

CHAMPIONS – TIPS AND BEST PRACTICES

WHY The objective is to **educate Stony Brook** on the anticipated benefits of WolfieONE, change impacts because of it and to **provide guidance** on how to adopt new ways of working.



WHAT: LEARNING MATERIALS

1. Leverage the educational material shared by OCM.
2. Become familiar with the content.
3. Rehearse your presentation.



WHO: KNOW YOUR AUDIENCE

1. Identify your audience. This depends on your 'sphere of influence'.
 - a. VP Aea
 - b. Department
 - c. Team
2. Research your audience to tailor your delivery method (live, virtual), content and delivery to their knowledge level around WolfieONE.
3. To make the material more relatable to your audience, try to incorporate business scenarios relevant to their work.



WHERE: ENGAGE YOUR AUDIENCE

1. Stay in touch with regular updates (emails, calls, status reports, WolfieONE eNewsletter) to keep your audience informed on what is happening.
2. Check in to make sure they are receiving and understanding the information.
3. Gather [feedback](#) often on what's working and what's not, and to find out key questions, concerns or success stories coming from the people they are helping through the change.



HOW:

1. Socialize yourself as a WolfieONE Champion
 - a. send an email introducing yourself
 - b. add the [Champion](#) signature to your emails
 - c. Use the WolfieONE [Zoom](#) backgrounds in virtual meetings
 - d. display any [swag](#) in your work area
2. Look for team, staff, department, leadership meetings or any large events in your area and request time to present.
4. Break up the material into digestible chunks.



WHEN:

1. Start sharing the educational materials in February and continue until you have covered everyone in your 'sphere of influence'.
2. Update the [Champion](#) calendar to keep OCM updated on your activities.



COLLABORATE:

1. Find other Champions in your area. Leverage the opportunity to get to know each other and become a team.
2. Plan and partner together for delivery of material to avoid duplication.
3. [Request support](#) from [OCM team](#), as needed.