Go-Live Strategy

May 1, 2017

gloo

Go-Live Team Objectives

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- Define go-live
- Develop canvas for a repeatable, well-designed go-live strategy
- Map industry use cases to all Champion tensions/growth journeys
- Build experiences that both (i) win for Champions, and (ii) position Gloo/Champs in industry/market
- Reduce dependence on Gloo internal professional services
- Support sales by improving project quality, velocity, and cost
- Partner with PADRE to operationalize the Go-Live Team
  - Define processes around…
  - Recruitment and retention
- Partner with Rooster to bring use cases against exponential technologies, built third-party solutions, and test their efficacy
- Partner with POs on their road map use cases and bring real feedback

What is Go-Live?

Go-Live

Go-live is…

- A tension or pain point **(that is solved by)**
  - A well-defined growth journey **(with)**
    - Clear objectives and a working hypothesis **(designed for)**
      - An identified audience of external users **(who are supported by)**
        - An agreed upon content strategy, aligned to internal and industry best practices **(that is powered by)**
          - A well-trained group of frontline champions executing an ongoing engagement strategy **(who evaluate the success by)**
            - A review of the metrics against the original hypothesis

Generic Example

- Minorities are underrepresented in web development fields
  - I want to teach minority students how to code
    - I want to teach HTML and CSS and have 75% of my minority students pass X certification test within 6 weeks
      - I want to teach 25 beginning-level, minority users who have subscribed to my 6-week course through my website (that they reached through a Facebook ad conversion), and teach them HTML and CSS so that 75% of them pass X certification test within 6 weeks.
        - I want to teach 25 beginning-level users who have subscribed to my 6-week course through my website (that they reached through a Facebook ad conversion), and teach them HTML and CSS so that 75% of them pass X certification test within 6 weeks. I have made a series of video lessons, quizzes, and digital workbooks to help them do that.
          - I want to teach 25 beginning-level users who have subscribed to my 6-week course through my website (that they reached through a Facebook ad conversion), and teach them HTML and CSS so that 75% of them pass X certification test within 6 weeks. I have made a series of video lessons, quizzes, and digital workbook to help them do that. Also, I will be providing direct mentorship 3 times a week during the course, and post to my Feed and class Spaces X times a week.
            - **I want to teach 25 beginning-level users who have subscribed to my 6-week course through my website (that they reached through a Facebook ad conversion), and teach them HTML and CSS so that 75% of them pass X certification test within 6 weeks. I have made a series of video lessons, quizzes, and digital workbook to help them do that. Also, I will be providing mentorship 3 times a week during the course, and post to my Feed and class Spaces X times a week. I will launch my program on mm/dd/yyyy and review its success on mm/dd/yyyy.**

How Do We Get There?

Go-Live Strategy Model

Tension	This is a problem…
Hypothesis	This is a problem because…
Solution	We will do x so this is not a problem anymore
Audience	We will do x with these people to solve the problem
Resources	Here are the people, tools, and content that we will use with our Audience to craft the Potential Solution
Rollout	Here is the plan for executing and delivering the Potential Solution to the Audience
Review	Did the Potential Solution solve the Tension?
Revise	Are there adjustments we can make to the Potential Solution to see if it gets closer to solving the Tension?

Tension

This is a problem…

- Look for themes in Tensions to define industry use cases (e.g. turnover, employee onboarding, recovery outcomes, church attendance, etc.)
- Align Tensions to metrics (e.g. money, time, success rates, etc.)

Hypothesis

This is a problem because…

- When possible, all hypotheses should be driven by research
- A/B test of Hypotheses could be more valuable than A/B test of Solutions
- When determining what to test, we can use weighted Hypotheses to prioritize

Solution

We will do x so this is not a problem anymore

- When possible, A/B test Solutions *for each hypothesis*
- Solutions should be test-ready as quickly as possible
- If Solution can't map to the Tension's metrics 1:1, then identify which leading indicators are associated with each Solution, and how they relate to the lagging Tension metrics

Audience

We could try x with these people and see if it solves the problem

- Persona mapping
- Interviewing stakeholders

Resources

Here are the people, tools, and content that we can use with our Audience to craft the Solution

- Champions (Frontline, Admin, Content)
- Platform tools and features
- Content (Pages, Programs, Collections, Moments, Curated Content)
- Engagement (Spaces, Feed, Community Catalysts, To-Do List)
- Integrations
- 3rd Party Builds

Rollout

Here is the plan for executing and delivering the Solution to the Audience

- Production of the Solution (Responsibilities, Schedule, Lead times for changes)
- Onboarding
- Face-to-Face vs. “The Gap”
- Training and Support
- Invitations
- Go-Live date

Review

Did the Solution solve the Tension?

- Review date
- Data and analytics (tied to success metrics)
- User feedback

Revise

Are there adjustments we can make to the Solution to see if it gets closer to solving the Tension?

- Short-cycle iterations
- Iterations driven by data
- When possible, informal feedback should map to data before being acted upon

Templates

Go-Live Strategy: Template

Tension
Hypothesis
Solution
Audience
Resources
Rollout
Review
Revise

Go-Live Canvas Goes Here