

**NAME**

Campaign One

**DESCRIPTION**

One-off continuous; mix of proactive and reactive in response to changing org'n environment; generally low key in background but moments of intensity around significant milestones; effort given to demonstrating what can be achieved through what has been achieved

**AUDIENCE**

All staff with stake in Recordkeeping at Acme including organising and access

**START DATE**

Jan 2011

**END DATE**

Jun 2012

**PROJECT**

EDRMS Business Change

**PURPOSE**

- \* Raise awareness with staff about what is happening with the business change and any implications for them
- \* Promote and facilitate initial actions for buy-in for improved Recordkeeping at Acme

**KEY FACTORS**



**FOCUS**



**SPONSOR**

Kate Brown

**LEAD**

Hayden Smith

**COORDINATOR**

Virginia Grey

**DESIGN PRINCIPLES**

#18 Shape the narrative; #16 Don't guess, ask; #36 Engage continuously

**ACTIVITIES**

**DEVELOPMENT PHASE**

- Broadcast email to staff: Introduce planned business change & project team
- Consult selected stakeholders to contribute ideas to design of Change Program
- Conduct competition for staff to rename EDRMS Project
- Create & promote project intranet space as place to 'pull' information as needed
- Promote/monitor email box as incoming channel for ad hoc & misc requests for info
- Setup and promote project space on Acme Message boards across Acme
- Publish to Acme Message board (change content every three-four weeks)
  - o Progress report on deliverables completed/milestones achieved
  - o New poster with key message, e.g. 'Benefits of Recordkeeping for Acme'
- Roadshow of presentation(s) to staff in Team Meetings + Public Session to all
  - o What's happening in Acme Recordkeeping; What is Recordkeeping; Demo of working solution in HP TRIM with Acme configuration
- Publish podcast(s) of presentation(s) on intranet
- Conduct contest/game for CAcme Recordkeeping awareness
- Seek subscribers for regular updates via email
- Broadcast email to all subscribers: Update on project/change progress
- Promote and provide early learning opportunities: 'How to search your network drive' and 'Preparing to migrate your Business Information'

**PRE DEPLOYMENT PHASE**

- Presentations to staff: OD Team tell their story + Info session on implementation process
- Drop-in sessions: demo of working solution + invitation for hands-on play
- Publish RK Learning Roadmap; promote self Skills Knowledge Check

