EXPERIENCE MAKERS
THE SKILL EXCHANGE

Considerations to Conquer User Adoption

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Introduction

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Resides: Utah

When Not at Work (the good stuff):
- Lucy my dog
- Waaay too much HGTV consumption
- Finding a new restaurant to try
- This year: Road Warrior

Let's level set.

Resistance to change is nothing new.

Session Overview

- Five Major Personas to Acknowledge/Cannot Be Discounted in Adoption

- Key Obstacles or Roadblocks You Likely May Come Across in Adoption

- Adobe Workfront Resources Available to Support Adoption

There are two things that *everybody* hates: Change and the way things are.

- Unknown

Five Personas to Acknowledge

5 Personas to Acknowledge

Persona 1:

INNOVATORS

- These are your technology enthusiasts

- They are the ones who are always looking at new technology and how it can benefit them

- They are eager to dive in and understand how that technology works

- They are eager to understand how it can improve things within your organization

5 Personas to Acknowledge

Persona 2:

EARLY ADOPTERS

- These are users who want to try new software; visionaries

- Like innovators, are going to be a driving force in influencing others

- They are supportive in how it can improve things within your organization

- They are a larger segment of your population than innovators

5 Personas to Acknowledge

Persona 3:

EARLY MAJORITY

- This group often takes a more practical approach to software

- They wait for others to vet it before jumping in an using it

- They need encouragement in using the new software

- They are concerned with "What's in it for me?" and will want to know how the new software is going to improve their lives

5 Personas to Acknowledge

Persona 4:

LATE MAJORITY

- Late majority users are going to need a big push to adopt new software

- Typically, they only adopt when it becomes a major part of your business operations, and they won't be able to complete day-to-day activities and work without it.

- Tends to comprise a majority of users

- They too, are concerned with "What's in it for me?" and will want to know how the new software *actually* improves their lives; conservative in effort

5 Personas to Acknowledge
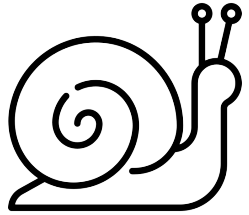
Persona 5:

LAGGARDS

- These users openly balk at changing their habits

- They're often set in their ways and they're uncomfortable using new tools

- They will cling to using the old software as long as possible – preferring old, familiar technology

- You'll likely need to force them to switch by eliminating the old technology all together

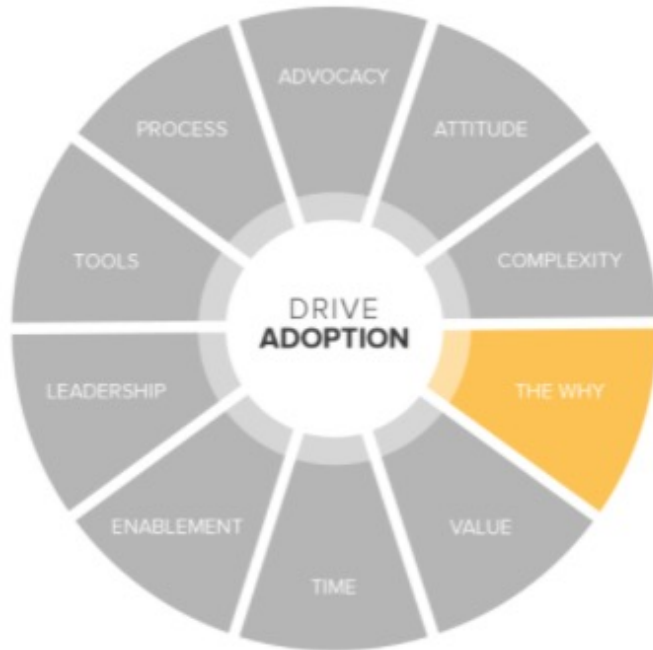The true value of software lies in it's use - and that takes people!

You must consider the end user.

Key Obstacles or Roadblocks You'll Come Across in Adoption

Key Obstacles/Roadblocks Encountered

THE WHY

Explain the "why."

Ensuring shared understanding across the team about how Workfront supports the overall vision and mission of the organization is *critical* to success.

"Our implementation and use of Workfront will improve, reduce, streamline, automate, clarify, provide insight…"

"This benefits not just you but the organization as a whole in the following ways…"

When building your why approach, focus on answering the following key questions:

- What is changing or what's different
- When is the change occurring
- Who will the change impact
- Why it's important to not just you, but the team
- How the team will get there
- Where users can go to get more information

Key Obstacles/Roadblocks Encountered

VALUE

DRIVE **ADOPTION**

Explain the "what's in it for me?"

Adoption is about people, not the nitty-gritty technological details.

When workers feel a senses of ownership AND help drive a change, the initiative has a 79% success rate.

You've got to focus on building user trust. Updates will not be buried in email and the latest updates/collaboration is always at the top.

When building your value approach, focus on:

- I get recognition from my work; people know what I'm working on and how hard I am working – people can see it.
- Most people need proof they need more people to get the work done. Working within Workfront builds a business case for when more help is needed.
- People know where to get the latest so can work continues to keep moving/get done. Most work is *not* asynchronous. Updates are no longer being buried – for collaboration and updates you no longer have to dig through email. The latest greatest is always top of mind.
- Relief - work doesn't have to stop based on taking a day off/PTO, being on on time away.
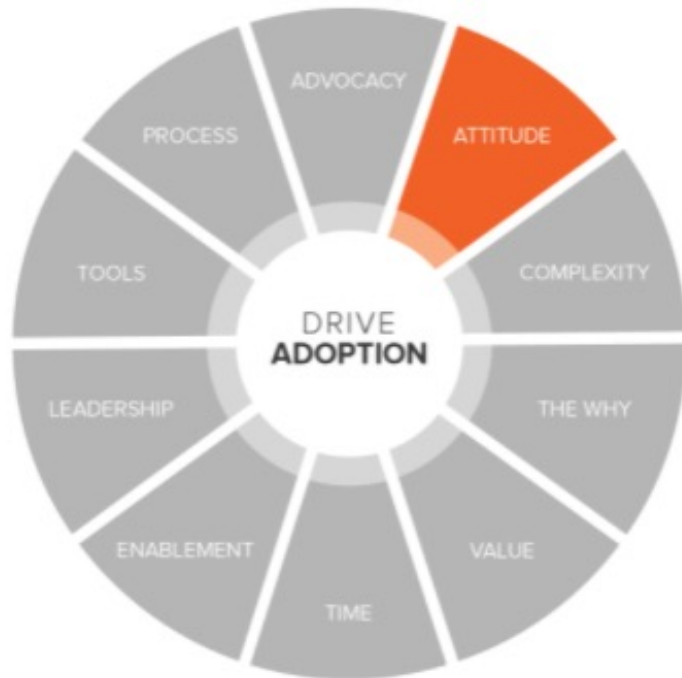
Key Obstacles/Roadblocks Encountered

ATTITUDE

Remember, adoption is about people.

Cultivate and embrace influencers.

"Leadership" is within pockets of your organization that influence the attitude and can make or break your change/adoption, get them on your side!

"The Why" + "The Value" + "Attitude" = Influencers can be powerful ambassadors within your organization.

When building your attitude approach, focus the following:

- Promote the influencers, bring them front and center
- How can you give them recognition – "shout outs"
- Focus on negative attitude – it may be a small fix needed
- Don't make assumptions, ask questions
- Who is in the breakroom "holding court"? Find out not only what they think but WHY they think what they do
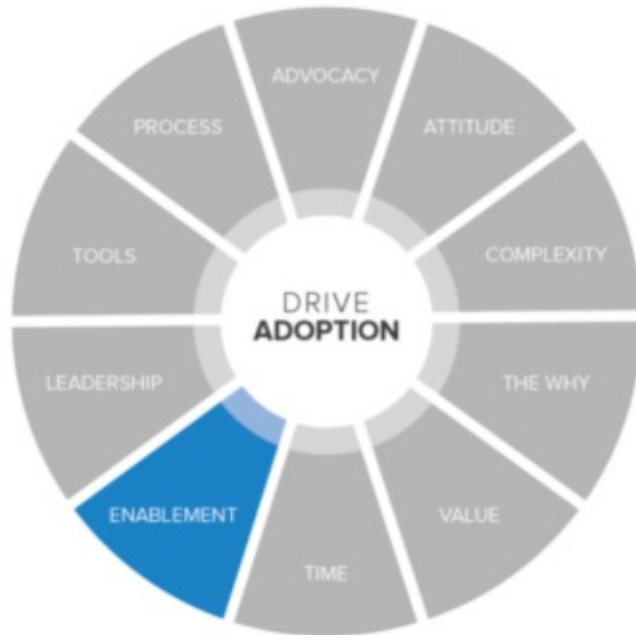- It's a humble approach to take the user vantage point

Key Obstacles/Roadblocks Encountered

ENABLEMENT

Training is never one-and-done.

It's important to plan beyond the initial "how-to" training. Instead of holding hours-long training sessions where employees are expected to learn Workfront, plan for a series of quick sessions where you highlight key features that will make their work easier.

Training is just like laundry. It is never cancelled.

Incentivize Learning Paths on Workfront One.   Think game-i-fy.

When building your enablement approach, consider:

- A town hall meeting lead by executive leadership – ongoing Workfront nods
- A series of quick sessions where you highlight key features that will make their work easier
- Keep it simple, train the team gradually
- Rely on Learning Paths and video shorts available on Workfront One
- Host lunch and learn training and discussion sessions with influencers
- Make available FAQ sheets or one-pagers on functionality and process
- Send regular tips and tricks
- Long-term, make strides toward establishing a Center of (Workfront) Excellence

Adobe Workfront Resources
to Support Adoption

Adoption Resources at Your Fingertips

Workfront Skill Exchange | 2022

Need more ideas?
Find your friends! You are not alone.
Adoption is a shared, iterative experience.

One.Workfront.com

User Groups & Events

Workfront Community

COMMUNITY
Connect with Community.
Ask questions of your fellow learners and Workfront experts, get tips, connect with people like you and celebrate successes.
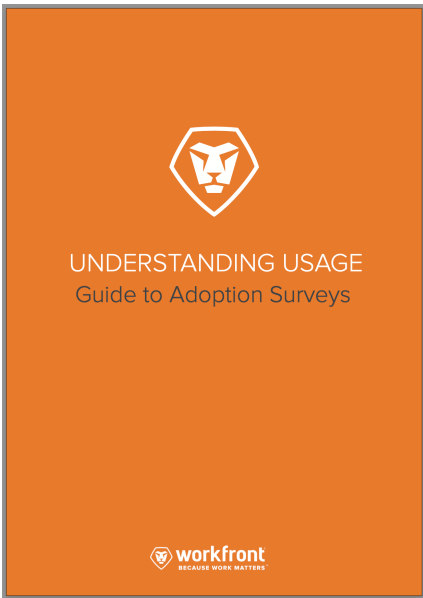
Ask   Quick Tips   Connect   Celebrate

Adoption Resources at Your Fingertips

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ONE

One.Workfront.com

UNDERSTANDING USAGE
Guide to Adoption Surveys

workfront
BECAUSE WORK MATTERS

Guide to Adoption Surveys

ADVOCACY
ATTITUDE
COMPLEXITY
THE WHY
VALUE
TIME
ENABLEMENT
LEADERSHIP
TOOLS
PROCESS

DRIVE
ADOPTION

Adoption Wheel Resource

**Adoption is continual process.
It is iterative.**

It's about being brave and saying,

"Yes, this is going to take work and yes, I have to approach this carefully and deliberately, but there is going to be something amazing once we're up and firing on all cylinders with Workfront."

Q & A