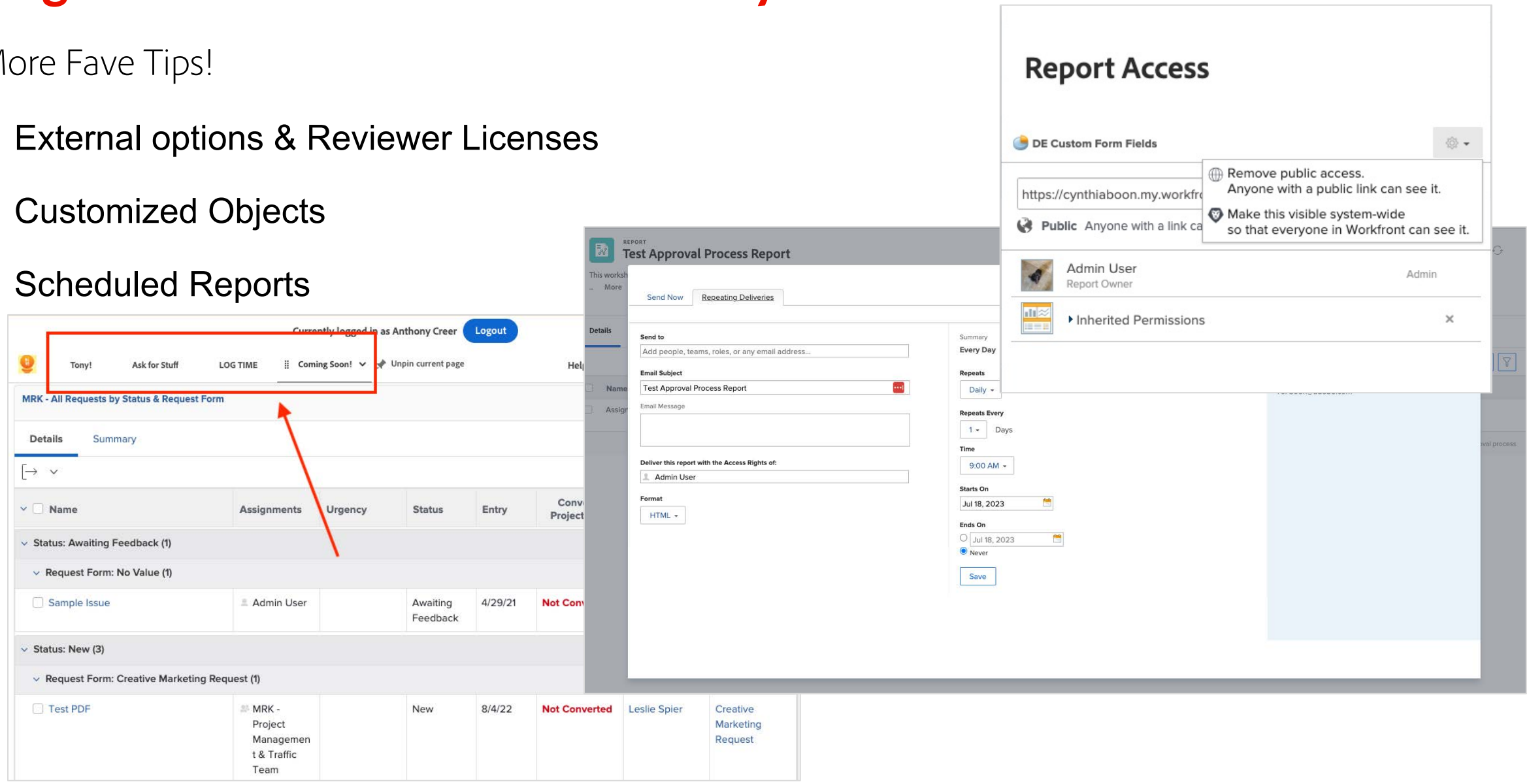
Using Workfront to Communicate with your Users

- More Fave Tips!
  - External options & Reviewer Licenses
  - Customized Objects
  - Scheduled Reports



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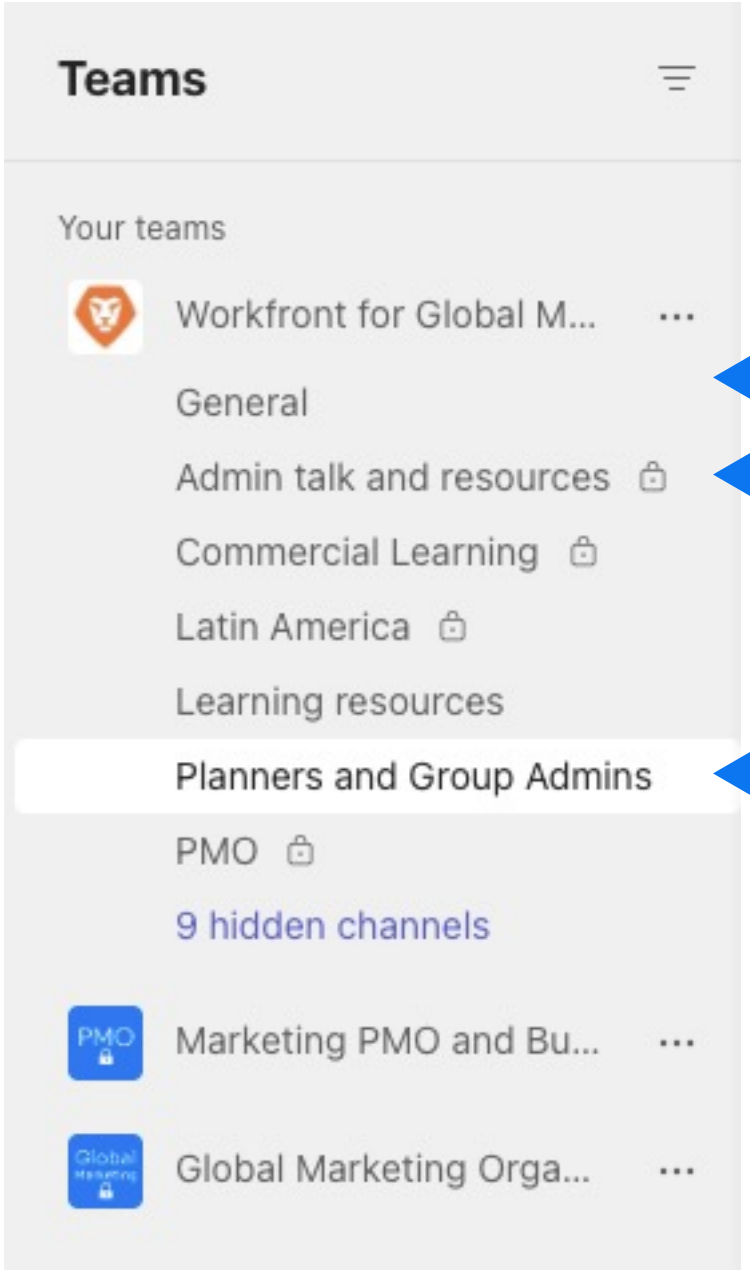
Microsoft Teams

+ Community engagement
+ Quick alerts or teasers



General channel for universal messaging

Private **admin-only** channel
- Governance
- Chatter about all things system admin

Public channels by user type
- Focused tips and chatter
- Encourage community conversations

Private channels by functional group
- Training hub
- Safe place to ask newb questions
- Isolates noise related to specific audience

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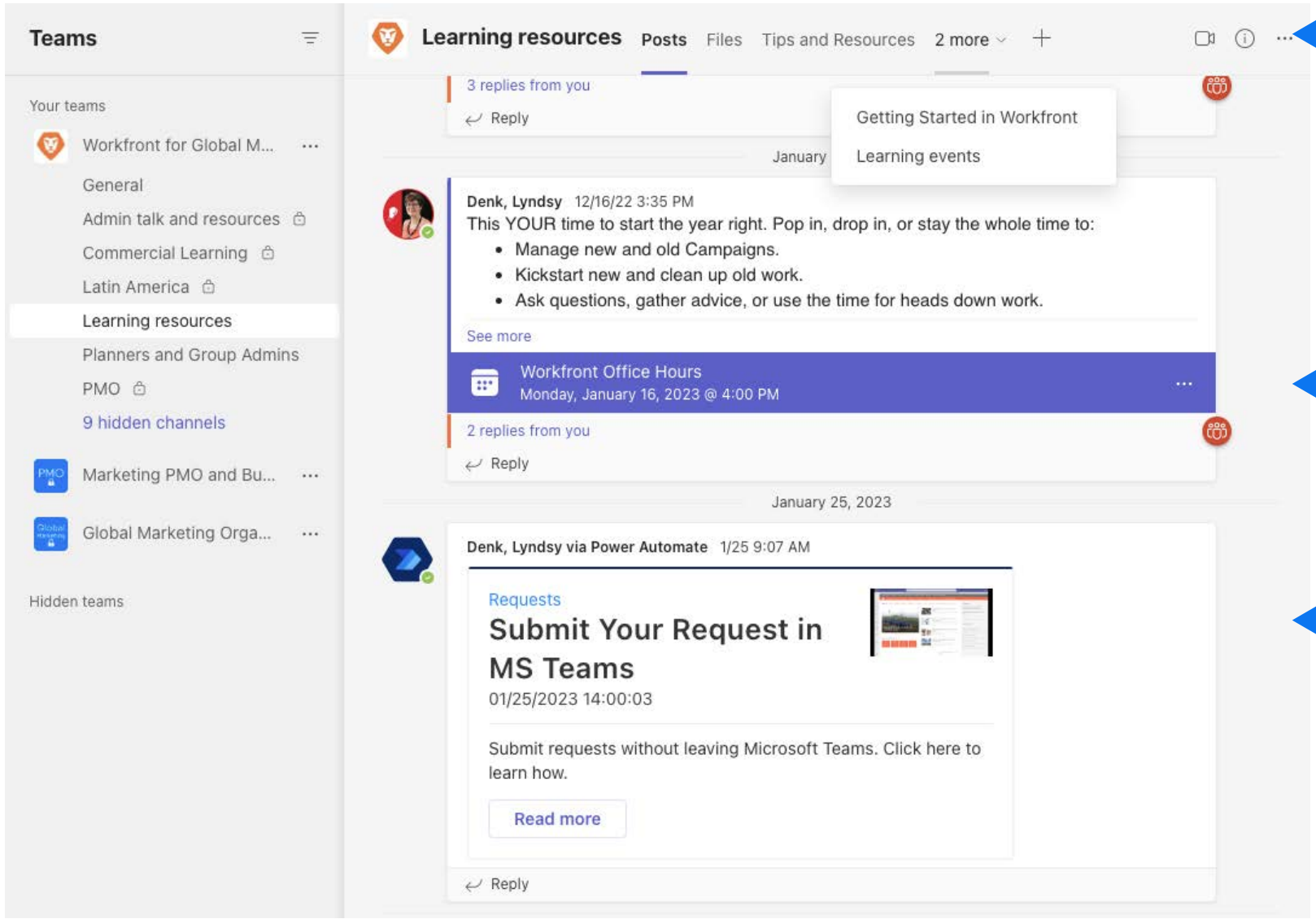
Microsoft Teams



Tabs to audience-specific resources.

Open events for Team members to join.

Teasers to SharePoint News articles.

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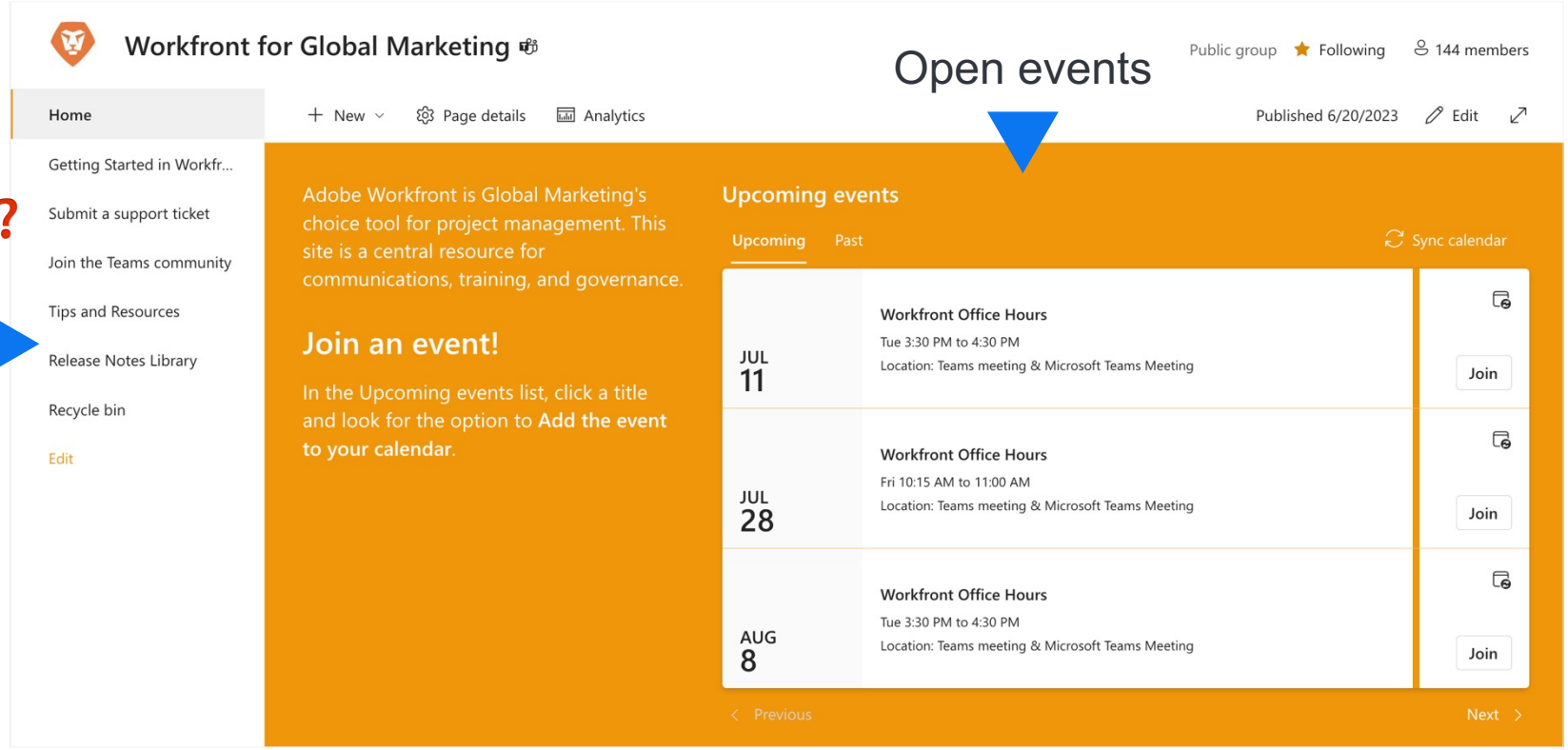
SharePoint site

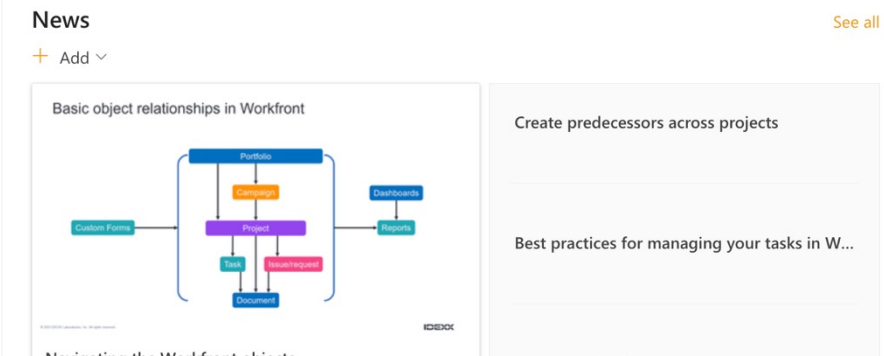
+ Long-term information

Help desk !?

Archived tips and release notes

Open events





!? Help desk

News:
- Tips
- Product release notes

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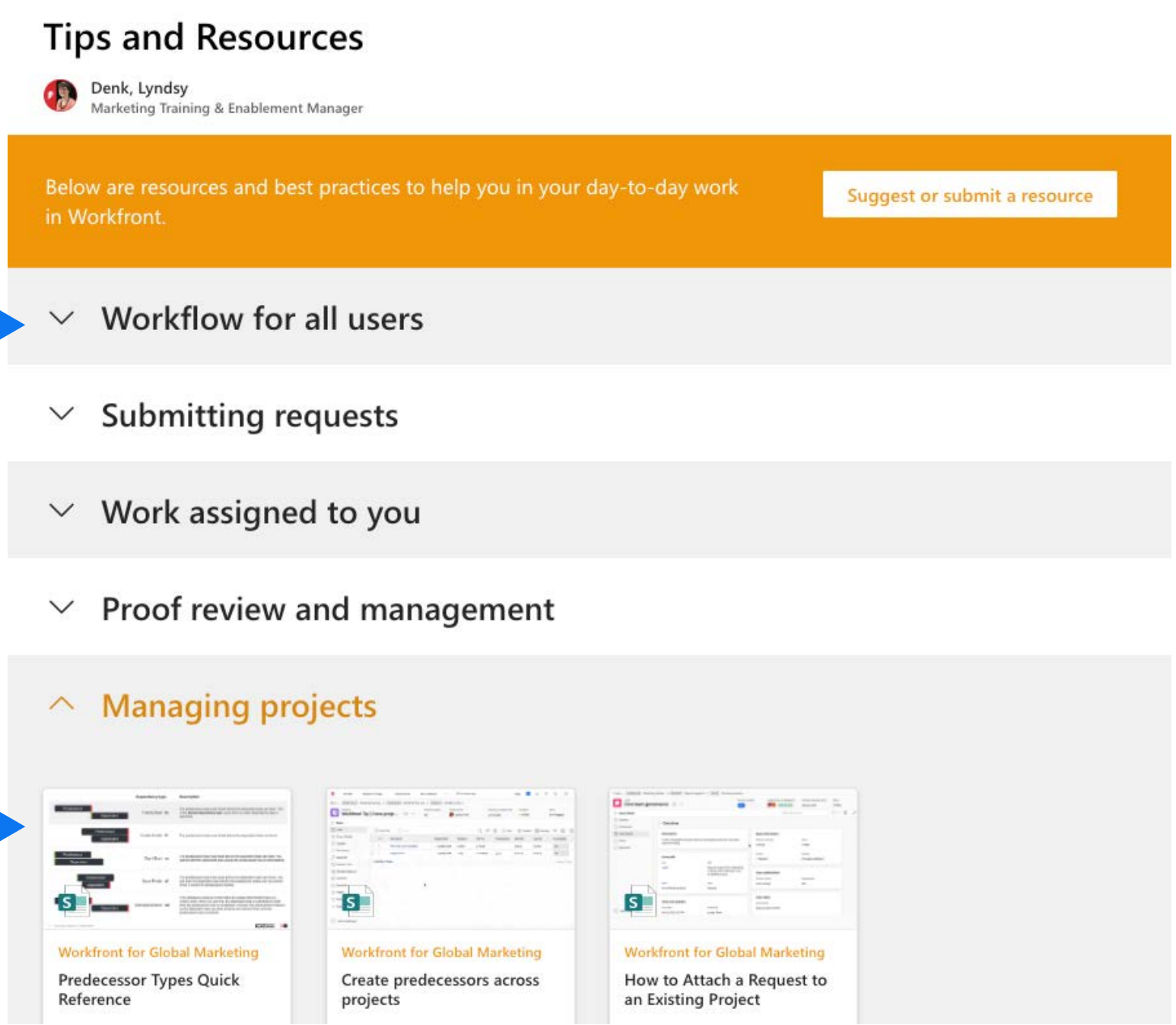
Content library

Dropdown sections for users to browse categories

Pages automatically populate a category when tagged accordingly



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#marketingworkfrontcommunity Slack channel

"You talking to me?"

Ever wonder why there are updates on your Workfront project and you didn't know about it? It's your notifications. We suggest setting everything to instant when you are communicating within Workfront. This way, you get notified via email straight away. Here's how:

1. In the main menu (aka “waffle” menu), click on your name.
2. Click the three dots, then click "Edit."
3. Scroll down to Notifications & turn on all instant options under "Communication."

Screenshot 2023-04-25 at 12.26.27 PM.png

No Summertime Sadness here Lana!

We have had our fave summer songs on repeat to keep us inspired as we get closer to summer break. Are you taking extra time to make the most of the time off? If so, let your fam know! It's easy!

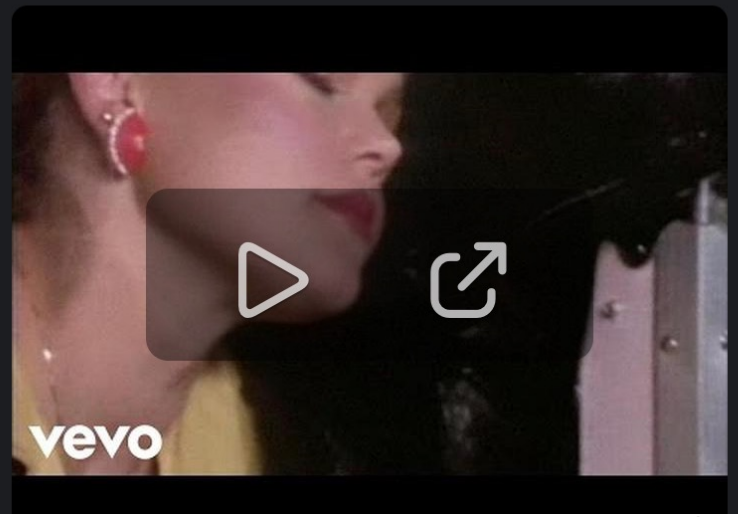
1. *Go to your picture on the top right.*
2. *Select your picture.*
3. *Scroll to the bottom and select Workfront Profile(that takes you to your personal page.)*
4. *Edit your time off calendar.*
5. *Be. cool for the summer (break)!*

Until then, we have this summer fave on repeat. What else should we add to our summer playlist?

https://www.youtube.com/watch?v=2RHTiXvELNg (edited)

YouTube | TheGoGosVEVO

The Go-Go's - Vacation



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How do you recommend creating a communications strategy? Can you crawl-walk-run?

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What are the top 3 things all Admins should be communicating to end users?

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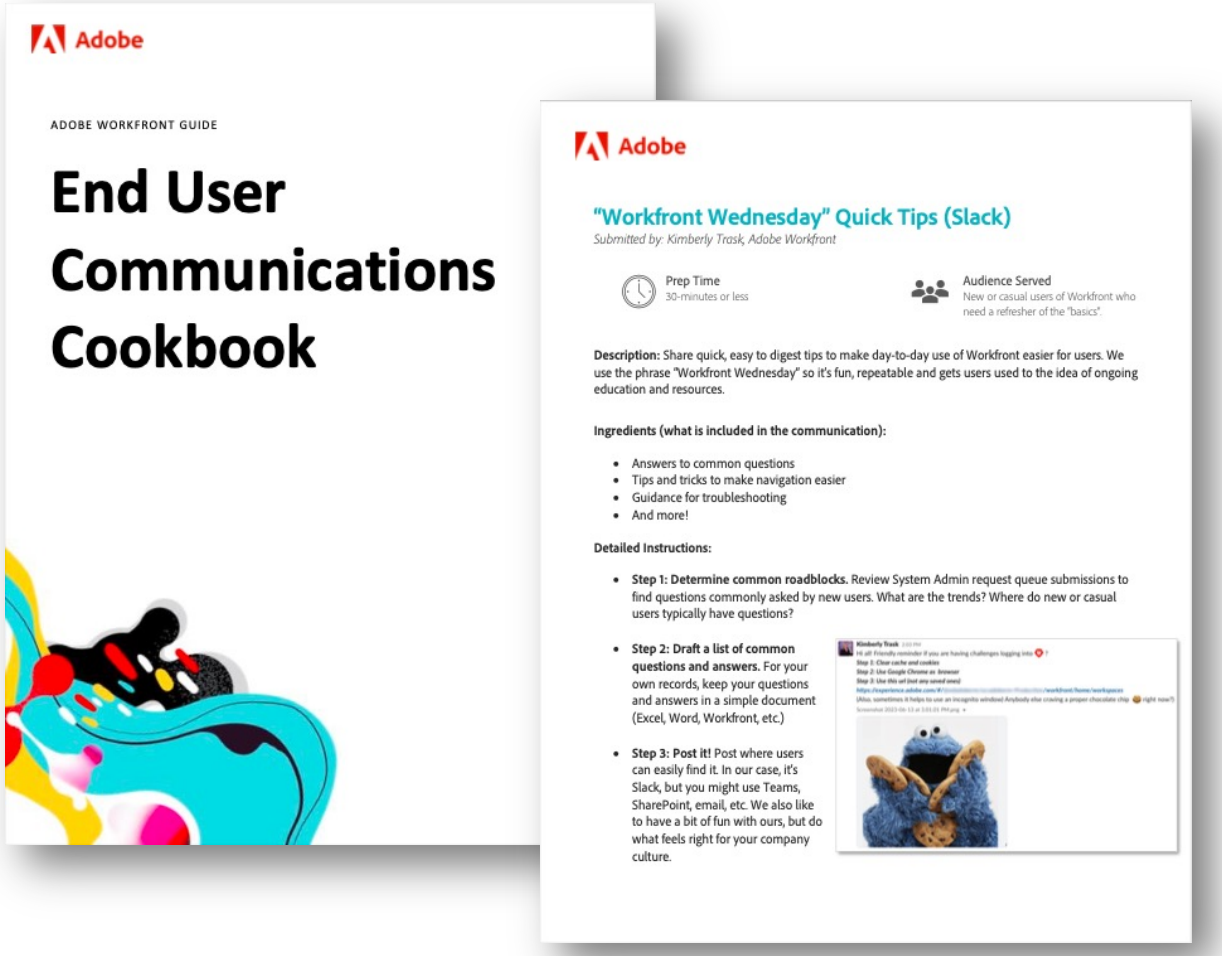
Introducing the Customer Communications Cookbook!

- Real examples of how, when, and why your peers are communicating with users
- Create your own unique communications “recipes” without having to start from scratch.
- 10 communications examples to explore – from how to share new features and enhancements with users, to enablement on basic processes, and more.
- **Download now!**



Sweet Tip: If it feels like requests come from all directions, we recommend setting up a System Admin request queue ASAP. This allows you to easily track the volume, source, and type of requests right in Workfront!

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Upcoming Events

Events

- Aug 16: The Skill Exchange for Workfront

Product Releases

- On-Demand: 23.3 Workfront Release (June 2023)

System Admin Essentials Webinars - *September sessions coming soon!*

Ask-Learn-Connect: Free Weekly Meetups

- Jul 31: [Connect] Q&A Coffee Break on Custom Forms
- Aug 2: [Ask]: Ask the Experts – Communicating with End Users Follow-up
- Aug 8: [Ask]: Ask the Expert – Canvas Dashboards (w/ WF Product Management!)

Register at https://experienceleague.adobe.com/events

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Adobe Workfront Skill Exchange Agenda

EXPERIENCE MAKERS
THE SKILL EXCHANGE

Adobe Workfront Skill Exchange Agenda

Wednesday, August 16, 2023

	LEARN Beginner | Host: Dawn Henderson	GROW Intermediate/Advanced | Host: Kristin Farwell
Pacific 9:00 - 9:15 a.m.	**Welcome Keynote** Richard Whitehead, Director, Workfront Product Marketing	
9:15 - 9:55 a.m.	**Beginner's Guide to Native Integrations** Shannon McDonnell & Jeff Herrington, Adobe	**Maturing Workfront Across the Enterprise** Dale Whitchurch, IPG Health
9:55 - 10:35 a.m.	**Your Resource Management Starter Kit** Corrina Jevons, Adobe	**Tackle Burnout with Resource Management** Tia Calvert & Erin Kuchera, Mayo Clinic
10:35 - 11:15 a.m.	**Instant Productivity: An Introduction to Boards** Cynthia Boon, Adobe	**Automations for a More Efficient Workflow** Jennafer Higgs, Jonathan Cabre & Malcom Benites, Zimmerman Advertising
11:15 - 11:55 a.m.	**Experience Makers Spotlight: Onboarding & Adoption** • Steven Enos, Liberty Mutual • Amy Franz, Fidelity • Monique Evans, Stanley Black & Decker	**Experience Makers Spotlight: Growing & Scaling Your Instance** • Cathy Glenn, Thermo Fisher Scientific • Trinite Bryant, Amazon Web Services (AWS) • Tim Brooks, Deloitte
11:55 - 12:00 p.m.	**Closing & Gold Nugget Takeaway**	**Closing & Gold Nugget Takeaway**

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Thank you!

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