



# LAUNCH READINESS QUESTIONNAIRE

## HOW READY IS YOUR BUSINESS TO SUCCESSFULLY LAUNCH YOUR EMPLOYEE NETWORK OR CUSTOMER COMMUNITY?

**CIRCLE THE SCORE MOST APPROPRIATE TO YOUR ANSWER**

**SCORE**

*Note: The scoring is notional, simply a rough guide to help you assess your organization's readiness to embark on a social project.*

### 1. RESEARCH

Have you researched the following? *[Multiple choice]*

- |  |   |
|--|---|
| a. Audience size and needs                                   | 1 |
| b. Competitor spaces online (external communities only)      | 1 |
| c. Your unique value perception in the eyes of your audience | 1 |

### 2. SENIOR MANAGEMENT SUPPORT

Is there broad management support for the social platform? *[Select the most appropriate]*

- |   |   |
|---|---|
| a. Little or no management or executive team support  | 1 |
| b. Key managers have contributed to the business case | 2 |
| c. The platform has an active senior sponsor          | 3 |
| d. The Chief Exec is an active supporter              | 5 |

### 3. IT SUPPORT

Have you got the support of the IT team, and has a technical solution been identified that addresses existing IT strategies?

- |        |   |
|--------|---|
| a. Yes | 1 |
| b. No  | 0 |

### 4. CHAMPIONS

If you need to build management support:

- |   |   |
|---|---|
| a. Is there a sponsor/champion at board level?  |   |
| i. Yes  | 1 |
| ii. No  | 0 |
| c. If 'No', can you identify a potential sponsor/champion at board level?   |   |
| i. Yes  | 1 |
| ii. No  | 0 |
| d. Do key departmental heads understand the value of the social network to achieve their departmental objectives, and support its use by their staff? |   |
| i. Yes  | 1 |
| ii. No  | 0 |

### 5. BUSINESS CASE

In what major terms is the business case for the introduction of the social network being couched? *[Multiple choice]*

- |  |   |
|--|---|
| a. Financial benefit/cost savings  | 1 |
| b. Efficiency  | 1 |
| c. Innovation  | 1 |
| d. Improved internal communications about the business                           | 1 |
| e. Improved team working   | 1 |
| f. Improved access to knowledge  | 1 |
| g. Better/more coherent service to customers                                     | 1 |
| h. Improved HR, such as quicker induction, happier staff, reduced staff turnover | 1 |
| i. Others  | 1 |
| j. None of the above   | 0 |

**6. BUSINESS STRATEGIES**

Can you associate the objectives for the social network project with established business strategies?

- a. Yes 1
- b. No 0

**7. USER STORIES**

Have you established and prioritised the main user stories that could be addressed by the social network, and cannot be addressed effectively by existing functionality accessible to your audience?

- a. Yes 1
- b. No 0

**8. COMPANY CULTURE**

How would you describe the underlying culture of your business (the way that management treats the employees)? *[Select the most appropriate]*

- a. Inform them about what they need to know 1
- b. Inform them about what they should know business-wide 2
- c. Consult them before relevant decisions are taken 3
- d. Involve them in making decisions relevant to the employees 4
- e. Collaborate with them and encourage them to collaborate together 5
- f. Empower them to make their own decisions. 6

**9. PRODUCTIVITY DRIVERS**

How would you describe the drivers of productivity in your business?  
*[Select the most appropriate]*

- a. Process-driven 1
- b. Individual/competition-driven 1
- c. Results-driven 1
- d. Team-driven 1
- e. Innovation-driven 1

**10. BUDGET**

Do you consider your budget is realistic to meet your objectives?

- a. Yes 1
- b. No 0

**11. Does your budget cover the following? *[Multiple choice]***

- a. Research (user insights and motivations) 1
- b. Technology (including design) 1
- c. Integration (e.g. with your CRM, CMS or directories) 1
- d. Full-time community management 1
- e. Rolling programme of continuous improvement (including upgrades and redesign) 1
- f. *[OR]* All of the above 7

**12. RISKS**

Have you assessed the potential risks posed by introduction of the network, and addressed these by planning suitable mitigations?

- a. Yes 1
- b. No 0

**13. LAUNCH DATE**

Do you have a compelling launch date?

- a. Yes 1
- b. No 0

**14. TIMESCALES**

Do you consider your timescales are realistic to meet your objectives?

- |        |   |
|--------|---|
| a. Yes | 1 |
| b. No  | 0 |

**15. Do the proposed timescales cover the following? [Multiple choice]**

- |   |   |
|---|---|
| a. Piloting the implementation of the technology                      | 1 |
| b. Piloting 'beacon' groups   | 1 |
| c. Identifying and training champions                                 | 1 |
| d. Improving the use experience and design based on champion feedback | 1 |
| e. Benchmarking current attitudes to communication                    | 1 |
| f. Establishing governance and processes                              | 1 |
| g. Establishing policies and terms and conditions                     | 1 |
| h. [OR] All of the above  | 9 |

The scoring is notional. Don't get hung up on the values, they are there as a rough guide to help you assess your situation and prioritise your activities.

If you have scored between **25-50 points** you're a candidate for the **fasttrack** through our Plan module.

If you scored anything **below 25 points** you'll need time, research and support to contribute to orientating your business towards going social. Explore the options at your own pace and be wary of setting expectations or deadlines with your colleagues.