Get every employee connected and have their voice heard

The structured approach to implementing Workplace from Facebook in your business

What is Workplace from Facebook?

Workplace is a connectivity platform that connects everyone in your company. It is similar to Facebook but for business only. With well-known features such as chat, groups, newsfeed and video calls, it is easy for all employees to connect and collaborate in one place- no matter if the employee sits behind a computer or is a front-line worker with a mobile device. Downloading the Workplace app to a mobile phone is quick, and since most people are familiar with Facebook they will be able to start using the tool without much guidance.

Implementing Workplace from Facebook in your business can help break down conventional siloed structures and enable bottom-up ideas to blossom, since everyone gets a voice and has an equal right to share information and participate in discussions.

What you need to consider before implementing Workplace

The non-technical aspects

Cultural change – communication gets democratized

Workplace enables more transparency in communication and increased collaboration. For example, front-line workers that don't have a computer may not be well connected to what's going on. And often only few employees have access to send e-mails to Distribution Lists that include all employees. With Workplace the change is that every employee is connected, and they can all have a say in what's going on in the company. Communication is no longer top down, it gets democratized. The advantages here are many; you will be able to get instant feedback when people can comment and like posts, you will cut down on the amount of e-mails that are being sent, you will be able to foster a more inclusive environment and so on.

Champions – the tech savvy influencers

Finding Workplace champions is key for successful implementation. They are the tech savvy influencers who can get people to adapt to change. They are the agents who spread the Workplace joy throughout the company. They create the buzz that you will need when you launch.

A best practice is to get the champions to join the implementation project early on, to increase their understanding and build their excitement. You will need champions from many departments and regions to be able to influence all employees. Once you reach the point of launch, they will already have some content created and some groups in place, and the champions will help their peers getting started and encourage them to participate. Our launch packages include training for Workplace Champions.

Communication strategy

A solid strategy for how to communicate this change internally is important. Employees need to understand why you are implementing this, what implications it will have and what is expected of them. Company executives are key in this communication, as well as those responsible for internal marketing. There should also be clear guidance on how to join when Workplace is launched, and perhaps you will have screen savers ready, balloons in the office, a Workplace launch lunch?

Group structure

With Workplace you will be able to set up cross-functional groups, making communication easier for employees working on projects together, or people having mutual interests socially. Workplace connects people across the company that have mutual interest whether they are work or non-work related.

What you need to consider before implementing Workplace

The technical aspects

Our experienced consultants know the ins and outs of a successful technical implementation and will guide you on every step. There are several things you may want to consider:

- Security
- Authentication and single sign-on
- IT configuration
- Seamless account management
- Integration with Office 365 or G-suite
- Best possible user experience
- Desktop and mobile
- Setup user provisioning strategy
- Member invitation process
- How to do cleanup in Workplace
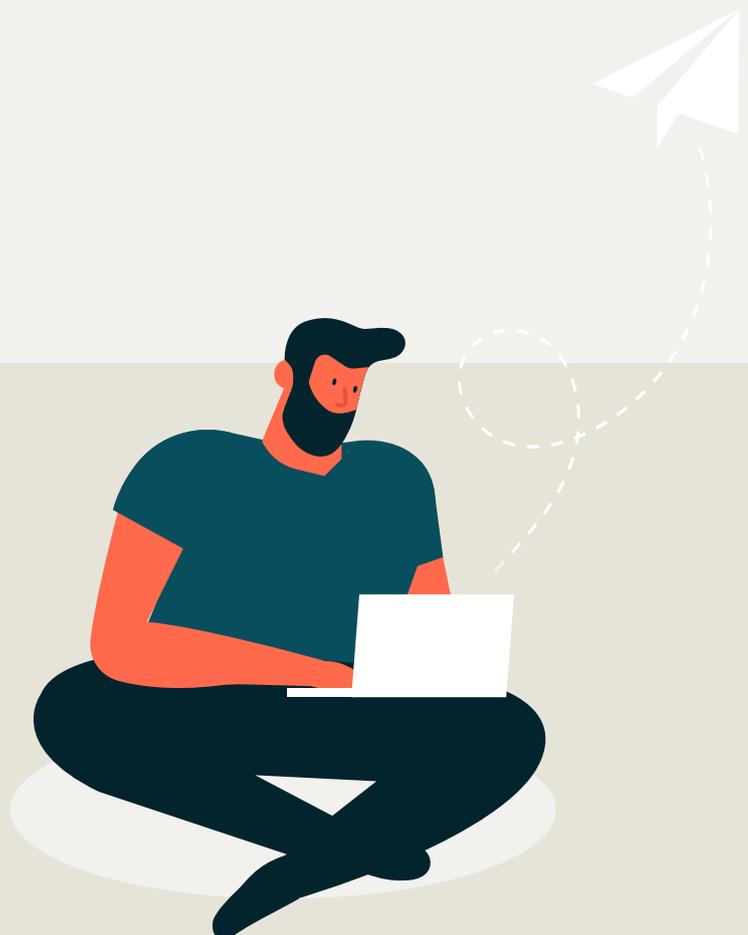
2 choices:

Fast-track or Customized implementation
Depending on your company's level of complexity, we have two options to help you in your Workplace implementation. We call them Fast track and Customized.

Low complexity may be defined as companies that have no need for implementation and no special requirements are needed. You may be using standard Active Directory and want to implement Workplace out of the box. The Fast-track launch package is the low touch way of introducing everything that needs to be done to have a successful implementation. You do the implementation yourself, and we point you in the right direction. Fast track has 5 sessions – one for each of the 5 pillars that Workplace have defined to ensure success.

High complexity may be defined as companies that have multiple locations and people in different regions, or companies that need integration with other tools. An example of integration could be to your HR system. With bot technology you can automize answers to questions, for example "how many vacation days do I have left?". The bot can lookup information in the HR system and give your employees quick answers. Another example is integration with Office 365, that will allow employees to access content that is stored in Onedrive, Sharepoint or Teams directly from Workplace.

The Customized launch package takes more complexity into account. It offers more comprehensive workshops for each of the pillars where we spend as much time as needed for each pillar or customized topic with a team from your company. We will also do repeating sessions for different audiences.

The Customized launch package	
Fast track: Launch assistance call package **$5k USD** For smaller organizations or organizations with low complexity	**Customized:** Customized workshop package **Customizde prizing** For larger organizations or organizations with high complexity

What you get when we help you implement Workplace

- A dedicated **customer success manager** that understands your needs

- **Guidance** through the maze of all the components that need to fit together to make sure the launch is successful both technically and for the people who are going to use it

- We have the **time** to understand your individual needs of making sure the implementation is in line with the your goals – we give you our full **attention**

- **Support** – we won't leave you after you have launched. We offer different support programs to maintain the value of Workplace and ensure successful and lasting impact. You'll know how to reach out to get support and we'll schedule check-ups, apply new features to your platform, or conduct workshops for new employees.

- We help you pick your **champions** and train them to influence the cultural change.

The 5 pillars of a successful workplace implementation

At Crayon we understand that digital transformation is not about technology, it's about culture and people. We have found that the 5 pillars methodology is exactly in line with our philosophy. That's why we base our launch packages on them.

The 5 pillars are a proven methodology from Workplace by Facebook that touches on every aspect needed to make sure you have a successful implementation. It gets every stakeholder involved – from the executives to the champions and to the front end workers, making sure that employees understand the vision and cultural change.

The 5 pillars are:

- Executive Engagement

- Technical integration

- Group Structure

- Communication

- Workplace Champions

About Crayon

Crayon is a global leader in digital transformation and software services. We know how to optimize and adjust digital platforms to your business and budget. Our expert consultants have extensive experience in implementing and adapting Workplace in both smaller and larger organizations.

→ Contact us today.