

Novareté Jump Start

Novareté is fun and easy to use. When you introduce it to your organization, it'll be new. As with any change in an organization, teammates will need some time to get used to it and discover their own ways to engage. To accelerate adoption, listed below are some suggestions that have worked well to help make Novareté an integrated part of users' daily work lives. As we have observed usage of Novareté in successful companies, three elements are key to a successful launch and sustained use:

- 1) The site has "must read" information that is not found elsewhere. Users must come to their Novareté site to find this information, such as organization charts, forms, passwords, news, deadline information, company holiday calendar, etc. This helps to build the habit of regularly engaging with Novareté.
- 2) Leadership uses the site. Just as leaders are the tone at the top, their usage of Novareté is a declaration of their desire for values-based decision making for the entire team.
- 3) Everyone must download the mobile app. The key to sustained use is 24/7 accessibility.

Use this list as a way to broaden your thinking about how Novareté can be used to strengthen your company community, which in turn will increase your performance. As you continue to try new things and evaluate the analytics, you will discover what works for your unique organization. For your convenience, the list is organized by typical departments, and tips on analytics use is at the end.

Human Resources

1. Create Groups: think of these as communities - formal and informal groups as they naturally exist.
 - a. Organizational (by department and by hierarchy (directors, managers, executives, etc.)
 - b. Industry, discipline, or market segment related
 - c. Activity (fun committee, holiday party, volleyball team, snowmobilers, video gamers, etc.)
2. Quickly acclimate New Hires
 - a. Onboarding process: complete the Checklist for Success (complete profile card with images, respond to dilemmas, give kudos, post social contributions, read the info cards, etc.)
 - b. Ask them to send out an email introducing themselves to the entire team with a link to their profile card.
 - c. Add them to appropriate groups, and ask that they review the groups to get a feel of the community
 - d. Ask that they review the Kudos catalogue to see your company values in action
3. Post general information that otherwise is sent by email, text or phone. Moving information to Novareté not only makes it measurable and searchable, but it also frees up space in your employee's inbox.
 - a. Newsletter
 - b. Community and charity event pictures
 - c. Any departmental announcements
 - d. Use the Collaboration card instead of long threads of emails back and forth
 - e. Holiday schedule
 - f. Conference room phone numbers
 - g. Organizational charts
 - h. "All employee" emails
 - i. Time sheets reminders
 - j. Events (birthdays, births, anniversaries, etc.)
 - k. 401k updates
 - l. Benefits, links to forms, etc.
 - m. Facility announcements (fire drill, inclement weather news, safety announcements)
 - n. Policy Changes

4. Offer contests/recognition for use
 - a. Best profile background
 - b. Most useful or interesting post (time saving, money saving, fire dog ear, etc.)
 - c. Best quote
 - d. Best client testimonial
 - e. Best product results picture
 - f. General fun: Cook-offs, bowling, etc.
 - g. Quarterly Kudos Awards; quarterly total points award
 - h. Photo contest for each value per quarter
 - i. Photo contest for community outreach in action
 - j. Employee of the month broadcast
 - k. Work schedules
 - l. Location specific activities (for companies with more than one location)

Leadership

1. Lead by example: Respond to the dilemmas, give Kudos, post contributions, eliminate “all employee” emails
2. Post periodic informal videos from CEO (how we’re doing, new strategies, etc.)
3. Give at least 1 kudo per week and even more Group kudos
4. Post functional leader “progress reports” video is best but written is good too. Maybe mention big wins.
5. Monitor company and team metrics often and discuss at meetings to ensure progress
6. Post regulatory changes and what they mean for your team
7. Leader spotlight video

Marketing and Sales

1. Interview clients and post testimonials (quotes and videos) and pictures
2. Offer competitor news and your differentiation
3. Post links to marketing materials
4. Post teaching demos
5. Post photos or videos of activity at conferences
6. Include common prospect objections and how to overcome them
7. Give Kudos to sales members achieving targets
8. Press Releases
9. Awards/goals achieved

R&D

1. Offer information about new products being introduced
2. Post product performance information
3. Offer information on how product trials are progressing

Client Service

1. Post information on client retention and progress toward goals
2. Give Kudos to those in other departments that help to support clients
3. Inform the team about new processes being adopted to support clients
4. Post metrics related to product usage

IT

1. Security reminders (alarm code reminders, etc.)
2. Wi-Fi password changes