CHAMPION NETWORK ADOPTION WORKSHEET

A Practical Guide to Driving Real Tool Adoption from the Bottom Up

Introduction

Rolling out a new tool, platform, or internal initiative is rarely the hard part. Getting people to actually use it is.

Most adoption efforts fail not because the technology is bad, but because the rollout is disconnected from real day-to-day work. Employees are overwhelmed, skeptical, or unconvinced that "this new thing" will actually make their jobs easier.

This worksheet is designed to help Learning & Development, Enablement, and Customer Education teams move beyond awareness and training—and instead build adoption that sticks by leveraging champion networks, peer credibility, and real job-to-be-done moments.

The framework in this worksheet is grounded in real-world experience shared on *The Adoption Curve,* where internal champions were used to drive sustained adoption of a high-impact AI tool inside a fast-moving SaaS organization.

How to Use This Worksheet

This is a working document, not a concept paper. To get the most value:

1. **Work through each section sequentially:** Each step builds on the last—from defining real user pain to scaling adoption through champions.
2. **Complete it collaboratively:** Involve enablement partners, managers, and potential champions early. Adoption is a team sport.
3. **Document real examples:** Use concrete language, real quotes, and actual scenarios from your users' day-to-day work.
4. **Revisit and iterate:** Adoption is not a one-time event. Review this worksheet monthly as usage patterns, feedback, and champions evolve.

By the end, you should have:
- A clear adoption narrative rooted in user reality
- A deliberately designed champion network
- A repeatable cadence for feedback, storytelling, and measurement

This worksheet is meant to help you design adoption on purpose—not hope it happens after launch.

Step 1: Define the Real Job-to-Be-Done (JTBD)

Objective
Anchor your rollout in real user pain, not leadership assumptions.

Outcome
A clear articulation of why this initiative matters to end users.

Instructions
Interview or survey frontline users before launching anything.

Prompt Questions:
- Where do you feel the most friction in your day-to-day work?
- What slows you down or causes stress during live execution?
- What tasks require last-minute scrambling or context switching?

Fill-In Worksheet

Role / Persona	High-Friction Moment	Emotional Impact	Business Impact

✅ **Checkpoint:** If you can't describe the pain *emotionally*, you're not ready to launch.

Step 2: Pressure-Test with Early Adopters (Pre-Champions)

Objective
Validate usefulness before formal rollout.

Outcome
Proof that the tool or initiative can actually solve the JTBD.

Instructions
Select a small, informal beta group:
- Naturally curious
- Comfortable experimenting
- Willing to share candid feedback

What NOT to Do:
❌ Over-structure
❌ Over-train
❌ Over-message

Early Adopter Notes
- What worked immediately?
- Where did they struggle?
- What surprised them?

Key Insight(s): _____

Step 3: Design Your Champion Network (Intentionally)

Objective
Create credibility, not cheerleaders.

Outcome
A trusted peer group that accelerates organic adoption.

Champion Selection Criteria
- Respected by peers
- Comfortable sharing publicly
- Mix of enthusiasts *and* skeptics
- Cross-team or cross-region representation
- Has real bandwidth (manager approved)

Champion Roster Template

Name	Role	Region	Initial Stance (Pro / Skeptic)	Key Strength

✅ **Best Practice:** Skeptics who convert → strongest advocates.

Step 4: Equip Champions to Surface Emotional Wins

Objective
Make adoption relatable, not abstract.

Outcome
Stories that trigger "that's me" recognition.

Instructions
Ask champions to share:
- One **before** moment (pain)
- One **during** moment (use)
- One **after** moment (relief / win)

Champion Story Template
Situation:
"I was on a call when..."

Old Reality:
"Normally I'd scramble / stall / guess..."

New Reality:
"With the tool, I was able to..."

Impact:
Time saved, stress reduced, value delivered

Step 5: Create the Sharing Engine (Low Friction)

Objective
Let momentum spread without forcing it.

Outcome
Organic, peer-led amplification.

Recommended Channels
- Slack / Teams channel
- Short Loom videos
- Prompt / use-case library
- Live demos during team meetings

Rules of Engagement:
- No approval bottlenecks
- No over-polishing
- Wins > metrics (early on)

Step 6: Set a Clear Adoption Target (and Track It)

Objective
Turn momentum into measurable success.

Outcome
Leadership confidence + sustained investment.

Adoption Goal
- **Primary Metric:** _____
- *(e.g., Weekly Active Usage %)*
- **Target:** _____%
- **Current:** _____%

Usage Depth Tracking

Metric	Why it Matter	Current
Active users	Breadth of adoption	
Actions per session	Depth of value	
Repeat usage	Habit formation	

Step 7: Close the Feedback Loop (Trust Builder)

Objective
Prove that feedback leads to action.

Outcome
Long-term trust in change initiatives.

Weekly / Bi-Weekly Review

Top 3 Wins Observed	
1.	
2.	
3.	
Top 2 Friction Points	
1.	
2.	
Actions Taken or Planned	
1.	
2.	

Final Reflection

Answer honestly:
- Do users feel **heard**?
- Do champions feel **valued**?
- Would adoption continue **without mandates**?

If yes → you've built a real adoption engine.

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