Microsoft

Maturity Model for Microsoft 365 Practitioners

April 2025

Practical Scenario: Enhancing Brand Management

✨ **Guest star** ✨ Simon Hudson

Current Core Team

Marc Anderson — Sympraxis Consulting | @sympmarc
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Sharon Weaver — Smarter Consulting | @sharoneweaver
Galen Keene — Smarter Consulting | @sdkeene
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Mats Warnolf — Mats Warnolf AB | @MatsWarnolf

Emeriti

Emily Mancini, Left Uncharted | @eemancini
Initiative started by Sadie [Van Buren] Gilronan as the SharePoint Maturity Model in 2010

Agenda
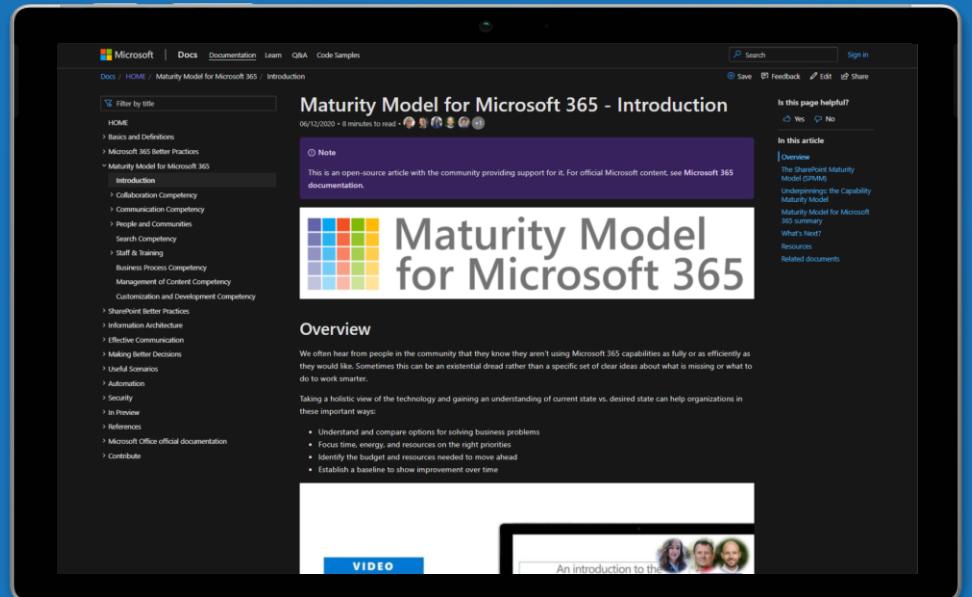
Practitioner & Maturity Model overview
- Artifacts and Updates
- Purpose

→ Shout-out & Picture Time (**Together Mode!**)

→ Contribute

→ The main event

https://learn.microsoft.com/en-us/microsoft-365/community/index-mm4m365

or https://symp.info/MM4M365

Reminders

Join us every month!

Download the recurring calendar series
https://aka.ms/mm4m365/invite

Global Microsoft 365 & Power Platform Meetup
https://www.meetup.com/global-microsoft-365-dev-meetup/events/

Purpose and articles on Microsoft Learn

Artifacts

PURPOSE

Improve organization through use of technology	Benchmark company and department
Select appropriate approach	Develop an organizational business and technical roadmap based on: • What's possible • What's desired • Organization's culture and drivers
Lead and support strategic planning, with senior management	Align implementation needs and objectives
Discuss use of the platform with IT – not just technology	Socialization tool

Published competencies

- Governance, Risk & Compliance ✦
- Business Process
- AI & Cognitive Business ✦
- Collaboration ✦
- Communication ✦
- Customization & Development
- Management of Content
- Infrastructure
- People & Communities
- Search
- Staff & Training
- Employee Experience

Practical Scenarios

- Microsoft 365 Service Change Management
- Servicing Microsoft 365 Apps
- Servicing Health Management
- Enhancing Brand Management
- Knowledge management

Tools

- Running a MM4M365 workshop
- Practitioner meeting recordings

In progress competencies

- Data & Analytics
- Security

Supporting articles

- Search
- Communication

How to elevate...

- Collaboration
- Communication
- People & Communities
- Staff & Training
- Governance, Risk and Compliance
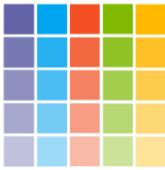
MM4M365 provides benchmarks to measure your organization

Maturity Level	Description/characteristics	Intent
Level 500 Optimizing	Optimal, systematic, statistical, improvement-focus, automated, assured, proactive	"We want to ensure all the key processes are always effective and resilient, while designing the same into anything new we do"
Level 400 Predictable	Productive, interactive, responsive, enhanced, effective, adaptable, quality	"Let's make things even better by measuring, analyzing and taking actions to improve based on that"
Level 300 Defined	Documented, policy-driven, planned, controlled, stable	"We have defined our processes, policies and procedures, everyone seems to be doing the right thing; let's keep doing that"
Level 200 Managed	Routine, legacy, fire-fighting, variable, personally managed	"We should ensure everyone knows what they should be doing"
Level 100 Initial	Ad hoc, reactive, uncontrolled, chaotic, unstable, not designed	"Let's keep putting the fires out and keep the lights on!"

PnP Picture Time!

- Please turn your video on and we'll grab a Together Mode pic with everyone who wants to be seen to be here.

- We are together in this as a community!
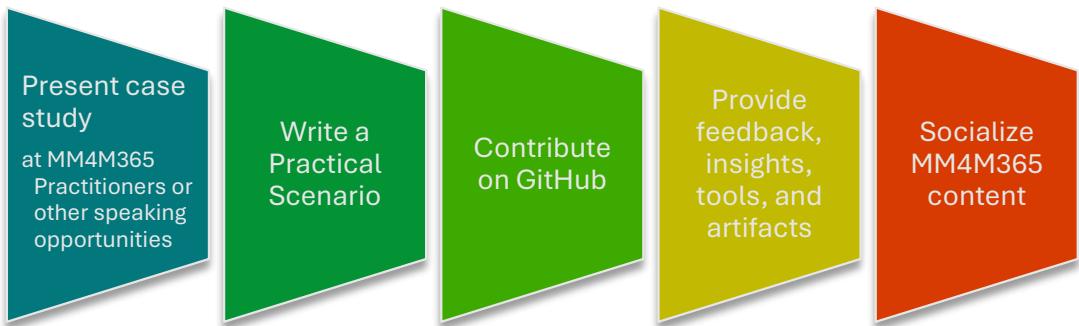
Overview

Practitioners for Maturity Model for Microsoft 365

Get Involved

https://symp.info/SiCCommunityContentGuide

Present case study
at MM4M365 Practitioners or other speaking opportunities → Write a Practical Scenario → Contribute on GitHub → Provide feedback, insights, tools, and artifacts → Socialize MM4M365 content

Run a MM4M365 workshop

- https://symp.info/MM4M365Workshop

Purpose

Safe space to:

- Share & test your thoughts
- Guide the process and content
- Decide how to promote your use of the Maturity Model
- Hone your pitch

Discussion-based monthly meeting

- Understand the competencies & measuring maturity
- Awareness of new assets
- Feedback on the maturity model
- Share anecdotes and success stories
- Map technology, maturity level & competencies
- Run workshops

Upcoming topics in 2025

January 21	February 18	March 18	April 15	May 20	June 17
Getting Leadership Buy In	How to run a Maturity Model Workshop	Maturity Model and AI Agents	Practical Scenario: Enhancing Brand Management	Security Culture	
⭐ Pia Langenkrans ⭐	⭐ Core Team ⭐	⭐ Simon Doy ⭐	⭐ Simon Hudson ⭐	⭐ Galen Keene ⭐	

July 15	August 19	September 16	October 21	November 19	December 17
Summer break	*Summer break*				
None	None				

What we are working on

Security Competency	Knowledge Management Practical Scenario	Governance Risk and Compliance	Management of Content review	Data Analytics Competency
• Drafted	• Drafted	• In review	• In process	• Seeking SME

NEXT SESSION

May 20 at 10am ET / 7am PT

Security Culture

Third Tuesday of every month

https://aka.ms/mm4m365/invite

Sharing is Caring

Home

Contribution Guidance

PnP SHARING IS CARING

Thank you, March attendees!

|			
Aaron Haydon	Daniel Altieri	Joshua Meade	Rosie Sparrow
Aashish Khamkar	David Cross	Julie Artler	Sai
Adina Bradshaw	David Neeck	Katie Lux	Sam Bridegroom
Adrian Batey	David Pileggi	Kelly Bearne	Sanford Mosby
Alan Flower	David Warner	Lance Yoder	Sarah Morse
Andrew Phung	Davy Stassen	Marc D Anderson	Sarah Nelson
Andy Boyet	Deborah McIsaac	Martin Schmucker	Sascha Ortmann
Anju Gagneja	Dominic Irrcher	Matt Brinkhoff	Sean Douglas
Ashar Khan	Dominik Eickholz	Maximilian Schober	Sebastian Fritsch
Bahareh Esfandiari	Emma Henry	med ach	Shanai Griffin
Bill Sabey	Emmon Johnson	Mehdi Barati	Shaun Brown
Braden Fase	Ethan Harrison	Monika Pachera	Simon Doy
Bryan King	Galen Keene	Nadia Guimarães	Simon Hudson
Carnegie Johnson	Giacomo Pozzoni	Narasimhan Madhavan	Taylor Sand
Carol J Shahan	Gretchun Kim	Oleg Münzer	Terence Rabe
Carol Zollinger	Heath Gieson	Oliver Menzel	Tony Graves
Catheryn Mancarti	Ilan Ramot	Patrick Hall	Valerio Ponzo
Chris Clos	Iqbal Nadiadi	Pete Simpkins	Van Hallman
Chris Gregory	Isaac Bertrand	Pia Langenkrans	Venugopal Reddy
Christene Costello	James Williams	Prabhu Nehru	Veronica Fair
Claudio Dodt	John Hill	Richard D. Riopel	Wesley Alegado
Clément Betacorne	John Murdoch	Robert Proctor	
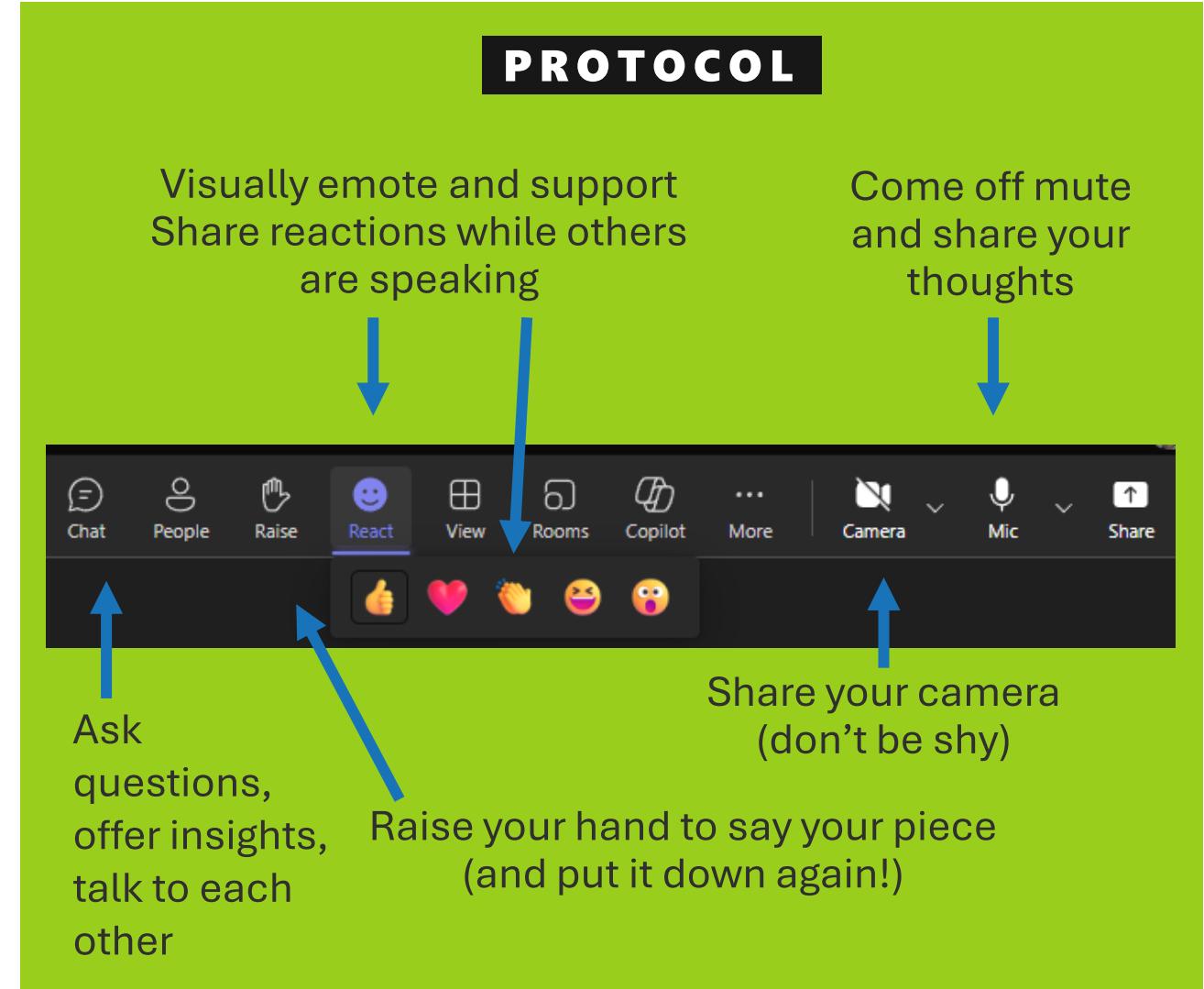
Practical Scenario: Enhancing Brand Management

PROTOCOL

Visually emote and support
Share reactions while others are speaking

Come off mute and share your thoughts

Ask questions, offer insights, talk to each other

Raise your hand to say your piece (and put it down again!)

Share your camera (don't be shy)

Resources

Brand consistency and use across an organization.

https://learn.microsoft.com/en-us/microsoft-365/community/maturity-model-microsoft365-ps-enhancing-brand-management

Principles

Understand Your Audience:
- It's essential to grasp the values, needs, and preferences of your target audience to develop branding that is both relevant and impactful.

Differentiation:
- Aim to be distinctive rather than merely superior. Provide a unique brand experience or philosophy that sets you apart.

Consistency:
- Ensure that your brand message and visual identity are uniform across all platforms and forms of communication.
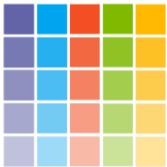
Authenticity:
- Stay true to your brand values and mission. Being authentic fosters trust and cultivates loyalty among your audience.

Emotional Appeal:
- Engage your audience on an emotional level through compelling storytelling and the principles your brand embodies.

Flexibility:
- Be prepared to adjust to market changes and shifts in customer preferences while staying true to your core brand values.

Level 100: Initial

Scenario

A small startup has a logo and a basic color scheme but lacks comprehensive brand guidelines.
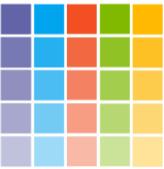
Each department creates its own marketing materials as a need arises, resulting in inconsistent use of fonts, colors, and messaging.

The brand identity is weak and often confused with competitors; potential customers are unable to describe what the company purpose or differentiator is.

- Branding is not viewed as a process or a strategic differentiator for the business.

- There is no clear brand guidance for employees; logos and colors are used inconsistently and are primarily found on the website.

- Some documents feature branding elements added by authors using available assets, often taken from the website.

- Existing branding lacks consistency.

- There has been minimal consideration of the brand's intended message.

- The branding may reflect underlying issues in company culture, governance, and employee engagement.

100 Development

- **Awareness:** Inform staff and management about the principles of brand identity. Emphasize the vital components of branding, including logos, typography, color palettes, imagery, and tone of voice.

- **Brand definition:** Define the organization's character and values that the brand will represent:

  - **Understanding Your Audience** by identifying your target group—those you aim to engage as advocates and influencers.
  - **Crafting your narrative**; determining what you want others to know about you and what you wish to communicate regarding your brand.
  - **Identifying your unique selling propositions**; the experience customers have with your business and the reasons behind your product and service offerings. This establishes the core of your brand promise.

- **Build brand assets:** Create crucial brand elements that strengthen your brand. Assess for accessibility standards and are effective in both digital and print media. Prepare template documents and slide presentations (Word .dotx and PowerPoint .potx files) and store them in the specified brand folder.

- **Share assets and brand:** Create a central repository for storing essential brand assets. Upload important brand materials (such as logos and primary color schemes) to this shared location.
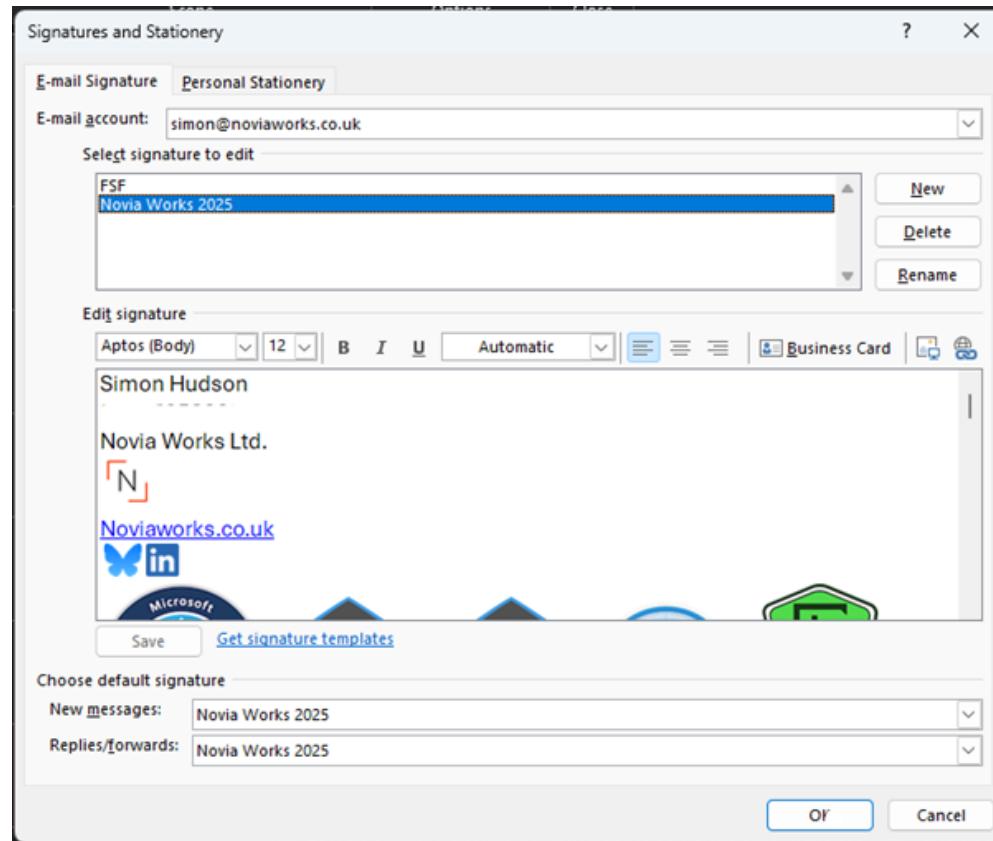
Level 200: Managed

Scenario:

The company becomes aware that its brand is ineffective and starts to formalize the approach.

- Senior management have agreed what the organization brand is intended to communicate, which might include a vision, mission statement, business principles and public strategy.

- A basic brand guide is created and published for all staff, defining logos and their use, corporate fonts, corporate colors (with their RGB, Hex and Pantone codes), trademarks and their definitive use. Consideration is given to tone of voice.

- The brand guide is circulated to staff and published to the intranet.

- Brand assets, notably company logos and images in appropriate file formats, are created and stored for use by staff in all areas of the organization. This might be in (in increasing order of good practice): a shared server; shared folder on OneDrive; a brand library on SharePoint.

- Staff are briefed on the importance and use of the brand. This is supported by some documentation and brand related processes, including approvals for public facing communications.

- Management of the brand and brand assets are attached to defined roles and responsibilities.

- Staff are asked to review all their existing documents and collateral and update them to the new standard.

- A core set of company templates (Word documents and PowerPoint slide decks) are created for the most common needs and staff are told to use these as the basis for their documents.

- Signage and other physical representations of the brand are updated to be consistent with the new approach.

- Staff are told to create and use email signatures in a standard 'on-brand' format.

200 Development

Asset Organization:

- Categorize types of brand assets (e.g., Logos, Templates, Fonts) and how/where they should be used (internal, external, social media, formal reports, and articles, etc.).

Guideline Development:
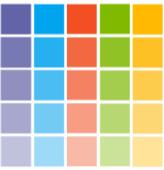
- Draft basic brand guidelines covering logo usage and primary colors to describe why, how, and where to use the brand. Publish for staff use.

Communicate:

- Ensure the availability of these resources is promoted to all departments and explain that they must use the official versions.

Protect assets and Intellectual Property:

- Register logos and other visual devices as trademarks.

Level 300: Defined
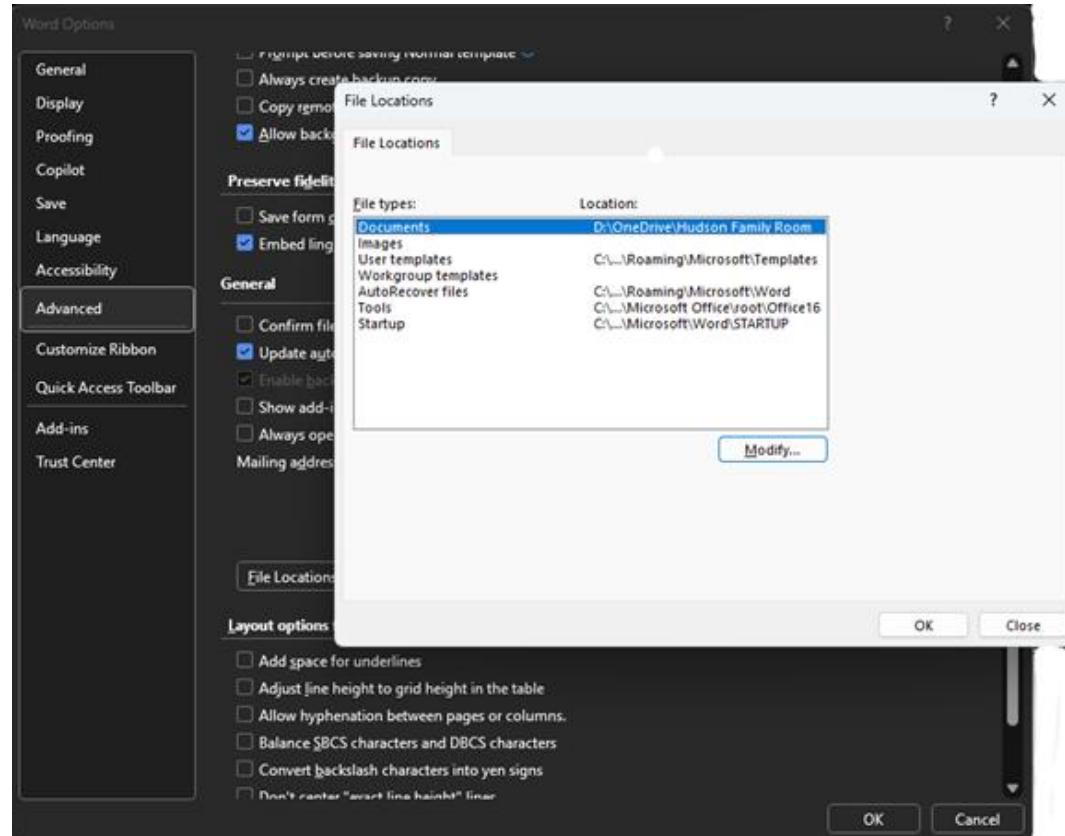
Scenario

The organization has developed detailed brand guidelines that include logo usage, color palettes, typography, and tone of voice. These are accessible to all employees, and training/refresher sessions on the brand and intellectual property are held to drive understanding and compliance.

The brand reflects the company culture and ethics and is consistently represented across all marketing materials and customer touch points. Core elements are established as trademarks.

- Senior management is aligned with the organization's brand, vision, mission, and principles, while staff recognize the brand's value and purpose. Brand training is provided.

- Brand guidelines have been updated for impact, consistency, and flexibility, detailing logo usage, corporate fonts, colors (including RGB, Hex, and Pantone codes), and offering examples. The tone of voice is also outlined with guidance.

- Logos and trademarks are registered and actively managed, with various sizes, formats, and variants available for different modes and transparency requirements.

- A [SharePoint Brand Center](#) stores logos and brand assets in organized folders, with guidelines and documents accessible for reference.

- The Marketing/Comms team oversees the Brand Centre, establishing brand colors and fonts to shape the intranet's appearance, encouraging site owners to utilize these themes.

300 Development

Expand:

- Extend the range and flexibility of templates. Add branding to other tools, such as Teams meeting lobby, Planner, SharePoint site (via themes)

Deploy Asset libraries:

- Define templates & images for use as Organizational Assets

Continuing training and awareness:
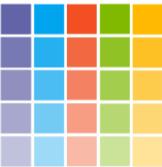
- Host training sessions and workshops to educate employees on brand usage. Develop step-by-step guides and video tutorials for using brand assets.

Enhance processes:

- Add governance and lifecycle management to brand activities. Scan for inappropriate trademark use internally and externally.

Extend accountability:

- Assign brand and communication managers to oversee brand asset usage.

Level 400: Quantitatively Managed
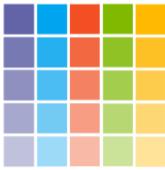
Scenario

A large corporation has a dedicated brand management team that oversees all aspects of branding. The brand guidelines are not only comprehensive but also regularly updated to reflect market trends and company evolution.
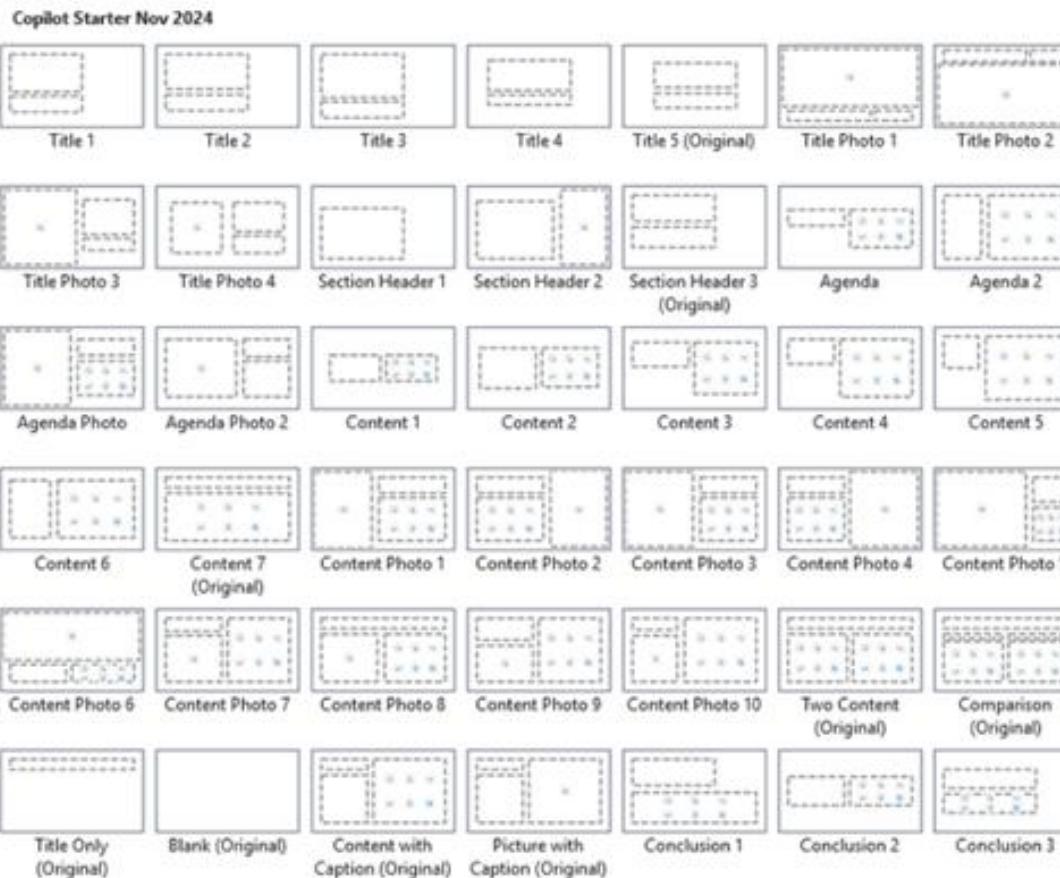
Advanced analytics tools are used to track brand perception and performance, and the company actively creates customer engagement to mould the brand experience.

The brand is strong, recognizable, and trusted globally.

- Branding is an integral part of the company culture and communication, with employees and management effectively using brand assets and conveying the brand's message.

- The Brand Centre is essential for both internal and external communication strategies.

- Resources in the SharePoint Brand Centre include staff photos, organized imagery, and relevant video and audio content.

- Sub-brands are developed to fit different products, services, regions, and markets.

- Elevator pitches for the main brand and sub-brands are provided.

- Storytelling is used to express brand values and enhance company culture.

- Brand training is included in employee onboarding and reinforced through various communication methods. Spokespeople receive media coaching supported by Viva Learning.

- Advanced tools and metrics, including surveys and Net Promoter Score analysis, are used to evaluate brand performance for ongoing improvement.

- Viva Engage supports communication and insights on brand evolution in relation to market changes.

- Viva Amplify centralizes corporate communication campaign management and reporting for employee engagement across platforms like Outlook, Teams, and SharePoint.

- Cross-functional teams collaborate on branding projects through Microsoft Teams and Viva Engage.

- The brand guide is a controlled document with governance akin to other policies, regularly reviewed and updated.

400 Development

Copilot Starter Nov 2024

Monitoring:

- Implement a system to monitor the use of brand assets, ensure compliance and assess impact of storytelling. Collect and analyze feedback from employees to improve the Brand Center.

Feedback Mechanism:

- Establish a feedback loop for continuous improvement of multiple aspects of the brand.
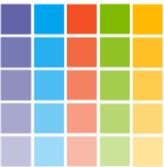
Embed governance:

- Regularly review and update brand assets and guidelines.

Enable AI:

- Introduce the standard 'golden' template into all PowerPoint templates

Read guidance; download the template master slides here

Level 500: Optimizing
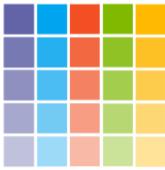
Scenario

A multinational corporation has both central and regional/national brand management teams who proactively ensure the brand and associated assets and processes anticipate market trends and company evolution.

Analytics tools are used to track brand perception, and the company actively engages with customers to gather feedback and improve the brand experience.

The brand is recognizable and trusted.

- Branding is deeply integrated into the company culture and all business processes encompassing all means of communication and marketing.

- Staff effectively and consistently use branding in their day-to-day activities.

- Feedback loops, horizon scanning and AI supported analytics drive continuous innovation in branding strategies and processes at all levels.

- The organization is recognized for both adopting and defining best practices.

- Brand processes are highly optimized and efficient through automation and analysis.

- Organizational tools and customer-facing experiences are integrated with the evolution of the brand; automation ensure changes smoothly roll out.

Thank you

Next MM4M365 monthly call

May 20 – 10 ET / 7 PT

Third Tuesday of every month: https://aka.ms/mm4m365/invite

Stay in touch

- ✨Newsletter ✨Sign up
- ✨ LinkedIn group ✨ Maturity Model for Microsoft 365 Community
- YouTube: http://mmvideos.m365.ms/
- Slide decks: https://symp.info/MM4M365Slides
- Twitter/X: @M365Maturity | @M365CommDocs | #MM4M365

Take the Maturity Model Self-Assessment

- Fill out the Maturity Model Survey: https://symp.info/MM4M365Survey