



Workforce Management (WFM) System Roll-Out

Comprehensive Communications & Change-Management Strategy

1. Objectives

Goal	Success Metric
Drive awareness & buy-in	≥ 95% of employees can articulate the “why” in pulse survey
Ensure smooth adoption	90% of managers & 8% of employees log in by Week 2
Minimize disruption	Help Desk tickets ≤ 8% of total workforce in first 30 days
Reinforce culture of transparency	Positive sentiment ≥ 85 % on post-launch survey

2. Timeline & Phases

Phase	Weeks	Key Activities
Discovery & Planning	-8 → -6	Stakeholder mapping, change-impact analysis, channel audit
Pre-Launch Awareness	-5 → -3	Executive kickoff, “Why WFM?” campaign, champion network onboarding
Readiness & Training	-2 → Launch - 1	Hands-on training, micro-learning drops, site readiness check
Go-Live (Launch Week)	L	System cut-over, daily updates, hyper-care hotline
Stabilization & Reinforcement	L + 1 → L + 4	Success stories, quick-hit surveys, refresher demos
Optimize & Celebrate	L + 5 → L + 8	Usage data review, enhancement backlog, recognition campaign

3. Audience Segmentation & Tailored Messaging

Segment	Pain Points / Needs	Core Message	Primary Channels
C-Suite & VPs	Visibility, ROI	Strategic impact, analytics	Exec dashboards, 1-pagers, live demos

Segment	Pain Points / Needs	Core Message	Primary Channels
People Managers	Scheduling ease, compliance	"Lead the change; tools to free your time"	Manager toolkits, webinars, Teams channel
Front-Line / Production	Shift clarity, paycheck accuracy	"Your time, your schedule, in your pocket"	Digital signage, break-room posters, SMS
Remote/Hybrid	Flexibility	Self-service anywhere	Email, intranet hub, recorded demos
HR & Payroll	Data integrity	Efficiency, reduced manual work	Workshops, process maps
IT & Help Desk	Stability, load	Technical run-books	Jira/SharePoint, daily stand-ups

4. Content & Channel Matrix

Content Type	Purpose	Frequency	Channel
Executive Video (2 min)	Vision & urgency	Once (-5 wks)	Intranet + Town Halls
Countdown GIFs	Build buzz	Weekly (-4 → L)	Email banners, digital boards
FAQ Library	Address concerns	Live & iterative	Intranet knowledge base
Manager Toolkits	Consistent cascade	-3 wks	PDF + talking-points deck
Micro-Learning (60 sec)	Bite-size training	2×/wk during -2→L+2	LMS/email/SMS links
"Day in the Life" Infographics	Show benefits	-1 wk	Posters, social enterprise
Hyper-Care Daily Brief	Transparency	L-Week	Teams & Email
Success Story Spotlights	Reinforce adoption	Weekly (L+1→L+4)	Intranet, digital signage

5. Training Plan

- 1. Train-the-Trainer Workshops (-2 wks)**
 - Audience: HR, site champions, help-desk leads
 - Deliverables: facilitator guide, practice sandbox, assessment quiz
- 2. Role-Based Virtual Classes (-1 wk)**

- Managers (scheduling, approvals) – 90 min
- Hourly employees (time entry, PTO requests) – 45 min
- 3. **Self-Paced Modules (Launch Week)**
 - 5-clip micro-series with knowledge checks (SCORM in LMS)
- 4. **Floor Walkers / Pop-Up Kiosks (Launch → L+2)**
 - On-site drop-in help; QR code to book 15-min coaching
- 5. **Office-Hours & “Ask-Me-Anything” Sessions (L+1, L+3)**
 - Hosted by project lead & HRIS analyst

6. Launch-Week Playbook

Day	Activity	Owner	Notes
Mon	System cut-over 6 a.m.	IT	SMS “We’re live!” to all
Tue	CEO all-hands webcast	Comms	15 min demo + Q&A
Wed	Manager huddles	People Mgrs	Use provided deck & FAQ
Thu	Pulse survey #1	HR	5 questions; real-time dashboard
Fri	“Week-1 Wins” recap	Comms	Infographic celebrating usage

7. Executive Messaging Cadence

- **Kickoff Email (-5 wks):** Vision, benefits, timeline
- **Monthly Video Update (-4 & -1 wks):** Progress, expectations
- **Launch-Day Slack/Teams Post:** Gratitude, call to action
- **30-Day Reflection:** Data, success stories, next steps

8. Feedback & Measurement

Mechanism	Timing	KPI Tracked
Pulse Surveys (3 Qs)	-1 wk, L+1, L+4	Awareness, confidence, satisfaction
Usage Analytics	Daily (L→L+4)	Log-ins, punch accuracy, mobile vs. desktop
Help-Desk Tickets	Hourly dashboard	Volume, top issues, response time
Champion “Floor Notes”	End of shift	Adoption barriers, quick fixes

9. Risk Mitigation

Risk	Mitigation
Low manager engagement	Early manager briefings, KPI tied to team adoption

Risk	Mitigation
Info overload	Staggered messages; single intranet hub for source-of-truth
Shift-worker access	QR posters linking to audio-visual guides in multiple languages
Technical hiccups	Hyper-care bridge, rollback plan, extended IT staffing

10. Sustain & Celebrate

1. **Quarterly “WFM Wins” Report** - Share metrics, productivity gains.
2. **Recognition Badges** - Award departments hitting 100 % time-card accuracy.
3. **Enhancement Backlog Workshops** - Gather improvement ideas every 3 months.
4. **Annual Refresher Training** - New features, policy updates.
5. **Governance & Roles**

Role	Responsibility
Change-Mgmt Director (you)	Own strategy, steer comms calendar, chair weekly steering
Executive Sponsor (CHRO)	Remove roadblocks, champion vision
Project Manager (PMO)	Timeline, budget, vendor liaison
Communications Lead	Content creation, tone, channel management
HRIS Lead	System configuration, data integrity
Site Champions	Localize messaging, collect floor feedback

Result: By layering clear, specific messaging with training and tight feedback loops, this plan will position employees to embrace the new WFM system confidently, and accelerate adoption, minimize disruption, and reinforce our culture of transparency and engagement.