



Knowledge grows

User adoption strategy



Needs



Building Yara's communication & collaboration culture

Yara Way of Communicating

Status

End-users feel there are too many communication tools

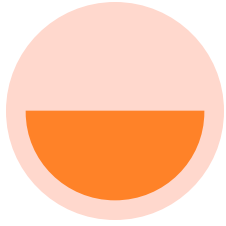
Objective

End-users fully understand when to communicate, where

Contributors

Core team, communicators, IC weekly
Community Admins
Managers
Champions

Existing and new initiatives

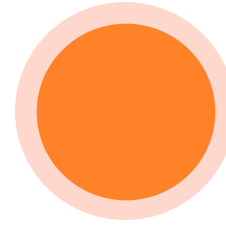


Reduce the chaos

Comms playbook

Global onboarding package from June 1

Trainings, ad-hoc support



Continuous feedback

Qualitative surveys, interviews, analytics to evaluate whether end-users are using our channels effectively

Yara Way of Communicating: Why Viva Engage?

Status

End-users don't understand the value Viva Engage brings to them, and Yara

Objective

End-users fully understand the unique value proposition of Viva Engage, compared to other YWC channels

Contributors

Core team, communicators, IC weekly
Community Admins

Existing and new initiatives



Create unique opportunities

Events (KX, Pride, Global Townhalls)

Integrating Pulse with Viva Engage

Frode & Diana



Clarify what Viva Engage is/is not

Communicating its purpose, tone, value



Continuous feedback

Qualitative surveys, interviews, analytics, to understand end-users perception of Viva Engage

Viva Engage: How?

Status

End-users want to know how to use Viva Engage at the best of its capacities

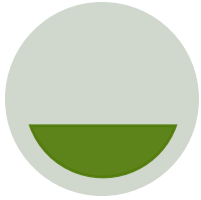
Objective

End-users use Viva Engage at the best of its capabilities, know how to use it effectively, and are informed on updates to the platform

Contributors

Core team, communicators, IC weekly
Community Admins

Existing and new initiatives



Increase engagement

Ad-hoc campaigns

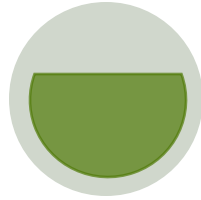
Series

Yammer & You

Community Spotlight

#LessonsLearned,
#StillStanding

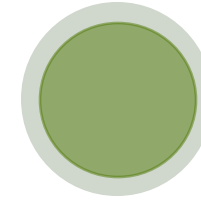
Recognizing top contributors



Establish best practices

Do's and Don'ts

"Good, Better, Best" posts



Monitor Viva Engage

Community health checks

Managing conversations

Capturing stories
(Media, SoMe, Pulse, yara.com, LinkedIn)

Monitoring user adoption (analytics?)

Leverage IC weekly

Success Indicators

