



# Atlassian's guide to adoption and change management

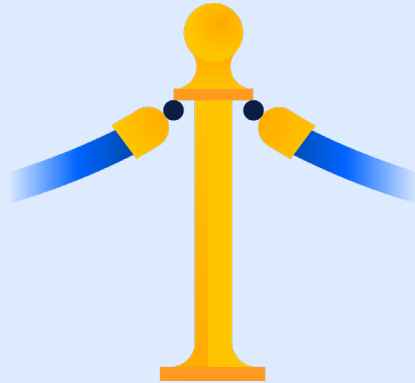
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Best practices for setting your organization up for lasting success in Atlassian Cloud

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**01**

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**Why change management matters  
for your organization**

# Why change management matters for your organization

Our customers rely on Atlassian to power mission-critical business processes across their organizations. And, as they continue to embrace digital transformation and adopt agile ways of working, many find themselves taking their existing toolsets to Cloud to take advantage of data insights, automation, and meaningful collaboration so they can extend their productivity and decision making in the face of rapid change.

To realize the ROI of Cloud, it's not enough to buy a subscription - you need your teams actively using Atlassian Cloud to power their daily workflows. The success of your cloud initiative hinges on getting your teams to adopt and embrace new tools.

That's why you need to set your organization up for long-term success with an effective change management plan. From stakeholder buy-in to user training, a well-designed change management strategy, which includes a rollout plan, can make all the difference when it comes to adopting Atlassian products for the first time, migrating users from our self-managed products to Cloud, or any change initiative you are implementing.

In this guide, we'll walk through best practices and tips for how to successfully roll out Atlassian Cloud across your organization, at scale, so you can drive lasting change for how teams work and collaborate. The guide covers how to set your vision, assemble your core team, define success metrics, secure executive sponsorship, foster a community of power users, design a communications strategy, and build effective training and support.

# Lasting change takes work

We get it – we’re all change fatigued to some extent. Whether it’s a new tool or process we need to follow, it feels like something is always changing. It’s important to take this into account when building a plan to roll out any new change to any team – not just for changes in technology or software. To minimize the friction caused by change, it helps to have all the components moving in unison in the same direction. That means the people, the processes, and the tools all need to work in harmony in order to achieve change and ensure it lasts.



Lasting change - real, systemic, sustainable change - what we’ll refer to as “lasting adoption” - takes work. You may spend the majority of your time ensuring our products work from a technical perspective - but it’s equally important to make sure your teams actually use (and enjoy using!) the tools you deploy. Adoption is more than service enablement - it’s about setting your organization up for long-term success and helping your teams work more efficiently and get better business outcomes as a result.

# Benefits of a successful adoption program

There are many benefits of a successful Atlassian Cloud adoption program - here are our top three:

## 1. Save time and money

Building a plan for adoption ahead of time and being thoughtful in a rollout will help make the change sustainable; without a solid plan, you may risk having to re-do the rollout later on if your teams do not adapt to the change.

## 2. Reduce shadow IT

By rolling out Atlassian products strategically, your teams will have a clear understanding of how and when to use a given Atlassian product for their departmental use cases. If their technology needs are met, they have access to appropriate training materials, and they have a feedback channel to suggest improvements, they will be

less likely to purchase and spin up their own instances of Atlassian products or collaborating outside of IT-approved services. That means you can avoid the technical, billing, and security frustrations associated with shadow IT.

## 3. Increase productivity

Having a change management plan in place with the right training resources and support means your users will be able to get up and running from day one without missing a beat. Instead of wasting time finding new log in details or searching for documentation, users will be able to stay focused on their key business objectives.

### TIP:

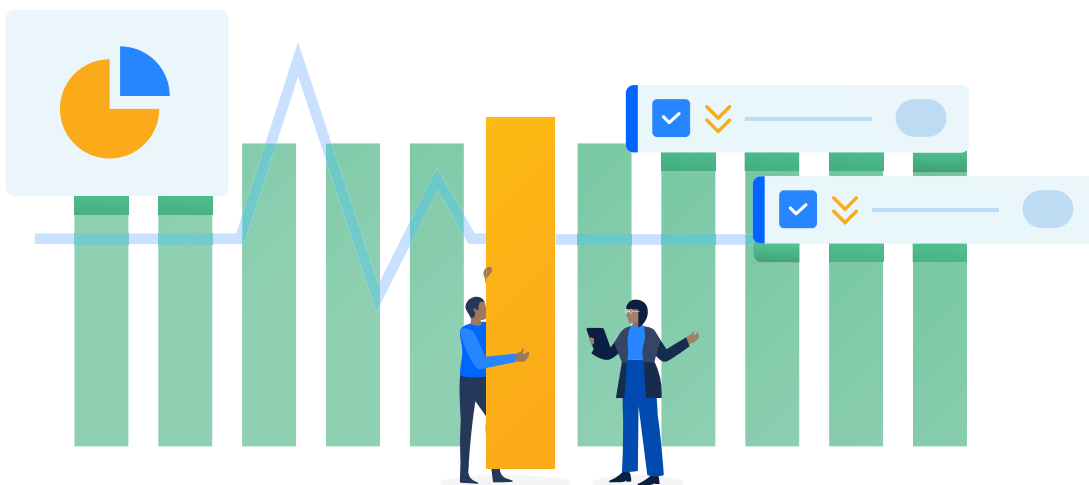
If you're looking to gain visibility into shadow IT, check out [automatic product discovery](#), available with an Atlassian Access or Cloud Enterprise subscription. With **automatic product discovery**, organization admins can discover user-created Atlassian Cloud instances that exist within their organization, see who the admins are of these products, and how many users have joined. Organization admins can also reach out to the instance owner to consolidate products and data into the organization's official product instance.

# Common barriers to successful adoption

If the benefits are so great, it can be tempting to think the change will happen organically. Some of the most common barriers to introducing new products successfully are:

- ✕ Inertia and general resistance to change
- 🏔 Business objectives are not integrated with IT objectives
- 👥 Inadequate sponsorship from key leaders
- ❓ Confusion (When are we doing what?)
- 📢 Failing to communicate the benefits to users (What's in it for me?)
- 🔧 Too many tools available and not clear guidelines on when to use which tools

To realize the benefits above and avoid these common pitfalls, you need a change management plan. Your change management plan will ensure that your teams know what is changing, how, why, and when and have the knowledge, skills, and resources they need to be successful. The remainder of this guide will walk you through our recommended steps when it comes to preparing for change and setting your teams up for long-term success.





# 02

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How to build a rollout plan



# How to build a rollout plan

It's one thing to decide to enable your entire organization with Atlassian products; it's another to build and execute a thoughtful, solid plan for success. After years of observing and advising customers as they adopt Atlassian products, we've noticed clear patterns about what works well and simplified those patterns into a set of concrete steps:

- 1 Set your vision
- 2 Assemble your adoption dream team
- 3 Scope the rollout
- 4 Define success
- 5 Identify key use cases
- 6 Build your training and support plan
- 7 Build your communications plan
- 8 Identify Champions and build your network
- 9 Ship it!
- 10 Ongoing engagement

## 1 Set your vision

Working with your team to define a vision for your Atlassian portfolio is the first step to driving effective adoption. Your organization likely purchased the software to streamline workflows, but you may discover additional use cases and benefits as you engage with your teams and their programs during and after your deployment or migration.

As you set your vision, you'll want to identify the key messages and themes to be used in your communications to users. These should include the major benefits (for the organization, teams, and individuals), usage guidelines, and important calls to action.

Some guiding questions that might help you as you think through your vision are:

- What are we trying to achieve with Atlassian Cloud?
- Why are we doing this?
- What are the benefits of adopting Atlassian Cloud?
- Who will be impacted and how?

Another helpful exercise during the vision-setting process is outlining your organization's IT application and software inventory if you haven't already. You can do this by creating a document that outlines how Atlassian products should and should not be used along with your other software and systems. This should serve as the basis for creating usage guidelines and policies for users/teams/programs as well as clarify the goals of the overall deployment.

### **NOTE:**

Depending on your team's structure and organization's roles and responsibilities, you may choose to assemble your adoption team first. Then, as a team you can work to define your vision. If you're worried some members of your adoption team won't have capacity to contribute to vision-setting, you can draft the vision prior to or simultaneously with assembling your team and use your draft as the baseline. Regardless, you'll want to get input and buy-in from your adoption team before proceeding.

## 2 Assemble your adoption dream team

You're not an island – every successful rollout starts with a team. You'll want to build out the right team ahead of time so you can work together to define and tackle all the different moving pieces. A few key roles to consider for your adoption team:

### Executive Sponsor(s)

Enrolling an active and visible Executive Sponsor is one of the most important pieces that can make or break an adoption plan. Endorsement from your Executive Sponsor can help push the change forward, convince naysayers, and promote visibility across the wider organization. In some cases, depending on your organization or the type of change, you may enlist multiple Executive Sponsors from across the business.

#### Developing sponsorship

If you've ever worked on a project where progress is stalling, decisions are made and then reversed, or necessary resources have not been delivered as promised, you might have been missing adequate Executive Sponsorship. In our experience, adequate executive sponsorship is instrumental to driving project success.

#### Selecting your sponsor

Executive sponsor criteria:

- Bandwidth and desire to be an active and visible sponsor
- Ability to influence other business leaders and obtain their support
- Some degree of direct control over impacted groups and relevant systems
- Who decided to implement Atlassian or migrate to Atlassian Cloud at your organization? Who signed the check?
- Who on your team can make a final decision when issues are escalated?
- Who can remove roadblocks for launching Atlassian Cloud to the intended users/teams/programs?

## Responsibilities

### Coalition building:

- Model the changes they will be asking others to make
- Establish clear expectations of management
- Listen to feedback from all levels and manage the normal resistance to change

### Communications (more than email):

- Help develop a vision for Atlassian (see Step 1)
- Facilitate and participate in delivering the message about Atlassian implementation using the desired communication channels best suited for your organization

### Decision making:

- Oversee and approve the scope, use cases, and project objective definitions
- Support project decisions and help achieve team alignment when the direction is unclear
- Ensure required resources are dedicated to deployment project/rollout

## Project Owner

This may be a Project Manager, Change Manager, an IT admin, or a digital transformation/ways of working initiative leader (if you have one). Regardless of which team the individual is from, the key part is that the Project Owner must be the Directly Responsible Individual (DRI) – their success is tied to the success of the change initiative.

## Technical Subject Matter Experts (SMEs)

Technical SMEs may be part of IT, or they may be power users within business units. They are important for understanding how the products work in your environment, how to configure them, and how to train users from a technical perspective.

## Business SMEs

Your adoption team should include people from various departments that will be impacted by the change. Your Business SMEs will be able to provide input on internal sentiment, resistance to change, challenges that can be solved with the change, and how to best approach communication and training from a business process perspective.

### 3 Scope the rollout

When scoping your rollout, you need to decide on your overall approach: big bang or phased? If you're migrating from Atlassian Server or Data Center, you've likely already set a migration strategy, and your migration strategy will dictate how you roll out to your teams. For example, if you've opted for a phased migration, you will launch with a respective team one at a time to match the migration phases.

#### WARNING:

If you haven't already established your migration strategy, please visit our [Migration Center](#). Your migration strategy is a key input needed before you start planning for adoption.

## Big bang rollout

A big bang rollout means you make it BIG – you will roll out across your entire organization at the same time. This could be part of a broader digital transformation or ways of working initiative or perhaps a leadership change with an organization-wide mandate. Generally, big bang rollouts require more preparation and coordination and fewer opportunities to learn and adjust along the way, which is why we see more organizations roll out gradually.

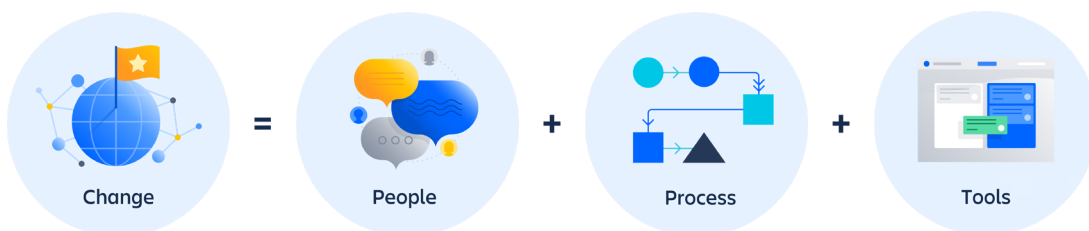
## Phased rollout

A phased rollout means you will roll out department by department. You may decide to roll out to a few departments at the same time, but you won't be simultaneously rolling out to every team like in the big bang approach. This is the most common approach we see. Many customers have rolled out to some departments with success, usually starting with just one or two pilot teams, and then use learnings from the initial rollout to inform the next phase of adoption.

### PRIORITIZING DEPARTMENTS

If you decide to do a phased rollout, you'll need to prioritize which department(s) you'll implement the change with first. One pattern we have seen is to roll out to departments that frequently collaborate with each other to ensure all users are using a shared set of tools at the same time and teams can work together to normalize the new processes. This will also help you prioritize use cases later on (detailed in Step 5). You might also want to consider teams or departments that have a reputation for being open to change, so you face less resistance at the start.

Regardless of which approach you choose, be sure to take into account the change formula:



- Who is impacted? (People)
- How will they be impacted? What will change? (Process)
- What tools will be used? (Tools)

Once you've defined the who, how, and what, it's time to decide the when. There's no standard timeline that we see – some rollouts can take weeks and others months. Timelines will be different depending on the scope of your rollout, project team resources, and other competing priorities in your organization. It's also important to consider what other changes are planned, so you can determine whether it's the right time to roll out or wait until there's a better chance that this will be a core focus.

## 4 Define success

As an adoption team, decide what success looks like and identify your top success metrics. When rolling out a new Atlassian product or preparing for a migration, it is important to build in a measurement strategy to track success metrics and continuously improve. Ensuring you have answers to the questions below will be beneficial in maximizing ROI and guaranteeing long-term success:



### What will we measure?

- What defines success for Atlassian products at your organization?
- What measurable goals can you set and stick to?
- What business value metrics can you deliver on an ongoing basis?
- How does the organization want to gather user feedback?
- Can metrics be aligned to use cases?



### How will we support and improve?

- How will users access support?
- How will we share success stories?
- How will we review and address challenges?
- How will we identify new use cases across the organization?

A few common metrics our customers have used that might help kick off your discussion are:

#### CSAT:

Can you measure how happy your teams are with the change?

#### Active usage:

How many people are using the tools? How often? By department? By region?

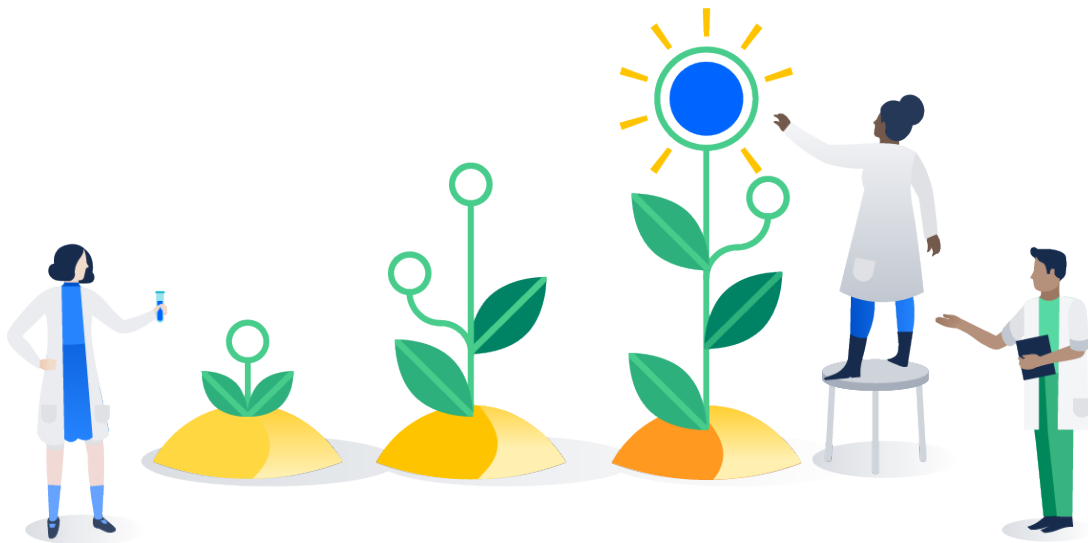
#### ROI:

Have you seen any cost savings or time savings as a result of rolling out?

## 5 Identify key use cases

Change is not just about the product – it’s also about the process and the people. If you want to get people using a new tool and/or following a new process, one of the best ways to motivate people to do this is by solving a challenge they currently face. To do this, you need to identify current challenges and determine how you can use Atlassian products to help solve these challenges - we call these use cases. How will your teams use the product and apply the process in their day-to-day jobs? How will you articulate the value they can expect as part of this change?

Once you’ve scoped your rollout and prioritized which departments will implement first, you can then select use cases by department. Your Business SMEs will be the best people to help with this exercise, as they know their teams best. If you’re migrating from Atlassian Server/Data Center, you may already know the main use cases within your organization. We still recommend this step because: 1) existing use cases may look different in Cloud (for example, you might no longer need a specific third party app for certain functionality as it’s built in natively in Cloud) and 2) rolling out Cloud is an opportunity to rethink how your organization uses Atlassian products and introduce new use cases as your departments consider the “art of the possible”.





Here's an example of how you could identify which use cases you'd like to land in each department (or across the entire organization):

	Current challenges	Potential use cases
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• Manage cross-functional collaboration during campaign creation and execution</li> <li>• Plan product launches and execute promotional campaigns</li> <li>• Track campaign performance and metrics</li> </ul>	<ul style="list-style-type: none"> <li>• Create team-specific service desks (ie email, design, web) to standardize work intake and service delivery</li> <li>• Automate marketing workflows</li> <li>• Track goals and OKRs and assign owners</li> </ul>
<b>HR</b>	<ul style="list-style-type: none"> <li>• Provide answers to common questions</li> <li>• Onboard new employees consistently</li> <li>• Ensure quality job postings across departments</li> </ul>	<ul style="list-style-type: none"> <li>• Create a knowledge base that centralizes HR policies and resources to enable self-service</li> <li>• Automate onboarding workflow to ensure a timely and consistent experience</li> <li>• Write better job listings by leveraging a standard template</li> </ul>
<b>Legal</b>	<ul style="list-style-type: none"> <li>• Manage the sharing of internal vs. external documentation in a secure and compliant way</li> <li>• Deliver consistent service to internal customers for contract reviews, etc.</li> <li>• Track progress of legal cases</li> </ul>	<ul style="list-style-type: none"> <li>• Share legal documentation with external parties (external collaboration)</li> <li>• Create a service desk for internal legal requests</li> <li>• Track cases and updates</li> </ul>
<b>Operations</b>	<ul style="list-style-type: none"> <li>• Design and scale internal processes</li> <li>• Manage visitors, deliveries</li> </ul>	<ul style="list-style-type: none"> <li>• Resolve customer issues</li> <li>• Manage procurement requests</li> <li>• Build a visitor management system</li> </ul>

After identifying potential use cases, you may find you come up with so many that it feels overwhelming - that's normal. The next step is to prioritize those use cases. Again, your Business SMEs can help with this. Where that's not possible, consider holding focus groups or conducting a survey to understand which use cases the individual departments would be interested in trying.

Consider piloting some of these use cases before a broader rollout. You may find a smaller team within the Marketing department that is willing to try out the products, provide feedback, and tweak the use cases before rolling out to the entire department. You may also be able to develop internal case studies you can use in your rollout communications about how pilot teams achieved great outcomes with their use cases.

## 6 Build your training and support plan

Now that you have use cases identified and know which products you want your teams to leverage for each use case, it's time to determine how you will train your teams to use the tools. In addition to user training, don't forget to consider how you will train your IT department to be able to support the tools.

Keep in mind that everyone learns and absorbs information in different ways - some like to read, others to watch, and others to listen to new information. When developing FAQs, aim to include not only text but also screenshots, gifs and/or videos explaining the differences users can expect to encounter.

Most users spend the majority of their time in-product creating and editing Jira issues and/or Confluence pages, so we recommend focusing your attention on helping users navigate changes to these most frequent tasks. You can share the quick start guides for Jira Software Cloud, Jira Service Management Cloud, and Confluence Cloud, all included in the [Cloud adoption toolkit](#), with your users to quickly highlight the differences between self-managed and Cloud.

After the initial training, your teams will likely have questions and need ongoing support. Consider creating a Teams or Slack channel where people can get help and ask questions. Your Champions community will come in handy here as they can help monitor the channel in addition to your IT Support team.

### TIP:

Setting up a training program can be time consuming and you may be questioning what to cover. Please reference the "Setting your users up for success in Atlassian Cloud products" guide in the [Cloud adoption toolkit](#) to help you get started. This guide includes important changes to cover before launch and areas where we see frequent questions from users.

## 7 Build your communications plan

You've got a plan in place that has been vetted by your adoption team. Now, how will you get the word out to teams and build up positive sentiment towards the change?

### How often will you communicate?

Repetition is key - teams will need to hear the message multiple times, from multiple levels before making a change. It is not realistic to expect a single communication or announcement to reach your entire organization, so you should plan for multiple communications. Allowing your teams the time they need to get comfortable with the new change will ensure they are open and ready when the rollout takes place.

### Who will the sender(s) be?

When deciding who the comms are sent from, consider the fact that people are more likely to read and act upon a message if it comes from someone they trust. Enlisting your Executive Sponsor and Champions to amplify the message will have a huge impact. The goal of the communications effort is not only to deliver the facts of the transition but also to engage new users, help them understand the need for the change, and the role that they are expected to play.

### Which channel(s) will you use?

Because you'll be sending multiple communications, you'll want to consider which channel to use when (or perhaps you'll use some channels simultaneously) as you try to reach the entire user base. Various channels to take advantage of include:

- Email from Executive Sponsor sent via internal mail system
- Corporate Intranet or social platforms like Yammer, Facebook@Work
- Newsletter update
- Showcase in org-wide or department-wide town halls/team meetings
- Desktop backgrounds/screensavers or Zoom backgrounds
- Physical signage or swag (posters, laptop stickers)
- [Introduction gadget](#) on the [default Jira dashboard](#)
- Announcements and/or banners on the [Confluence home page](#), [Jira Software home page](#), or in the [Jira Service Management help center and portal](#).

## When and what are you communicating?

Here is our recommended comms plan for users. You'll likely have additional comms sent to subgroups, for example when you are recruiting Champions or preparing your help desk team for an influx in support tickets around launch. The [Cloud adoption toolkit](#) contains templates for each of the emails outlined below that you can customize for your organization.

	MIGRATION				ADOPTION			
	ASSESS	PLAN	PREP	TEST	PRE-LAUNCH/ MIGRATE	LAUNCH/ MIGRATE	POST- LAUNCH	POST- LAUNCH
TIMING	6-12 MOS PRIOR TO MIGRATION	N/A- NO USER COMMS REQUIRED	N/A- NO USER COMMS REQUIRED	1-2 MONTHS BEFORE LAUNCH	2 WEEKS BEFORE LAUNCH	LAUNCH DAY	2 WEEKS POST LAUNCH	1 MONTH POST LAUNCH
EMAIL SUBJECT	WE'RE PLANNING TO MIGRATE TO ATLASSIAN CLOUD			ATLASSIAN CLOUD MIGRATION LAUNCH DATE	WE'RE ROLLING OUT ATLASSIAN CLOUD!	START USING ATLASSIAN CLOUD TODAY	TIPS & TRICKS FOR ATLASSIAN CLOUD	HOW ARE YOU LIKING ATLASSIAN CLOUD?
EMAIL PURPOSE	GIVE USERS EARLY NOTICE OF THE MIGRATION PROJECT			ANNOUNCE THE LAUNCH DATE FOLLOWING SUCCESSFUL TEST MIGRATION	REMIND USERS OF PENDING ATLASSIAN CLOUD LAUNCH  CALL TO ACTION - BOOKMARK NEW URL(S), DOWNLOAD MOBILE APP(S)	ANNOUNCE ATLASSIAN CLOUD MIGRATION IS COMPLETE  CALL TO ACTION - LOG IN TO NEW SITE, BOOKMARK URL(S), DOWNLOAD MOBILE APP(S)	REMIND USERS HOW TO LOGIN TO NEW SITE  SHARE USER TRAINING MATERIALS	CHECK IN - REQUEST INITIAL FEEDBACK
CONTENT	CLOUD MIGRATION TOOLKIT ATLASSIAN				THIS DOCUMENT			

Regardless of which channels you use to communicate and whether or not you use our templates as a baseline, take the time to craft your messages to be as specific as possible. Include how these new products will be beneficial to each team and which use cases that you identified in Step 5 these tools can help address. If possible, this should be customized to reflect the needs of each team. For example, Marketing teams will likely be interested to learn how Jira Software can help with campaign tracking, whereas Legal teams will likely be interested to learn how Jira Software can help with the contract review process. And, lastly, be sure to highlight training opportunities and other available resources.

## 8 Identify Champions and build your network

This is such an important step, we've written [the whole next chapter about it](#). The short version is that Champions are the cheerleaders of this change. Champions are enthusiastic teammates who are embedded within the teams where the change is happening, so they are well-positioned to build trust and spread positive sentiment. By identifying Champions across the organization, you can amplify your message and gain momentum. For more details on what a Champions community is, why it's important, and how to go about building one, please read Chapter 3.

## 9 Ship it!

You've completed Steps 1 through 9 and you're ready to go – congratulations! With your plan in hand, you're ready to execute and roll out across your organization.

## 10 Ongoing engagement

Great work so far! You're not done yet, though - ongoing engagement is a key part of driving lasting change and adoption. As an adoption team, be sure to monitor feedback channels from Step 6 and check in on a regular basis on the following:



Were we successful?  
What are our success metrics telling us?  
Do we need to course-correct?



Are there successes in one department that can be highlighted and shared to keep up the momentum?



How are our teams feeling about the change? What other steps can we take to support them?



Are teams asking for additional features, add-ons, or products?  
Are there other helpful training resources?



Are we ready for teams to start using another Atlassian product to help solve an ongoing challenge?



How can we take this to the next level?  
Is there a new use case we want to land org-wide?



# 03

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**How to build, train, and nurture an  
internal Champions community**

# What is a Champions community?

A Champions community is one of the biggest secrets to a successful rollout. Your team of Champions will be a group of people from across your company that you will be able to engage, train, and deploy within their own organizations. Your Champions community will be comprised of individuals Champions, who are power users of Atlassian products who can assist training of other users during the rollout.

## Why build a team?

By assembling a team of Champions, you will be able to be a force multiplier across the organization. As Champions are embedded in each department where the change is happening, they will often be the first ones using the new tools and processes.

Your Champions will be able to spread the word about the new tools, highlight department use cases, and help train teams. And, because they are embedded within the teams where the change is happening, they will have the necessary credibility to build trust with teams as they are a friendly voice (versus outside force).

## Who can be a Champion?

Anyone! From new hires to executives, anyone can be a Champion if they are passionate about helping drive change within their departments.

Champions do not have to be power users of Atlassian products already, as long as they are open to learn and passionate about improving the way their teams work. However, you may find that your power users are a great place to start to recruit Champions.

### **TIP:**

If Atlassian products are used by different teams, departments, and/or use cases across different geographies, make sure to identify and engage Champions that reflect this diversity so that the majority of your users are more closely connected to the Champions.

## Why be a Champion?

There are many reasons to become a Champion. Here are some compelling points you can use when trying to enlist new Champions:



### Career development

Champions will have the chance to drive change at an organizational level, which is great visibility for emerging leaders.



### Expand their skillset

Champions not only develop new technical skills and deepen their product knowledge, but they also sharpen their interpersonal and communication skills.



### Exposure to tech

Champions can get hands-on with the latest technology, even if they're not normally in a technical role.

## What do Champions do?

**Champions** test out the changes and give feedback on training materials and resources to help better prepare the broader user base.

**Champions** model the change(s) you're trying to make, whether it be using a new Atlassian product or applying an existing one to a new use case or process, which helps others see how the future can look.

**Champions** teach others by training their departments on how to use Atlassian products and how to apply them to their day-to-day work and processes. They can hold drop-in training sessions to answer questions from users, which can alleviate the burden on support teams.

**Champions** surface feedback on how the change is going, how people are feeling about the change, ways to improve in the future, and can share best practices and internal wins.

**Champions** remain ongoing conduits for change. When you're ready to roll out a new product or process as part of any change management effort, your Champions will be ready and prepared to help usher that change through their individual organizations.

## How can you identify Champions?

So, you like the idea of building of a Champions community. Now, what? It's time to identify your Champions. While you might know some individuals off the top of your head, it is worth running through this exercise, especially if you're trying to find Champions from certain departments in the business where you might not have as many personal relationships.



System admins can look for users who:

- have the highest login counts

**Settings > User management**

Full name	Username	Login details	Group name	Applications	Directory	Actions
Adminstrator	admin	Counts: 368 Last: 19 Aug 2021	Service-admin bamboo-admin configuration-administrators created-administrators Show more	Jira Service Management Jira Software	Cloud Server	Edit
Alana Grant	agrant	Counts: 270 Last: Yesterday 7:52 AM	Service-admin bamboo-admin configuration-administrators created-administrators Show more	Jira Service Management Jira Software	Cloud Server	Edit

## Jira Software

- created and/or updated the most projects, workflows, custom fields, apps, etc.

**Settings > System > Audit logs**  
**> Export** and analyze the data externally

Date	Author	Category	Summary	Affected objects
Oct 14, 2021, 08:44:26 AM GMT+2	admin	applications	App enabled	jira-remote-creator-plugin
Oct 14, 2021, 08:44:26 AM GMT+2	admin	workflows	Workflow created	AWS Systems Manager Automation Execution Workflow
Oct 14, 2021, 08:44:26 AM GMT+2	admin	fields	Custom field created	AWS Config Linked Resources
Oct 14, 2021, 08:44:26 AM GMT+2	admin	fields	Custom field created	AWS Systems Manager Automation Approvals
Oct 14, 2021, 08:44:26 AM GMT+2	admin	fields	Custom field created	AWS Systems Manager Automation Request Detail
Oct 14, 2021, 08:44:26 AM GMT+2	admin	issue types	Issue type created	AWS Systems Manager Automation Request
Oct 14, 2021, 08:43:11 AM GMT+2	admin	applications	App disabled	jira-remote-creator-plugin
Oct 14, 2021, 01:52:48 AM GMT+2	admin	projects	Project created	Insight IT Service Management - incidents

## Confluence

Date	Author	Category	Summary	Affected objects
07 Oct 2021, 23:08:45 CEST	Adminstrator	Spaces	Space created	DevOps Team Space
27 Sept 2021, 07:21:14 CEST	Alana Grant	Spaces	Space created	Test
01 Sept 2021, 09:38:03 CEST	Adminstrator	Spaces	Space created	Testing Project Only
14 Sept 2021, 09:08:01 CEST	Alana Grant	Page Templates	Page template created	Initiative Brief - Client Solutions
14 Sept 2021, 09:08:01 CEST	Alana Grant	Spaces	Space created	Client Solutions
10 Sept 2021, 09:08:44 CEST	System	Users and groups	Group created	admin-test
10 Sept 2021, 09:08:44 CEST	System	Users and groups	Group created	admin-test
10 Sept 2021, 09:08:44 CEST	Adminstrator	Spaces	Space created	DC
10 Sept 2021, 09:08:44 CEST	Adminstrator	Spaces	Space created	Cloud
10 Sept 2021, 07:26:19 CEST	Adminstrator	Spaces	Space created	JTS

- created a significant number of issues in Jira. Either:
  - search for all active projects and save the search as a filter; or,
  - on a dashboard, add the heat map gadget, select the filter with active projects and look for issue Reporter

**Heat Map**

Project or Saved Filter: **Active projects**

Quick Find

Advanced Search

Statistic Type: **Reporter**

Select which type of statistic to display for this filter.

Refresh Interval: **Never**

How often you would like this gadget to update

Save

**Heat Map: Active projects**

Adminstrator Alana Grant Carl Winslow [X] carrol.winslow@xyz-global.com [X] Cassie Owens colleen.owens@xyz-global.com [X] Emma Paris Harvey Jennings Jennifer Evans Jessica Smith [X] Kevin Campbell Max Taylor Mitch Davis quinten.netem@abc-services.com [X] Ryan Lee sam.morris@abc-services.com [X]

There are 16 distinct 'Reporter' values in 496 Issues

## How to train Champions

Your Champions may not all be Atlassian power users right off the bat. Regardless of their range of experience with Atlassian products, we recommend training Champions consistently so everyone can be on the same page. If you do have a large number of power users that enroll as Champions, you could consider leveraging their knowledge to train Champions that are new to the platform. You can also test out the user training you have planned as part of your Champions training.

Train the Trainer is a popular model for helping Champions learn not only how to use Atlassian products, but also how to teach others how to use them. If they are trained with the expectation that they will be responsible for training their teams and departments, they will be listening not only for their own learning but also how to best teach others.

You can also encourage Champions to pursue Atlassian certifications which can develop their skills and accelerate their careers.

## Nurturing a Champions community

Engage your Champions community on a continual basis – not just for the initial rollout. They will be your ongoing sounding board, the source of the ground truth from within the organization, and your conduit for driving additional change.

Here are a few ideas of how to keep your Champions community going:

**Create...** Create a Champions Slack/Teams channel that you can use to communicate new features and program updates and that they can use to provide feedback to the adoption team.

**Host...** monthly office hours where Champions can network, exchange best practices, and learn about how other departments are using Atlassian products.

**Reward...** your Champions and recognize their hard work. Whether you give public recognition, have a way for Champions to get noticed, or just send an appreciative note to their management, this will help encourage Champions to remain engaged.



# 04

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**Our top adoption and change  
management best practices**

# Our top adoption and change management best practices

Over the years, we've seen customers of all sizes adopt Atlassian products at scale – here are our top best practices for ensuring lasting, meaningful change in your organization.

## Change = People + Process + Tools

People are at the center - many change initiatives fail because they only focus on process or tools, and ignore the people element. It's important to consider how this change will impact teams, and how the impact might vary by role, seniority, or department. Be sure to articulate the “what's in it for me” for each team member. Every employee should be invested and understand how this change will help make their day-to-day better.

## Adoption is ongoing - not a moment in time

Once you hit send on your e-mails announcing the change, your work is just beginning. It will take time for people to acknowledge, accept, and adapt to the change. Take this into account when building your communications plan – you may need to do multiple rounds of communications for the change to settle in. And, the technology you deploy will change over time, too – be sure to keep users up to date with the latest.

### TIP:

If you already have an IT or ways of working newsletter, intranet presence, or Slack/Teams channel, consider including monthly tips and tricks, new feature highlights, and training opportunities.

## Meet users where they are

Show users how they can incorporate the new products in their current workflows, and clearly articulate what it will be replacing (process and/or technology). When you are crafting target use cases and your communications plan, be sure to take this into account. By connecting the new tools and/or processes to existing workflows, the change will seem less daunting to teams. Most importantly, be empathetic throughout the process.

## Tone is set at the top

As you're planning your rollout, enrolling senior executives and leaders to endorse the change can help with broader organizational acceptance of the change. In addition to your formal Executive Sponsor(s), consider having an additional set of senior leaders further endorse the change. It could be as simple as forwarding the announcement to their departments to show that they are on board and supportive. We also recommend hosting a training session specifically for senior leaders so they can learn how their teams will be impacted.

## Build your Champions network early

By building your Champions network early, you can leverage their enthusiasm and expertise to start seeding adoption in their organizations, which can help accelerate the rollout. One way to do this is to launch an early pilot or preview to Champions and have them onboard their teams first, so you can get a feel for what works and what you will need to adjust for the broader rollout.



### DEMONSTRATE IT

By showcasing how new Atlassian tools like Jira Software integrate with your teams' existing tools and systems like Slack, the change will seem less drastic and help teams better understand how the new tools fit within and enhance their day-to-day workflows. Learn more about integrations [here](#).

## Make it fun

If it's appropriate, try to make it fun – get teams excited about the change and new tools. A few ideas to gamify adoption:

- Competition between departments on usage
- Call for the most creative use case
- Feature use case/success in a monthly newsletter

## Show is better than tell

When you're onboarding new users, it's always better to show rather than tell. When you're building your training plan, consider how you can go beyond mass communications and start demonstrating the value of the new tools. Consider the following:

- Host lunch and learn training sessions for users to get hands-on with the products.
- Consider department-specific training sessions to train users on their specific use cases (bonus points if your Champions run them!).
- Record these sessions so they can be revisited in the future and re-used for new employees as they join your organization.

## Feedback is essential

Don't forget this one – be sure to define your feedback loop during your rollout plan, including your feedback collection process (Champions, Slack/Teams channel, survey, service desk ticket, etc.). A good feedback loop will keep you close to your users and help you course-correct where needed as well as offer you insights into how the tools are being used and what business results have been achieved as a result.





# 05

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**Additional resources and support**

# Additional resources and support

We are committed to your success with Atlassian and want to help you unleash the potential of every team across your organization. Now that you've built your change management plan, you may find you need additional assistance or want to consult an Atlassian expert. Check out some of our additional resources to help you during the rollout process and beyond:

## Cloud Adoption Toolkit

Download the full [Cloud adoption toolkit](#) to gain access to the communication templates referenced in this guide, an overview of Cloud products for users, and quick start guides for Confluence Cloud, Jira Software Cloud, and Jira Service Management Cloud that you can use as training materials.

## Atlassian Community

To find answers, support, and inspiration from other Atlassian users using products at scale, join relevant community groups such as the [Enterprise group](#), [Jira Cloud admins group](#), or [Confluence Cloud admin groups](#).

## Customer Success Manager

As an Enterprise customer, you may have access to a dedicated Customer Success Manager to help you with user onboarding and product adoption and keep you up to speed on all the latest product updates. To learn more about this benefit, please reach out to your Atlassian representative.

## Technical Account Management

Looking for a subject matter expert? [TAMs](#) are experienced solutions advisors from Atlassian – they can unlock the potential of your tools, improve team collaboration throughout your organization, and help you operate and use our products effectively at scale. By delivering customized recommendations from technical and industry experience, TAMs remove adoption friction and get your teams on the right path sooner.

## Enterprise Partners

Our [Enterprise Partners](#) work with some of Atlassian's largest customers to conduct hands-on system integrations, deployments, and upgrades. They help deliver an incredible experience with all of the Atlassian products by providing dedicated services and solutions for complex enterprise needs. Partners are located all over the world and will work with your team to customize Atlassian products to your specific needs.





**Have a question or want to learn more?**  
[Join the conversation today.](#)