

Blueprint: Finding Your Way Through a Successful Recognition Program Launch



A successful recognition program launch goes beyond simple implementation. In addition to developing logic and complexities, success also hinges on effectively communicating the program to stakeholders. This means promoting the program and training potential users, Admins, and others. This communication can begin adjacent to program development for optimal efficiency.

You can leverage this “How-To” resource to help ensure you’re checking all the boxes for successful internal launch communications.

6-8 Weeks to Launch- Getting Started

Your new recognition program is passing the development stage and beginning internal testing and QA. This is an optimal time to start creating informational content for use in launch, especially for new program audiences. Ideally, this is a “How To” piece, where participants are urged and excited to register. Now is the time to start training program Administrators.

Recommended Collateral: How to Register

WorkStride provides support in creating such collateral. Early screenshots of the main elements of the program available at this stage are collected. Aesthetics may change slightly upon official rollout, but they will at this point be illustrative of how to get signed up for the program and familiar with the user experience.

Screenshots, along with how and where to access, and functions pertinent to your participants to include are:

- Log in Page
- Home page
- Registration Page

Additional suggestions for communication:

- | | |
|----------------------------------------|---------------------------------------|
| 1) Program Introduction Video | 2) Program Description Video |
| 3) CEO or Executive sponsorship letter | 4) CEO or Executive sponsorship video |

At this point of the process, the program is more fully baked and tested. More key parts of the program are visible and utile for marketing collateral for the program.

4-6 Weeks to Launch- Program Awareness

Now is the optimal time to create a “Program Overview,” which guides participants through program components they will interact with most. With only a few weeks until the program launches, it will provide a valuable buffer to prepare to hit the ground running upon launch.

Recommended Collateral: Program Overview

WorkStride works with your Admins and internal teams to provide content examples to guide your users. We work with you to create a robust piece for your network, hosted within our Toolkit, always visible and handy to participants.

Key screens to grab include:

- | | | | |
|-----------------|---------------------|----------------------|-------------------|
| 1) Log in Page | 2) Home Page | 3) Registration Page | 4) Recognize Page |
| 5) Rewards Mall | 6) PDF Certificates | 7) Reporting | |



Launch Week- Go Live Date

During Launch Week, we work with Admins and other internal teams to ensure all launch deliverables are met and that the program is being continuously marketed. Development and QA check ins and Admin training is finalized, and your Engagement Manager is available as your go to Subject Matter Expert. This is also the ideal time to roll out and schedule events or contests related to the recognition program.

Tactics to spread the buzz during Launch Week include:

1. Setting up a table in the lunch room or another highly visible area to promote the new program
2. Conducting a launch or training webinar
3. Enlisting the CEO or another company executive to introduce and formally launch the program
4. Scheduling a week of launch events with a changing daily focus. Some of these areas include:
 - Core Values
 - Behaviors
 - Contests
 - Manager Training
 - Team and connection building



Post Launch- Continued Engagement and Momentum

Your program is user ready and has been proactively and effectively communicated. Initial participants are enrolled and conditioned in the program, Admins are prepped and trained, Customer Support is active, and engagement and excitement has been brewing. When ready, launch emails and other communications are released. WorkStride is available to assist, or fully support, the creation and delivery of launch day emails.

Ongoing Communication

Ongoing communication is imperative. Intertwining the program with company events and activities helps to ensure the recognition program is getting consistent engagement at initial launch, and *beyond*.

Some great tactics to communicate beyond launch is:

1. Publicize an event calendar – host events that jive with the program.
 Examples: a) High Five Week b) Themed Events (ie. Nurses Week)
2. Leverage messaging tools within your program.
 Examples: a) Message Creator b) System Generated Messages c) Highlights
3. Utilize Highlight Sliders- keep important updates top and mind, and transparent upon log in.
 Examples: a) Program Updates b) Company Updates c) FAQs
4. Train your employees to be recognition ambassadors.

For other tips, or to learn more about launching your next recognition program, let's have a conversation today!

