



Digital Transformation Agency Blueprint

Communications key messaging



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Why we created the Protected Utility blueprint key messaging

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Adopting the MO365 productivity cloud platform using the Protected Utility blueprint will give your agency the accelerated benefits of a Modern Workplace (MWP), while ensuring security and compliance are prioritised. The Protected Utility blueprint provides a validated and secure blueprint design for Australian Public Service agencies to standardise the way you work, as well as communicate and collaborate securely. It is important to note that adopting the blueprint is as much of a business transformation as it is a security and system assurance process.

To engage people before, during and after the change is implemented, it is important that you provide clear, simple and timely communication that resonates with your key audience groups. We have created examples of constructive messaging for agency leaders, change champions and staff to support you in communicating changes that may arise from the blueprint implementation and associated business process transformation. The messaging is designed to inspire your communications, so you can enable agency leaders, change champions and staff to feel excited, comfortable, engaged and supported throughout the change.

How to use the key messaging

This messaging has been created for technical and non-technical agency staff and service providers to support you in communicating changes associated with the blueprint implementation and business process transformation.

We have provided a communications framework that can be copied, pasted and adapted for your own purposes during the change process. The messaging was created in line with the phases of the Protected Utility blueprint engagement framework.

Key Messaging Matrix (1/3 Pre-implementation)

Key messages for the Prepare and Design phase:

- We're bringing greater efficiency and security to the way we work using Microsoft Office 365 (MO365). This change will bring the benefits of a Modern Workplace (MWP) which you can access from many locations
- MO365 is a cloud-based platform that uses tools from Microsoft O365 and it will improve our ways of working through real time collaboration, efficiency and security
- The transformation is based on cutting edge, proven, Whole of Government (WoG) advice from the Digital Transformation Agency (DTA)
- This is an exciting opportunity for our agency, and we will make sure you are informed and supported as we navigate the change together
- We know that change can be disruptive, so we will make sure you have the information, training, support and resources you need, when you need it
- We will also engage you with clear, timely and transparent communications along the way, with opportunities for you to provide feedback.

Susan
Agency leader



Paul
Agency change champion



Bianca
Agency staff



Key support and benefits:

- As a member of the leadership team, you have an important role to play in improving the **mobility, flexibility and productivity** of your agency
- We're empowering you to lead your people in adopting the new cloud-based platform to increase connection and elevate staff experiences
- You will have a secure platform with more flexible ways of working, so you can work online, offline and remotely, with greater ease and flexibility
- We know how busy you are, so we will make sure there is minimal disruption to the way you and your teams work
- We will make sure you have the information you need to lead your teams and provide you with access to training on your schedule.

Key support and benefits:

- You have been selected to be a change leader and you will have a key role to play in supporting your agency over the coming months as we transition to new ways of working
- As we roll out the new system there will be noticeable changes such as access to a range of new technologies, as well as 'behind the scenes' changes to improve the security of our operating environment
- As a change champion, we ask that you share your honest and candid feedback throughout the process to help us to solve problems related to the change and evaluate if the change is working for us
- We also ask that you advocate for the new ways of working and support other staff in the agency, as the change rolls out.

Key support and benefits:

- We're empowering you with more flexible ways of working, so you can work online, offline, and remotely, with greater ease and flexibility
- You will be able to video conference, work on documents together in real time, share screens, whiteboard, brainstorm and organise information more efficiently
- It will be easier for you to increase your digital skills and embrace new opportunities so you can be more competitive when you want to move into new positions across other agencies
- We'll also make sure that you're supported, have access to training and are engaged on your schedule.

Desired outcomes:

- Leaders are confident, supported and prepared to lead their teams
- Leaders are aware of how the change will support their agency's needs and they are actively engaged so they can lead their teams.

Desired outcomes:

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- Change champions are excited, supported and prepared to be change champions
- They understand their role and how they will be involved in the change.

Desired outcomes:

- Staff are excited, supported and prepared for the direct change impacts
- Staff are aware that there will be opportunities for them to get involved in the change and access training on their schedule.

Key Messaging Matrix (2/3 Implementation)

Key messages for the **Deploy and Embed** and **Adopt and Engage** phases:

- We're excited to announce that we're now rolling out MO365, so soon you'll be able to see the benefits of a MWP based on cutting edge, proven, WoG advice from the Digital Transformation Agency
- MO365 is a cloud-based platform that uses tools from Microsoft O365 and it will improve our ways of working through real time collaboration, efficiency and security
- You will receive communications soon with information about our new platform, key timing as well as options for virtual and in-person training
- We're really excited to start this journey together and we welcome your questions along the way
- Your leaders will be checking in with you to ensure you are supported and have the information you need for a smooth transition to the new system.

<p>Susan Agency leader</p> 	<p>Paul Agency change champion</p> 	<p>Bianca Agency staff</p> 
<p>Key support and benefits:</p> <ul style="list-style-type: none"> • Clear guidance and instructions will be released once the pilot concludes and the change rolls out to the rest of the organisation • As we roll out MO365, your teams will have continued interoperability with existing tools, so you can continue to work to your timelines with ease • You will have access to secure cloud-based communications tools to work in a way that's more connected, including Microsoft Teams, OneDrive, SharePoint Online and Office Pro Plus • The changes will upgrade the security of our MWP to the Protected level, behind the scenes • We will also be sharing key FAQs and a survey, to address any early questions or feedback you might have. 	<p>Key support and benefits:</p> <ul style="list-style-type: none"> • Now is your opportunity to be a change leader and support your fellow staff to understand how to get the most out of the change • As we roll out MO365, you will have continued interoperability with your existing tools, and you can look forward to more flexible ways of working • You will have secure cloud-based communications tools via Microsoft Teams so you can chat, voice and video call, share screens and attend online meetings • You can collaborate in real time using OneDrive, SharePoint Online and Office Pro Plus • You will also be invited to workshops to address any early questions and feedback you might have. 	<p>Key support and benefits:</p> <ul style="list-style-type: none"> • Clear guidance and instructions will be released once the pilot concludes and the change rolls out to the rest of the organisation • Your leaders and change champions will support you in the transition • As we roll out MO365, you will have continued interoperability with your existing tools, and you can look forward to more flexible ways of working • You will be able to collaborate with your colleagues in real time using OneDrive, SharePoint Online and Office Pro Plus • We will be more connected using cloud-based communications tools to chat, voice and video call, share screens and attend online meetings • We will also be sharing key FAQs and a survey, to address any early questions or feedback you might have.

Desired outcomes:

- Leaders are aware that MO365 is being rolled out and they are excited to lead their teams by example in adopting the new ways of working
- They receive timely communications around any changes and training.

Desired outcomes:

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- Change champions are excited, supported and prepared to be change champions
- They understand their role and how they will be involved in the change.

Desired outcomes:

- Staff are aware that the MO365 is being rolled out and they feel supported in preparation for the transition, with on-the-ground leadership
- They receive timely communications around any changes and training.

Key Messaging Matrix (3/3 Post-implementation)

Key messages for the Assess and Advocate phase:

- Now that you have transitioned to the new ways of working, you should be starting to see the benefits of a MWP, as well as a secure and validated WoG approach
- MO365 is a cloud-based platform that uses tools from Microsoft O365 and it will continue to improve our ways of working through real time collaboration, efficiency and security
- You will continue to receive communications about our new platform, key timing as well as more options for virtual and in-person training
- We're really excited to continue this journey together and support you as you embrace our new ways of working.

Susan
Agency leader



Paul
Agency change champion



Bianca
Agency staff



Key support and benefits:

- We greatly appreciate your leadership during the business transformation
- As a leader, we invite you to continue to advocate for the change so your agency can integrate the benefits into the way it works
- We welcome your ongoing feedback, so we can continue to improve our flexible ways of working and elevate staff experiences
- We will be launching a survey soon and we will continue to check in with you to ensure you have the support you need.

Key support and benefits:

- As a change champion, we invite you to continue to advocate for the change, so your agency can integrate the benefits into the way it works
- We greatly appreciate your participation in the business change, and we recognise your contribution to our agency as part of the change leadership team
- We welcome your feedback about the change process as well as your ongoing feedback, so we can continue to improve your flexible ways of working
- We will be launching a survey soon and we will continue to check in with you to ensure you have the support you need.

Key support and benefits:

- We welcome your ongoing feedback, so we can continue to improve your flexible ways of working
- We invite you to embrace the new ways of working so you can get the most out of the new system
- We will implement channels for you to share ongoing feedback.

Desired outcomes:

- Leaders are actively engaged with the change and their staff had a smooth transition to the new system
- Leaders and their teams are enjoying the new ways of working and they have ongoing opportunities to provide feedback.

Desired outcomes:

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- Change champions feel appreciated and receive recognition for their contribution to the change process and their ongoing advocacy
- They are enjoying the flexible new ways of working and they have opportunities to provide feedback about their experience.

Desired outcomes:

- Staff are actively engaged with the change and had a smooth transition to the new system
- Their unique needs are supported by the new ways of working and they have ongoing opportunities to provide feedback.

Thank you!