Key Messages

- Our main **message**: We are excited to launch My Information Workspace (MIW), an intuitive, easy to use, and collaborative platform for reporting and data analytics.
- MIW provides a mechanism to streamline how end users discover and access the company's analytics.
- The tool features inventory reports, dashboards, and metrics with accompanying metadata.
- MIW provides collaboration capabilities for data analytics and research across all functions throughout the organization.

Purpose:

To provide communications and training support for the launch of MIW.

Goals:

As a result of our communications, we want our audiences **to**:

- be informed and engaged

We need to help them **understand:**

- the capabilities of MIW
- benefits of using MIW
- how to use and navigate MIW

Needs:

The communications team needs the following:

- Business Go-Live deployment plan and schedule
- Audience analysis
- Access to the tool 10 days before go-live to create training references

Communication and Training Deliverables Schedule:

From	Audience	Method	Objective	Key Messages	Target Date (est.)
Corp Comms	Executive and Senior leadership of user population	E-mail	Advanced notice for leadership team	• Awareness of tool and scope • Overview/benefits of use • Timeline for deployment • Communications plan	Launch -14
Corp Comms	Super Users	E-mail	Talking points and project engagement	• Timeline for deployment • Communications plan • Benefits talking points	Launch -10
Corp Comms	End Users Cc: Super Users	E-mail	Coming Soon announcement	• Awareness of tool and scope • Overview/benefits of	Launch -5

				- use - Timeline for deployment	
Corp Comms	End Users Cc: Super Users	Intranet Post	Coming Soon announcement	- Awareness of tool and scope - Overview/benefits of use - Timeline for deployment	Launch -5
Corp Comms	End Users Cc: Super Users	E-mail	Now Available announcement	- Awareness of availability, location, and how to access - Overview/benefits of use - Training references - Where to go for help/questions	Launch
Corp Comms	End Users Cc: Super Users	Intranet Post	Now Available announcement	- Awareness of availability, location, and how to access - Overview/benefits of use - Training references - Where to go for help/questions	Launch
Corp Comms	End Users Cc: Super Users	QRC	Reference card for navigation and use	- How to access - How to navigate - What data is available - General use - Where to go for help	Launch
Corp Comms	End Users and Super Users	E-mail and Survey	Next day feedback survey	- Evaluation of communications - Initial reaction to MIW - Questions and concerns	Launch +1
Corp Comms	End Users Cc: Super Users	E-mail	Reminder of tool availability	- Awareness of availability, location, and how to access - Overview/benefits of use - Training references - Where to go for help/questions	Launch +7

Corp Comms	End Users	Intranet Post	FAQ Document and Video FAQ	• Responses to common questions submitted via feedback survey	Launch +10