



Harkn.

Preparing for launch

Setting yourselves up for success with Harkn



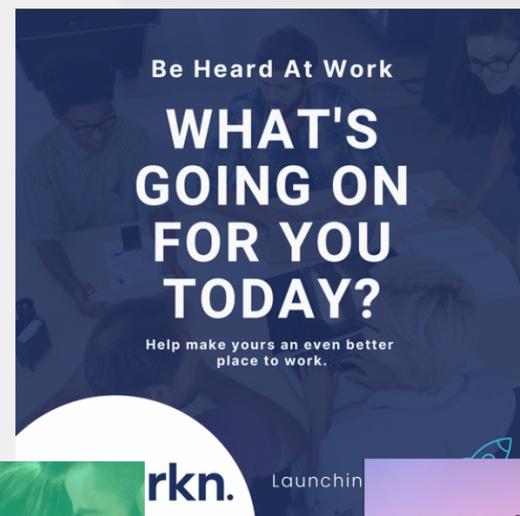
Pre-launch

1. Build curiosity and anticipation ahead of launch
2. Engage leadership and managers ahead of time
3. Determine your goals and expectations and share them widely

Build curiosity, anticipation and awareness ahead of launch

We recommend using all available channels to reach as many of your employees as possible and make them aware that Harkn is coming.

Whilst our materials are designed to be used just as they are, we highly encourage you to customise to meet your organisation's unique context and needs.



Leaders that listen are better leaders.

Launching soon... **Harkn.**
The day-to-day listening platform

Culture reflects the realities of people working together every day.

Great culture starts with understanding those realities.

Let's work better, together.

Launching soon **Harkn.**

APRIL 25, 2022 | 12 PM
We're going live.

Harkn.



Involve leadership in sharing your aims, hopes and expectations

What's your 'Why' for using Harkn.

This sets the tone for all participating including management (who are fundamental to the success).

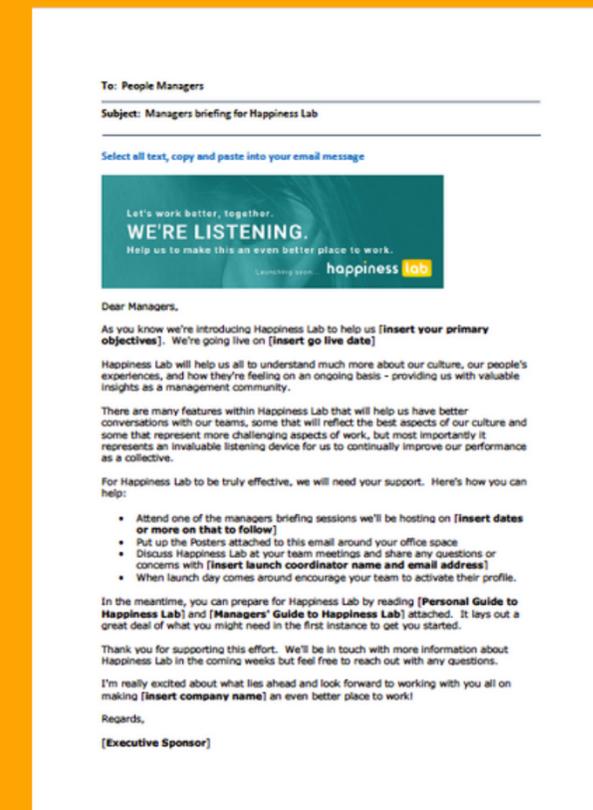
What are your cultural aims, goals or objectives? e.g.

- Wanting to understand more about the day-to-day experiences of your people to create the best possible environment for all
- Being the best employer possible (responsibility, care etc), being more progressive or remaining a progressive company
- Being more transparent, open, honest, safe
- Encouraging collective responsibility for culture and wellbeing
- Addressing particular concerns, perceived weaknesses in the culture, or tackling specific problems

You may have clear reasons for wanting to use or continue using Harkn, whether just about continuously learning and improving or because you have specific objectives for your culture... but the clearer you can be about it the better.

Pro Tip

Invite leaders and people managers to a dedicated demo and Q&A session ahead of launch to ensure they understand it and have a chance to ask questions before their teams do



Be clear about your expectations.

For Harkn to be truly effective you need participation, support and action.

Setting expectations about using Harkn is essential, not just for employees to participate but in terms of how it will be used, how managers should be using it, that this information is valuable, who it helps, how they can play their part... if it matters to you, make sure people know that it matters.

Change comes in many forms and doesn't need to be a response to every comment or observation. It might be as simple as a deliberate and conscious change of language in the group. It could be a change to the way teams start meetings, or regular discussion about what people are learning and what might be done as a result. In any case, change that you're seeing, initiating or encouraging should be talked about.

- Encourage frequent participation - **be heard, play your part, help us to help one another.**
- Make the value of the information a 'virtuous circle' - **the more valuable you consider the information, the more important participation becomes, making the information more important and valuable to the company.**
- You may not want to use words like **mandatory** or **compulsory**... but you should avoid **optional** also, along with any other word that suggests it isn't important to you.

Lots of small change, rather than or alongside formal or larger transformational activity, is a great way to show it's making a difference – get people involved, get them to recognise small gains and share them widely and positively.

Key insight – when we recall events from a previous time, our brains distort the memories by emphasising the highlights and the ending. Plus, each time we recall something we're actually recalling the last time we remembered it... rewriting it slightly each time.

This is why we capture experiences as they're experienced.

Pro Tip – people worry about being singled out, so sharing the sorts of things that you're looking for will help. Encouraging positive behaviours and recognising them (like supporting others on the Wall) will reinforce appreciation that Harkn is about more than data

Pro Tip – Encourage people to kick-start their own explorations or initiatives as a result of what they see on Harkn. This is a good way to promote positive behaviours and foster ownership rather than expecting others to act for them.



Set up a Champions community to help you make most of Harkn from Day 1

Champions can be your biggest advocates and supporters. They can play a major role in supporting a successful launch and ensure you've got a team of people ready to pick up what Harkn shows.

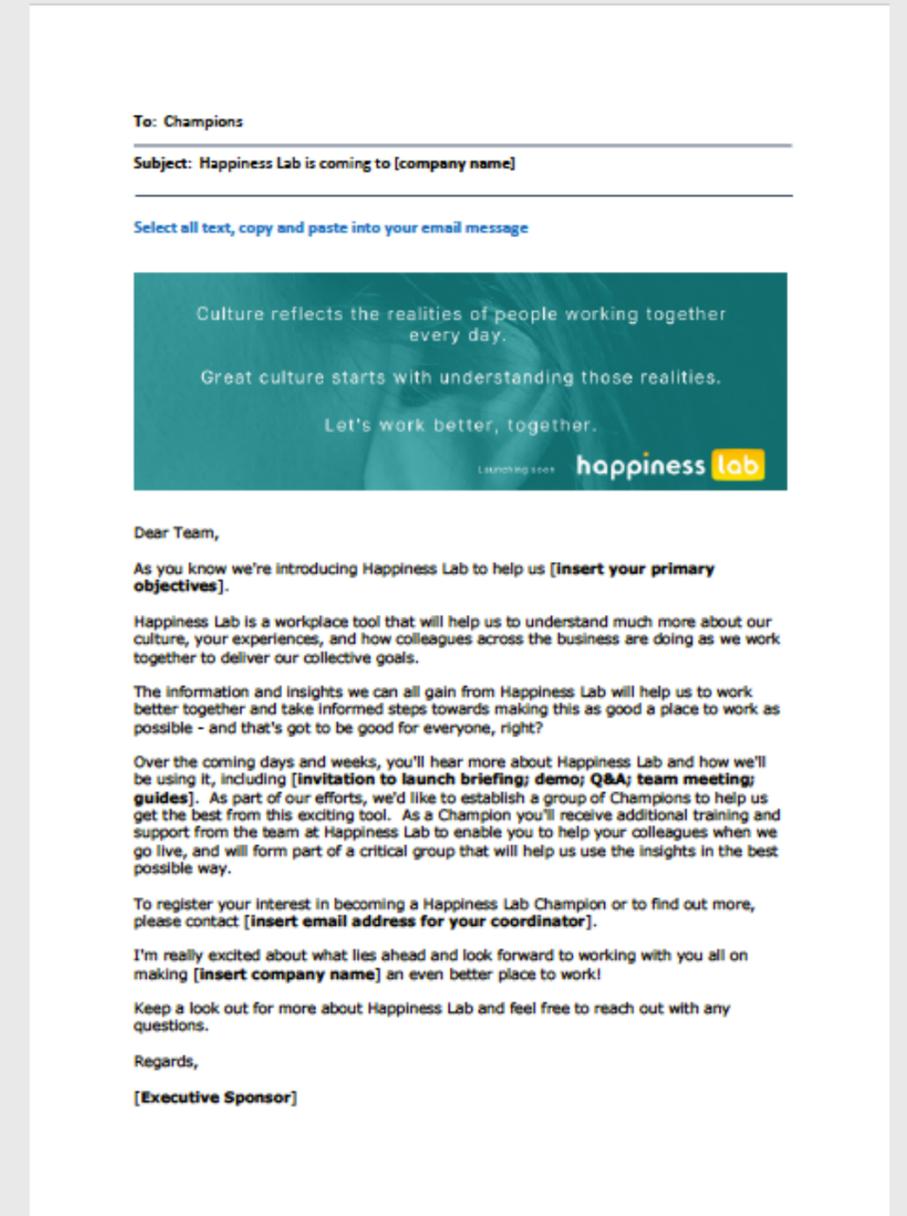
Champions can play a critical role in supporting managers, helping them to avoid becoming overwhelmed by new information, and importantly can ensure that people realise they're being listened to - organising your Champions' time to make sure they're interacting with colleagues on the Wall lets people know they've been heard and by collecting 'candidate' insights and discussing them, you can be sure that nothing important is being missed and no opportunity is overlooked.

Pro Tip

Invite Champions to early demos and Q&A sessions with our team to give them as much insight about the set up routine, what will happen at launch as possible.

Pro Tip

Offer your Champions additional training with our team to ensure they understand how Harkn works and where to find the things they'll need to make the biggest difference.



Check the technical bits to make sure we get up and running as smoothly as possible...

Harkn is device agnostic and works as well on mobiles and tablets as it does desktop computers but let's make sure we don't fall foul of any technical issues on Day 1

- Ensure Harkn emails and domains have been whitelisted (we don't want to get blocked)
- Make sure your people are using supported browsers - Harkn supports the following
 - Microsoft Edge 40 onwards
 - Google chrome 60 onwards
 - Firefox 60 onwards
 - Apple Safari 10 onwards
- For employees that primarily use mobile devices consider our apps - iOS and Android
- *Note - Internet Explorer is not supported as it was retired by Microsoft in 2015 and replaced by Edge*

Launch Day



It's launch day! Time to capitalise on your pre-launch efforts.

Send a launch day email to everyone reminding them that today's the day and highlighting a few key steps in the process, plus where to find key resources once they've set up their profile.

Pro Tip

Have your executive sponsor modelling advocacy by recording a short video that can be included in the welcome email from Harkn, welcoming your organisation to the platform.

Pro Tip

Host a live Q&A on Launch Day with your executive sponsor and Harkn founder and CEO, David Bellamy.

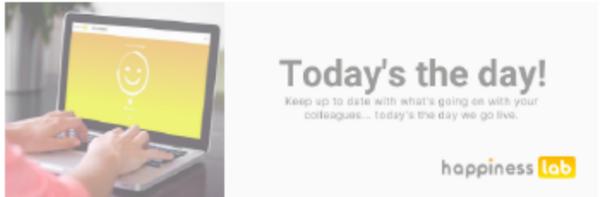
Pro Tip

Host launch day events within teams across the business for your managers and champions to share their aspirations, expectations and commitments with the group (pizza and cake optional but highly recommended)

To: All employees

Subject: Happiness Lab – Today's the big day!

Select all text, copy and paste into your email message



Dear All,

It's officially launch day and we're excited to share that you'll be receiving your welcome email from Happiness Lab a little later today [or insert time as 'at around 12pm'].

Once you receive your email just click the link in the email to activate your profile and join your colleagues on Happiness Lab. We've already set up certain aspects of your profile, such as which team you belong to but there are a few other things for you to do to get started



Once you've activated your profile, be sure to visit the "Toolkit" in Happiness Lab to check out the wide range of resources available to us get the most from it.

I'm really excited about what lies ahead and look forward to working with you all on making [insert company name] an even better place to work!

Regards,

[Executive Sponsor]

Post-Launch

Post-launch check in (end Day 1 or after a couple of days)

- Ask **Managers** or **Champions** to check-in with teams to understand their initial experiences and pick up questions or concerns.
- **Check your numbers**
 - Active participants -
 - Initial ratings - with or without comments? Are comments public or private? Are people interacting with others comments?
 - Unactivated accounts - what proportion of each team has activated their account... how many are left unclaimed
- Share some **early insights**
 - Celebrate the early adopters
 - % of people signed up
 - Teams with most already signed up
 - Celebrate some of the early contributions
 - highlights from the Happiness Wall - most interactions, positive behaviours
 - Sound-byte feedback from colleagues

Pro Tip

Grab some data or charts from the dashboard to share in an email to highlight early contribution

Pro Tip

Focus on participation in the first instance... making it part of what you do and getting leaders to role model... "Have you checked-in today?"

Follow up with employees yet to activate their account

Launch day has come and gone.

There will inevitably be a few people yet to activate their profile. That's quite normal and is to be expected but that doesn't mean we shouldn't be encouraging more people to get involved and to help your efforts to make your culture as good as it can be.

Follow up with people about a week after launch by sending an email to those with unclaimed accounts encouraging them to get involved.

Harkn will automatically remind people to register every few days for the first couple of weeks but it will mean much more coming from someone senior in your organisation.

Pro Tip

Include any early insights you've picked up, or share any positive stories as part of the email to demonstrate what's going on so far.

To: Employees yet to sign-in to Happiness Lab

Subject: IMPORTANT – Activate your Happiness Lab profile today!

Select all text, copy and paste into your email message

Dear [Name],

Our Happiness Lab launch took place a week ago and we're already seeing great contributions being made from across the business.

Happiness Lab is helping us to understand what's going on for everyone, and keeping us connected to each other and to our values. It's about learning where we're getting things right and where we've got room to improve, but for that to happen to best effect we need your participation and your support.

If you're having trouble activating your profile or haven't received an invitation from Happiness Lab, please contact [insert name] and let them know.

It isn't too late to get involved and play your part in helping us make [insert company name] an even better place to work!

Regards,

[Executive Sponsor]



If you need further help or have any questions about this document or Harkn in general, please get in touch:

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