



# Copilot Champs Community Framework

How to build and nurture a community to help drive Microsoft Copilot adoption.

# Why should I build a Champs Community?

A Copilot Champ leverages core team assets to help drive adoption of Microsoft Copilot for Microsoft 365 across their team, captures feedback on the experience and key scenarios, and routes this information back to the core team.



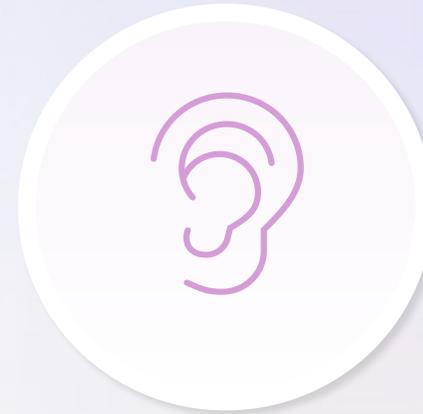
## Enable scalable awareness and adoption efforts

Leverage a global network to provide localized trainings and tailor core assets in their areas.



## Encourage peer-to-peer influence and education

Introduce community tools like Viva Engage and Viva Learning to share stories and training experiences.



## Establish feedback and listening mechanisms

Develop a rhythm for Champs to intake and route listening and feedback to the core team.

# How does a Champs Community operate?

## Purpose

The purpose of the Champs effort is to establish a nurture community of Microsoft employees charged with driving the adoption of Copilot. The Core Readiness Strategy aims to support adoption at scale by providing a customizable package of assets to enable change management for local v-Teams across all orgs by region, area, and business unit.

## Primary Champs activities

### Become a Copilot training SME

Attend the train-the-trainer sessions, consume on-demand courses and training assets

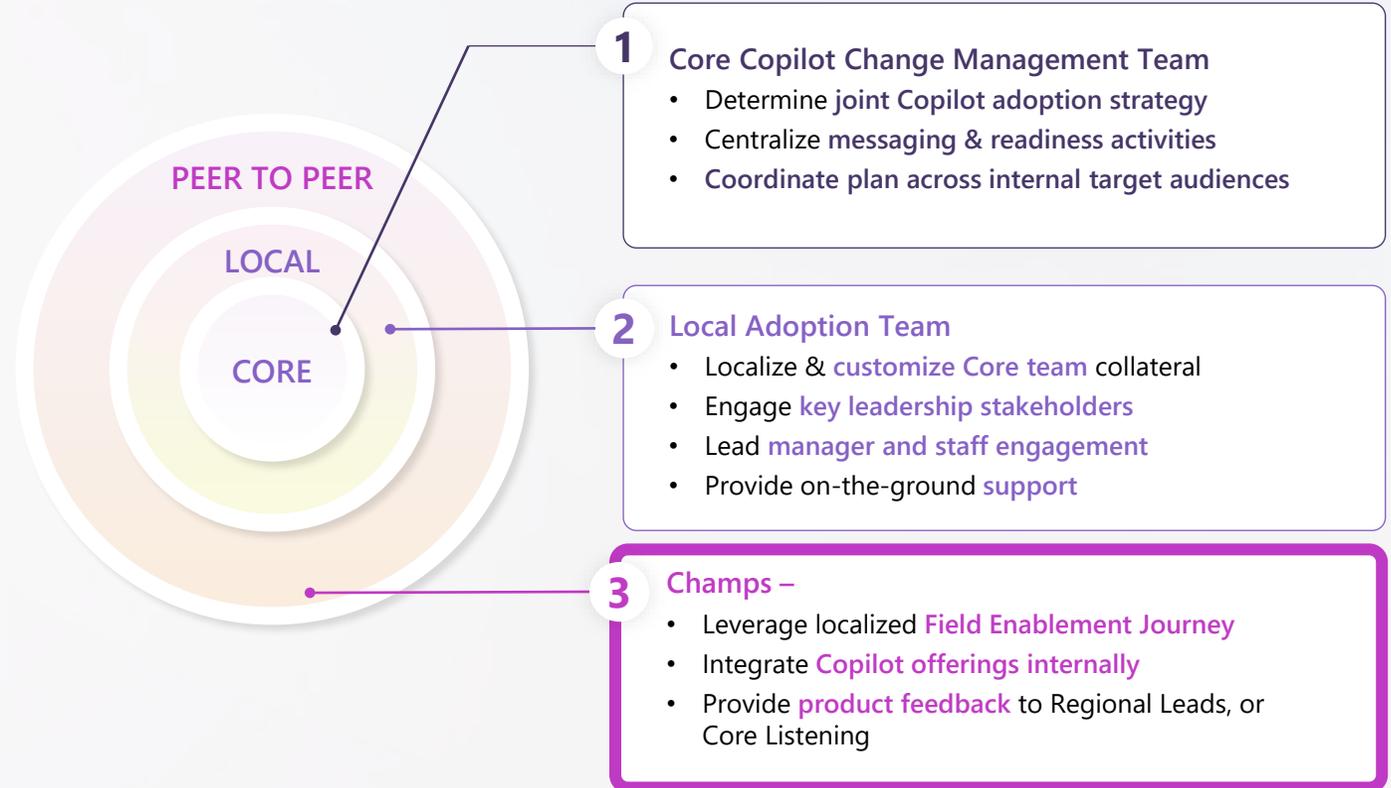
### Train your team on Copilot

Leverage training materials and readiness resources to tailor learning experiences for your team.

### Share your experience

Collect feedback and learnings from your experience and share that back with the core team to help create a better product.

## The Hub & Spoke Operating Model



# How do I nurture my Champs Community?

## Start with a solid foundation – and scale!

Enable Champs with a well-rounded source of Core resources in facilitated learning, self-guided learning, and community alignment.

### Facilitated learning

Core level foundational user training delivered via live instructor or SME. Designed to give users a concise overview of Copilot and its capabilities, as well as tips and best practices to make the most of it.

**Required for Champs to become familiar with the product and replicate when they train their teams.**

### Self-guided learning

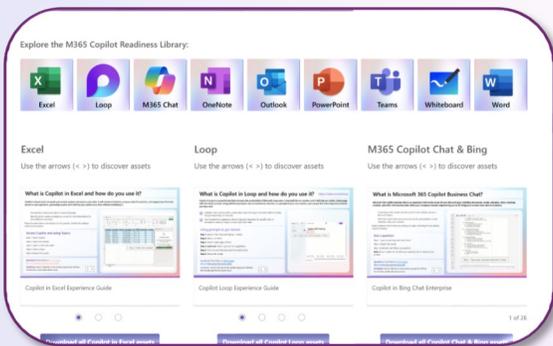
On-demand foundational user training consumable at user's own pace designed to get users familiar with Copilot's capabilities by showcasing common use cases across each instance of Copilot.

**Champs should also leverage these assets to enhance their trainings and adoption efforts.**

## Community alignment – Champs Community

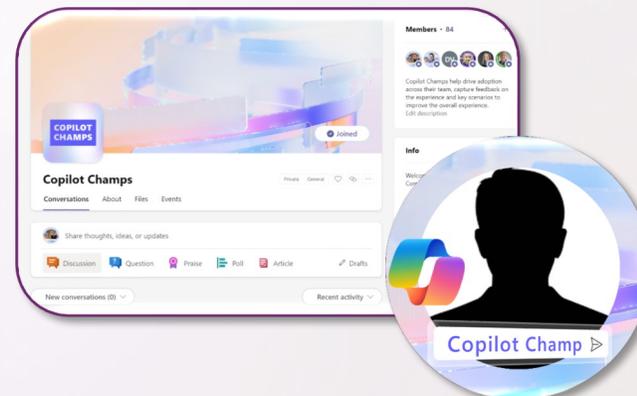
Build and nurture community of employees charged with driving adoption of Copilot and provide access to needed resources.

**Establish centralized resources, shared goals and incentives for Champs.**



### Resource Hub:

- **Asset library**
- **Core adoption messaging framework/updates**
- **Trainer tips**
- **Listening activities**



### Community Engagement:

- **Viva Engage Community**
- **Teams Channel**
- **Copilot Champs badge**
- **Community Calls**
- **Train the trainer sessions**

# Champs Community Checklist

## Establish

- ✓ **Recruiting** – Ensure quality early members with an invite-only system to get started. We leveraged the RELs to connect with org leaders to identify Champs.
- ✓ **Welcome comm** – Either in Teams Chat or Email: Welcome to the team, link to key resources, where to find more info, and an engagement-based CTA (ex. Like my post)
- ✓ **Branding** – Copilot Champs who have completed the required baseline training receive a badge.
- ✓ **Kickoff call** – Get to know the C0 team, set expectations and foster excitement.
- ✓ **Baseline poll** – Upon signing up for the program, Champs answer a series of questions to establish their familiarity with Copilot, willingness to participate, and most wished for supporting assets.

## Nurture

- ✓ **Viva Engage** – Post announcements and encourage group discussions, showcase wins
- ✓ **Teams Channel** – Housekeeping, access group files, access to C0 SMEs, group discussions
- ✓ **Train the Trainers** – Live sessions to enable Champs to host “lunch and learn” and “Power Hour” level trainings in their org/teams.
- ✓ **Community Calls** – Demo new features, go over housekeeping items, showcase wins/best practices
- ✓ **Shout outs** - Sharing Champs stories with Corp Comms to be leveraged in blogs etc.

# What makes a Copilot Champ?

## You should be a Champ if...

- ✓ **You want to blaze the trail for Copilot in your organization!** You're the first to sign up to try something new and you're passionate about sharing those experiences with your organization.
- ✓ **You have your megaphone ready!** Not only do you love jumping right into all the latest features Copilot has to offer, but you share tips, tricks, and best practices to help your team experience all the benefits.
- ✓ **You care about the latest Copilot features and updates!** You're constantly refreshing your feed and watching demos looking for juicy updates and new features to test out.
- ✓ **You advocate for the best for your team!** You notice what your team needs to be their best and you look for ways to fill those needs with new products and services.
- ✓ **You want to help the product improve!** You value quality and want to help funnel feedback from your team's experience to the product group.

## Reasons to be a Champ

- ✓ **Drive impact for Copilot adoption in your org**
- ✓ **Access to readiness and training materials**
- ✓ **Opportunities to showcase your wins**
- ✓ **Collaboration with like-minded community**
- ✓ **Exclusive digital incentives (badges, signature charms)**

# Copilot Champs Activities

## Copilot Champs drive adoption in their organizations with tailored, relevant content

Champs know what information and training mechanisms will be the most effective for their teams. Tailoring content in a way that resonates with their teams help users feel comfortable with the product and more likely to adopt it in their day-to-day.

## Discover training materials, train-the-trainer sessions, and best practices

The Champs Community hosts train-the-trainer sessions and community calls every month to help ensure Champs are equipped with the most up-to-date resources possible. They can also learn from others in the Viva Engage Community and download relevant materials at the Champs site.

## Engagement activity examples:

- ✓ **Host demo sessions in your org**
  - ✓ **Host a Champs train-the-trainer session**
  - ✓ **Share your best practices, learnings and wins in the Champ channel**
  - ✓ **Participate in Champs Community Calls**
  - ✓ **Host a lunch and learn session for your team**
  - ✓ **Share Copilot tips in your team's newsletter**
  - ✓ **Engage with your peers on what's new with Copilot and answer questions**
  - ✓ **Present a Copilot update or demo in a team meeting**
  - ✓ **Capture feedback from your team**
  - ✓ **Share with your team when you've completed the 101 Sessions**
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