

# Activating Your Champion Program

Designing and delivering an effective champion program

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Welcome to our  
Yammer bootcamp

## What we're covering today

- Why we need champions
- What's in it for the champions
- Program overview

# Why we need champions

1. To help promote Yammer adoption by sharing experiences with colleagues
2. To gather feedback for future improvements, events, and campaigns
3. To be our eyes and ears in the network by highlighting the best Yammer use cases



# What's in it for the champions

1. The first to know...
2. Increase digital literacy
3. Sense of community and mentorship by Yammer experts
4. Provide direct feedback to our team
5. Increased exposure to other work





## Program Overview: What the champions signed up to accomplish

- Participate in Yammer activities for at least 30 minutes each week
- Complete regular assignments and present to our cohort
- Monitor Yammer Help and Ideas and Yammer Community Managers
- Share how you and your team are using Yammer
- Amplify our events and campaigns

# Agendas and Assignments

Month/Day	Theme	Monthly Meeting Agenda
<b>July 15</b>	It's Yammer Time: Stepping into your role as a Yambassador	<ul style="list-style-type: none"> <li>• Kickoff event – welcome to Yambassador program!</li> <li>• Overview of program and what to expect</li> <li>• Overview of curriculum and assignments</li> <li>• Introduce – <i>Spotlight: Yammer Impact</i> assignment</li> <li>• Level Up: Demo for 1,2,3 challenge &amp; analytics</li> <li>• Reminder: if you haven't posted your intro post, make sure to do it</li> </ul>
<b>August 12</b>	Gathering your Ingredients: Planning for Success	<ul style="list-style-type: none"> <li>• Check-in on assignments</li> <li>• <i>Spotlight: Yammer Impact</i> (3 volunteers to share)</li> <li>• Level Up: Yammer strategy for success overview</li> <li>• Next steps and prep for next month</li> </ul>
<b>September 2</b>	Stick a Fork in it: Execute your Plan	<ul style="list-style-type: none"> <li>• Check-in on assignments</li> <li>• <i>Spotlight: Yammer Impact</i> (3 volunteers to share)</li> <li>• Level Up: Analytics and benchmarking discussion</li> </ul>
<b>September 30</b>	Enjoy the Fruits of your Labor	<ul style="list-style-type: none"> <li>• Check-in on assignments</li> <li>• <i>Spotlight: Yammer Impact</i> (3 volunteers to share)</li> <li>• Reflection, wrap up, next steps...</li> <li>• Congratulations!</li> </ul>

	Week of:	Assignments
<b>1</b>	<b>Jul 12 (meeting)</b>	Introduce yourself in the Yambassador community and attend kickoff meeting or watch replay (Jul 15)
<b>2</b>	<b>Jul 19</b>	Spend 20 minutes in Yammer and complete the 1, 2, 3 Challenge
<b>3</b>	<b>Jul 26</b>	Watch Yammer training (Everything you need to know about Yammer features (intermediate/expert or Yammer Info session for beginners))
<b>4</b>	<b>Aug 2</b>	<i>Spotlight: Yammer Impact</i> Round 1 – Discover/create a compelling Yammer case study (something you're observing or doing that inspires you); then share using the hashtag #YammerImpact
<b>5</b>	<b>Aug 9 (meeting)</b>	Spend 20 minutes in Yammer and complete the 1, 2, 3 Challenge; attend Yambassador meeting or watch replay (Aug 12)
<b>6</b>	<b>Aug 16</b>	Try out a built-in feature: poll, praise, question, live event

# *Spotlight: Yammer Impact*



Discover/create a compelling Yammer case study (something you're observing or doing that inspires you)

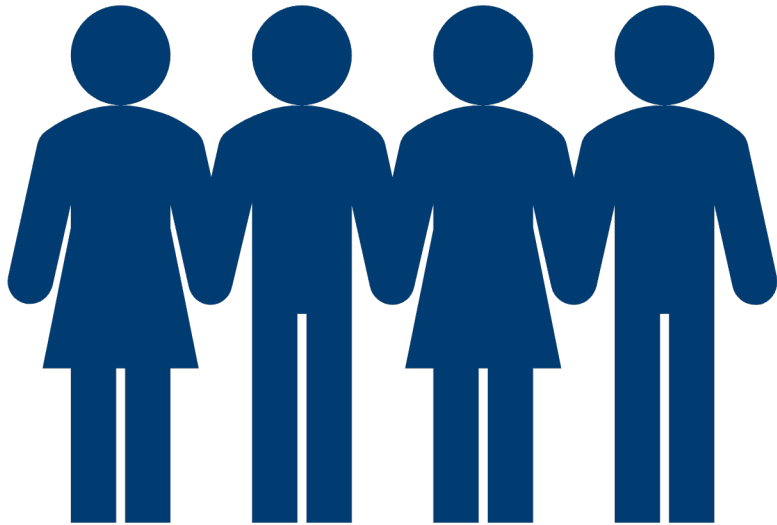


Share in the Yambassador community, Yammer Help and Ideas, or Yammer Community Managers



Use the hashtag #YammerImpact

# Final thoughts...



1. Make it about the people
2. Give them real responsibility
3. Connect it to their jobs
4. Be patient





Thank you!

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