



Agenda

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- Challenges to adoption of Viva Topics
 - Keys to successful adoption of Viva Topics
 - Measuring success
 - Q&A
 - Resources

Viva Topics adoption challenges

Organizations initiate Topics discovery and identify tens of thousands of topics, most of which the admins, IT, and knowledge managers don't know much about. So, they tend to focus on the topics they do know about, and that are relevant to the broad employee base, which are top organizational topics.

Starting with top organizational topics requires admins/IT to identify knowledge managers and motivate them to do high fidelity curation of these top 50-100 organizational topics. This is a small percent of the knowledge base so not many topics are visible to all users, these are often the topics the users know something about and might already be bookmarked, and the high-fidelity curation requires a lot of time. Starting here sets a precedence and it becomes the assumed time commitment and level of curation needed for all topics. This results in companies thinking they need to hire a bunch of knowledge managers, and the **knowledge managers feel overwhelmed with the task of publishing tens of thousands of topics.**

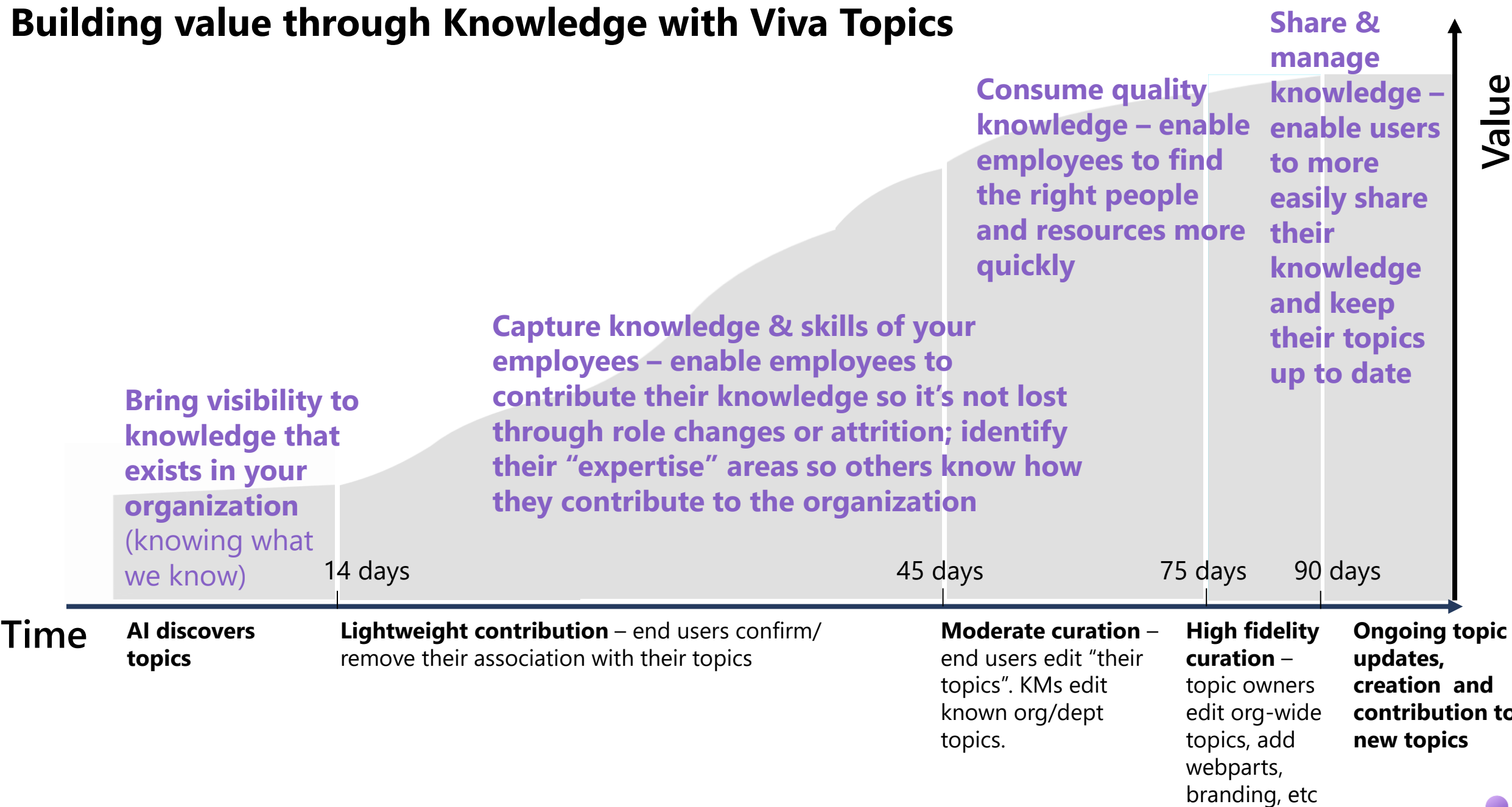
With few published topics, the likelihood of end users encountering those topics in the flow of work, is minimal. The value of these topics is uncertain – might be good if the user is unfamiliar with the topic, but being a top organizational topic, it's more likely the users are familiar with it and will be in less need to view the knowledge. **This is a high time and resource commitment to low topic value scenario.**

Many organizations do not show suggested topics to their users because they don't feel the quality of the AI provided content is good enough to be consumed. **Organizations want to only show good quality topics to their employees.** So, they hide suggested topics which impedes end users ability to contribute to topics and further enforces the need to follow the above scenario.

Suggested and confirmed topics are only viewable by users who have access to the underlying content of those topics. These are topics that they are often associated with, or are "near" them, and they have a higher likelihood of knowing about them. To view topics that I don't know about, the topic needs to be a published topic. **Published topics that I don't know about have highest potential to deliver highest value to the end user.**



Building value through Knowledge with Viva Topics



Keys to Successful Adoption of Viva Topics



Keys to a successful adoption of Viva Topics



Trust and value



Scalable and sustainable



What's in it for me



Trust and value of topics



Organizations need to be able to...



Trust and value the knowledge they access through Viva Topics

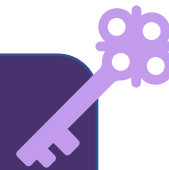
What increases trust and value

- Being confident that I will only see knowledge that I have access to. Knowing sensitive information is protected.
- Looking for knowledge and finding the person, resource or definition of the thing I need to learn about
- Knowing the knowledge shared with me is current and accurate
- Knowledge is available to me where and when I need it

What hinders trust and value

- Looking for knowledge but finding the topic content is not right or incomplete, especially if this is my first experience
- Seeing the wrong people associated with a topic
- Not seeing any confirmed people or resources on a topic and wondering if the AI got it right

Users consume knowledge from quality topics with complete, current information





Scalable and sustainable adoption



Organizations need to be able to...




Scale the contribution of knowledge to build and maintain their knowledge base. Introduce and reinforce new user behaviors that sustain the quality of the knowledge base

What will scale and sustain

- Start with smaller groups of users and build up; first users become champions and advocates and help scale adoption
- Start with simple end user feedback actions and build the contribution muscle
- Start with relevant topics to the users in your initial group of users
- Lots of published topics delivers sustained value – they will be available for all users to consume

What isn't scalable or sustainable

- Focusing on just a handful of knowledge managers to edit topics
- Suppressing suggested topics – prevents end users from contributing to their topics
- Starting with highly curated topics that take a longer time to edit and might be an intimidating example to follow
- Looking through a list of 50k+ topics to pick out which ones to start with
- Trying to figure out who to ask to edit a topic and convincing them to do the extra work



Publish lots of topics that are of highest value to those who will consume the knowledge. Capture the knowledge from the people with the knowledge of the topic.



What's in it for me



Organizations need to be able to...

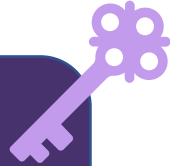
Motivate users and knowledge managers by communicating what's in it for them

What motivates

- Being recognized for what I work on, specialize in, and what I want to be known for
- Being recognized for my contribution to our corporate knowledge base – e.g., as a top contributor
- Knowing others value my contribution and benefitted from the knowledge I share
- Having work done for me, especially work that I'm uncomfortable with or don't know well how to do
- Seeing the value I get from knowledge someone else shared for my benefit
- Save time by not having to answer the same questions over and over

What impedes

- Being asked to do extra work beyond my normal day job
- Having to learn new skills or behaviors without understanding why or what value it has
- Not knowing where to start, feeling overwhelmed by the size of the task
- Being nagged with too many reminders



Build contribution muscle and reward contributors. Develop behaviors that enable you to scale and sustain a knowledge base your end users trust and value



Making it real

Keys to a successful adoption of Viva Topics



Trust and value

Users consume knowledge from quality topics with complete, current information



Scalable and sustainable

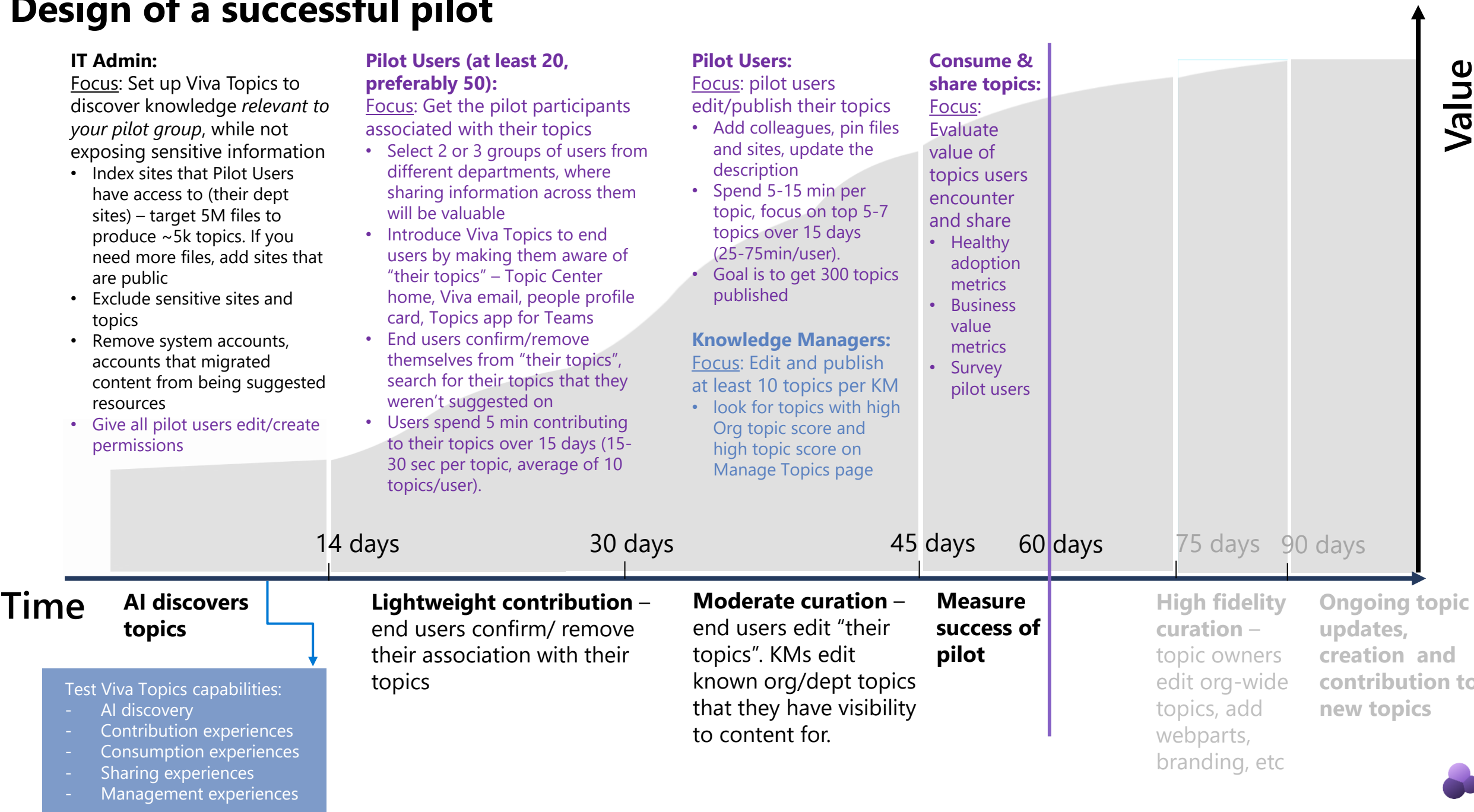
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What's in it for me

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Design of a successful pilot

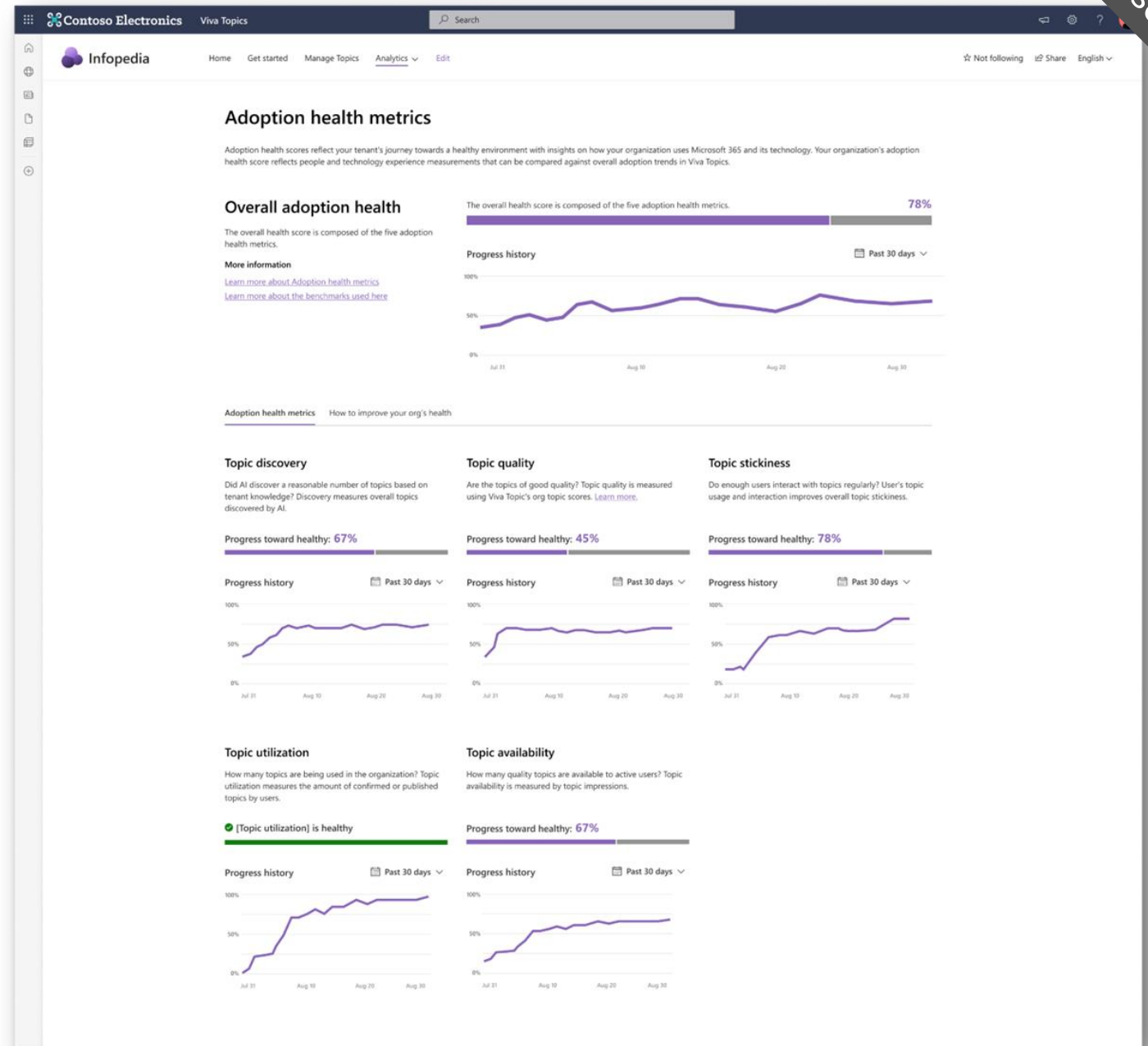




Measuring successful adoption of Viva Topics

Dashboard to measure health of your adoption

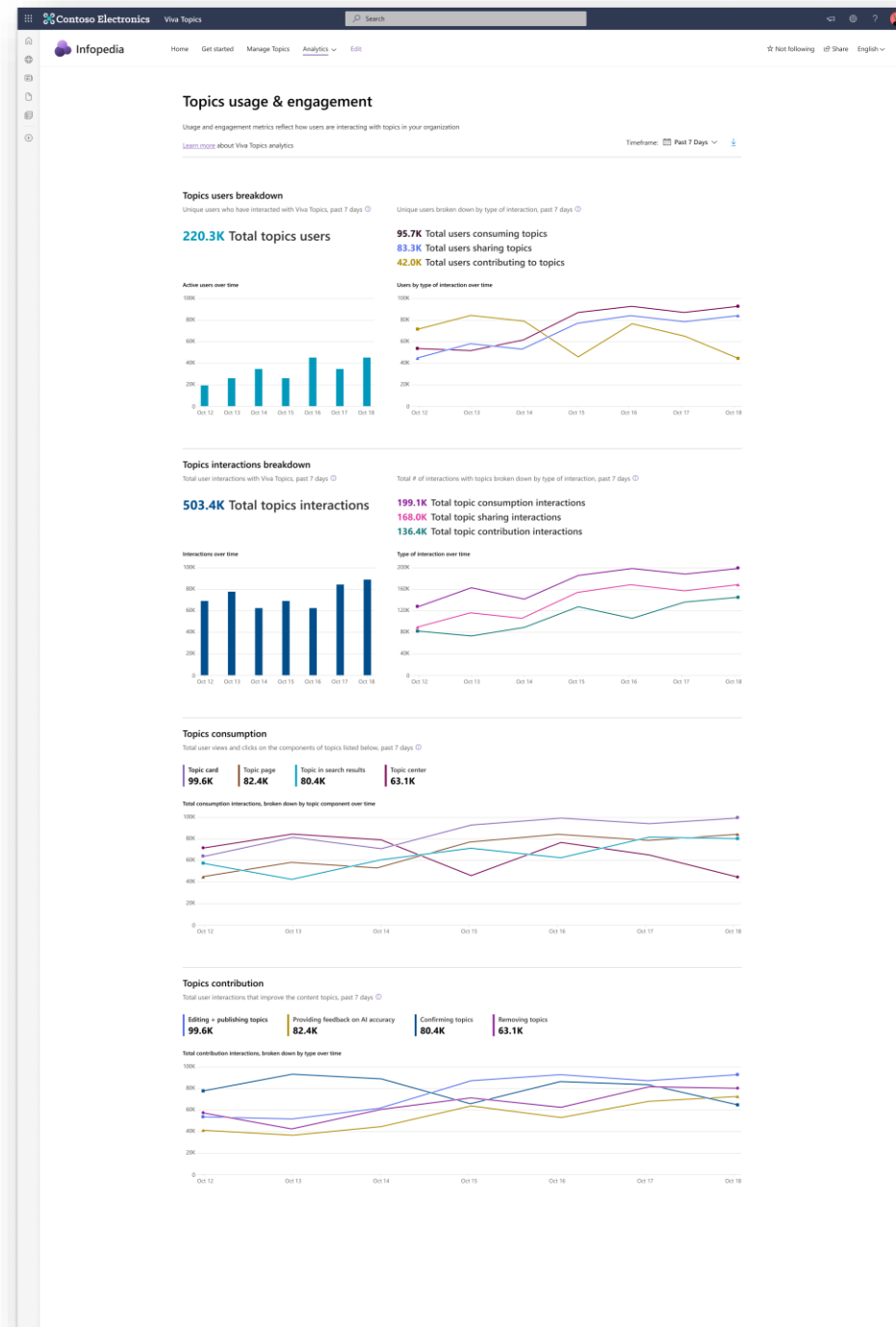
- Five metrics measuring adoption health
 - Topic discovery
 - Topic quality
 - Topic stickiness
 - Topic utilization
 - Topic availability
- Targets to reach
- Recommended actions to make efficient use of time
- Will help organizations reach a healthy state quicker
- Need 15 users seeing Topics to be activated



Coming soon

Metrics to measure value of Topics

Usage & engagement metrics broken down by interaction, consumption, and contribution to help measure overall value



Coming soon



Resources

Use Scenario Catalog <https://aka.ms/TopicsScenarios>

Adoption Playbook <https://aka.ms/topicsadoption>

Viva Topics audience-based email templates:
adoption.microsoft.com/viva/

Series of 3 blogs to support adoption of Viva Topics:
<https://techcommunity.microsoft.com/t5/microsoft-viva-blog/the-journey-to-viva-topics-adoption-success-intro/ba-p/2976552>

Communication Asset Samples:
<https://download.microsoft.com/download/d/2/e/d2e894dd-c360-4edd-9c83-8e41787afda1/Viva-Topics-Communication-Asset-Samples.pptx>

