

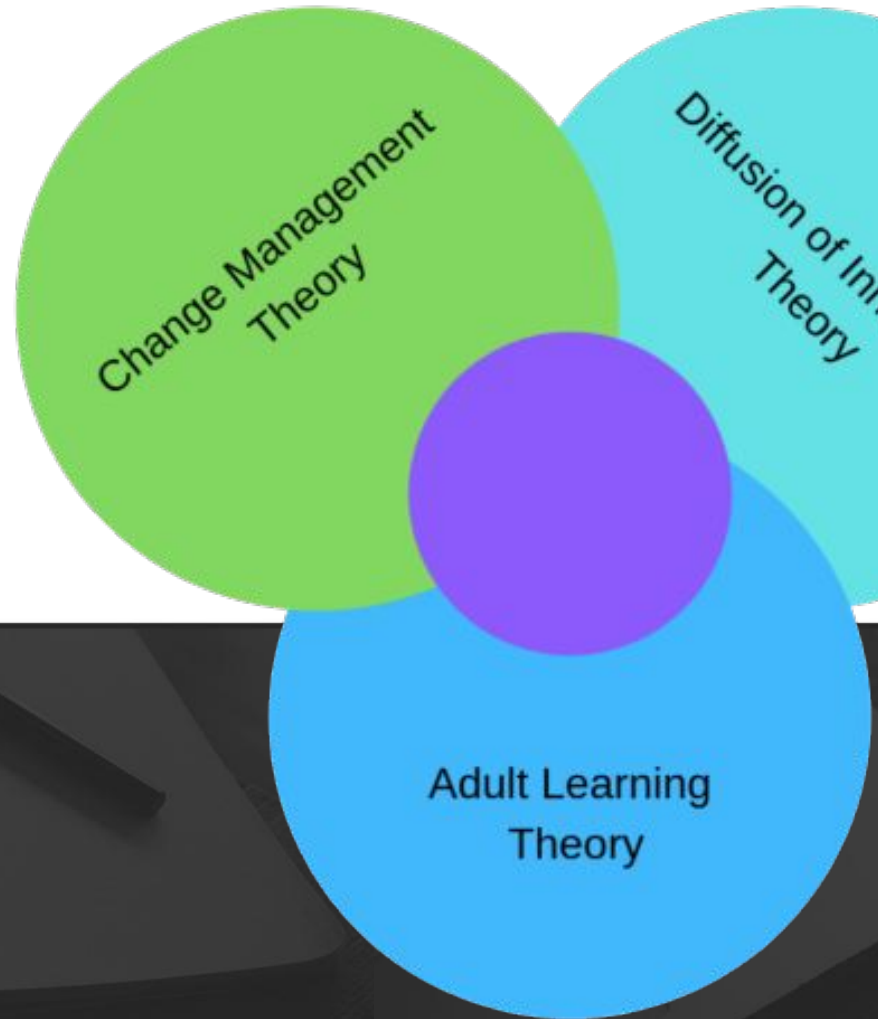
CLOUD ADOPTION SOLUTIONS



**SOLVING YOUR BIGGEST
SALESFORCE CHALLENGES**



Where does sales
technology
User Adoption
happen?



A photograph of a workspace featuring a silver laptop, a smartphone, and a white coffee cup on a wooden desk. The background is a dark, textured pattern of overlapping lines. Overlaid on the image are five horizontal bars, each containing a letter and a corresponding action.

A

• Articulate

D

• Demonstrate

O

• Orient

P

• Progress

T

• Test

ARTICULATE

Main Elements in the Diffusion of Innovations:

1. The Innovation
2. Communication Channels
3. Time
4. A Social System



ARTICULATE: Adoption vs Rejection

Main Elements in the Diffusion of Innovations:

1. The Innovation: **Salesforce Service Cloud**
2. Communication Channels: **Email, Chatter, Postcards to Home, Signs around Office**
3. Time: **60 days - Knowledge, Persuasion, Decision, Implementation, Confirmation**
4. A Social System: **Service Team - Structured Boundary, Opinion Leadership**

DEMONSTRATE

Main Considerations in Andragogy:

- Self-Directed/Self-Selected
- Transformative Learning
- Experience and Learning
- Motivation and Learning



DEMONSTRATE

Main Considerations in Andragogy:

- Self-Directed/Self-Selected: LMS System (pre-recorded videos/documentation), Trailhead, Groups, 1:1
- Transformative Learning: Sites - Individual, Classroom, Online, Workplace, Community
- Experience and Learning: Concrete Experience, Reflective Observation, Active Experimentation, Abstract Conceptualization
- Motivation and Learning: Goal-oriented learners, Activity-oriented Learners, Learning-oriented learners

ORIENT

Primary Stages in Change Management:

- Leading & Managing the Users
- Business Process Re-engineering
- Sharing Implementation Strategy
- Training & Development, including Interventions



ORIENT

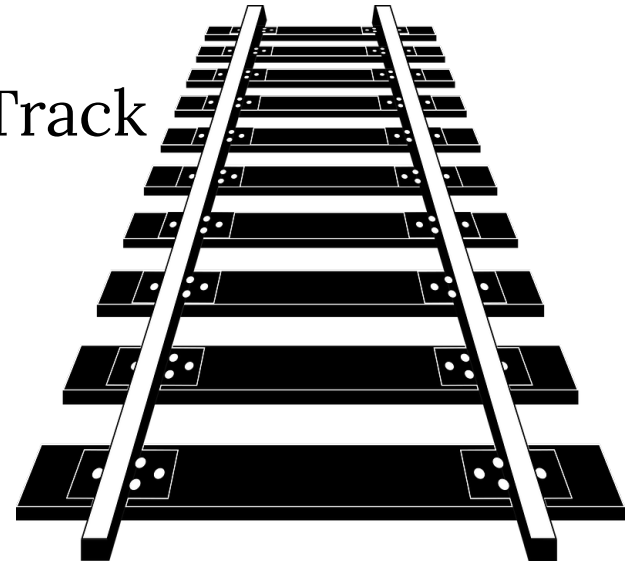
Primary Stages in Change Management:

- Leading & Managing the Users: Top-down Executive Use, Quick Wins, Team Meetings, 1:1s
- Business Process Re-engineering: New SOPs, New Process, Value Stream Mapping (Lean)
- Sharing Implementation Strategy: The Why before the How
- Training & Development, including Interventions: Peer-led Training, New Hire Training, Continuing Ed

PROGRESS

Focus on Progressive Change Management:

- Reviewing & Keeping Change on Track
- Making Change Stick
- Spreading Change



PROGRESS

Focus on Progressive Change Management:

- Reviewing & Keeping Change on Track: *Constant iterative change and communication*
- Making Change Stick: *Where to build the habit*
- Spreading Change: *Celebrate wins*

TEST

Main Strategies to Test the Change:

- UAT
- SABWA/SABZA
- Managing Cultural Change





**MANY
THANKS**

**Register for
Salesforce User
Adoption through
Adult Learner Theory
on 7/30**

bit.ly/LearnSFDC

