Introductions

- Take 5 Minutes

- Turn to a Person Near You

- Introduce Yourself

- Business Cards

Agenda

- Overview
- Keep it Fresh!
  - Broadcom Engagement
  - Upgrade
  - Functional Releases
- Keep Engaged!
  - Planning Communications
  - Communications Components
    - Understanding the Change
    - Communicating the Change
    - Ways to Teach
    - Follow Up

Overview

- Growing skillsets starts with engaged users

- Maintaining engagement starts with continuous improvement
    - Engagement, management and oversight of day-to-day activities
        - System status (uptime or outage notifications)
        - User performance (reminders for timesheets and status reports)
        - Escalations (manager or PMO notifications of user performance)
    - Communication or training for enhancement/changes
        - System upgrades
        - New functionality releases
        - Process changes

- **Process and tool growth supports resource growth**

Keeping it Fresh

Broadcom Engagement

- Broadcom's quarterly releases are consistently adding in-demand user features

- Keep up-to-date with the latest releases

- Stay informed with the Clarity product roadmap

- Plan your upgrade cycle
  - Broadcom SaaS: Quarterly
  - Rego AWS: At least twice a year
  - On-Prem: Annually

Broadcom Engagement

Stay Engaged with Us

Weekly	Monthly		Quarterly	Semiannually
Office Hours	**Roadmap Review**	**End to End Demo**	**Release Preview**	**User Groups**
40 attendees	110 attendees	200 attendees	300 attendees	600 attendees
Relationship-building open conversations between customers & Product Management	*Gives customers **confidence & validates our strategy***	*Drives **awareness & adoption** by showcasing product capabilities*	*Go-to-market for the release allows us to **take credit for the value delivered***	*Regional meetings featuring customer presentations that **promote our community***
	Innovation Call	**Design Studio**	**Value Validation**	**CAB**
	40 attendees	15 attendees	6 attendees	10 attendees
	*Customers **participate in prioritization** by pitching ideas & voting*	*Open discussion between UX and customers **on use cases***	*3 day customer-led sprint where they **use the new features & provide feedback***	*Forum for large customers to **share experiences** & identify industry trends*

Email clarity@broadcom.com to sign up for any program

ValueOps by Broadcom

Let Rego be your guide.

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Functional Releases

- It can be difficult to adopt new features at the same time as a system upgrade
  - Evaluate features as the become available, they don't have to be released right away
- Plan and schedule a 'functional' release calendar
  - ***This should also include process change***
- Publish a roadmap
- All releases should include communications, release notes, and OCM

Keeping Engaged

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Planning Communications

Organizational Change Management is key to successfully driving change (see our Prosci partners!)

- Identify key stakeholders

- Assess the impact
  - Minor or major changes?
  - Significant process change?

- Targeted communications
  - How am I affected?
  - What's in it for me?

- BLUF it (bottom line up front)

Understanding The Change

- **What is the timeline?**
  - Date of Testing
  - Date of Implementation (Prod)

- **How big is the change?**
  - Size of a change can impact the tactics used

- **Which groups does it impact?**
  - Identify the group/personas impacted
  - Identify processes impacted

- **Document the change**

- Before / After - Visuals
- What we did vs What we Do
- Updates to Materials

Communicating The Change

- Material Updates
  - Quick Reference Guides
  - Videos
  - SharePoint, Confluence, Wiki, etc
- Distribution Channels
  - Emails
  - Announcements
  - Internal Sites

- Team Meetings/Huddles

- Provide information for the teams to review
- Quick Reference Guides
- Links to internal information
- Snack & Chats
  - One off training sessions
  - Topic Focused

Ways to Teach

- **Short Form Content**
  - Topic focused Video
  - Less than 5 minutes
- **Quick Reference Guides**
  - Topic focused documents
  - Updated with new changes

- **Snack & Chats/Lunch & Learns**
  - Topic focused
  - Training Sessions 20 minute to 1 hour
  - Include business process changes

Follow Up

- Email Communication

- Surveys

- General Conversations

Questions?

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Thank You For Attending Rego University

Instructions for PMI credits

- Access your account at pmi.org
- Click on **Certifications**
- Click on **Maintain My Certification**
- Click on **Visit CCR's** button under the **Report PDU's**
- Click on **Report PDU's**
- Click on **Course or Training**
- Class Provider = **Rego Consulting**
- Class Name = **regoUniversity**
- Course **Description**
- Date Started = **Today's Date**
- Date Completed = **Today's Date**
- Hours Completed = **1 PDU per hour of class time**
- Training classes = **Technical**
- Click on **I agree** and **Submit**

Let us know how we can improve!
Don't forget to fill out the class survey.

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