

**HR ASSURED™**  
smarter workplace solutions

# How to introduce HR Assured to your team

A step-by-step guide to launching your new  
software + service

**eBook**

[www.hrassured.com.au](http://www.hrassured.com.au) [www.hrassured.co.nz](http://www.hrassured.co.nz)

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# It's time to share your great news!

Welcome to HR Assured!

Now that you've chosen a market-leading HR service plus software to help you manage your workforce and ensure your business is compliant, it's time to start getting your team excited about using it!

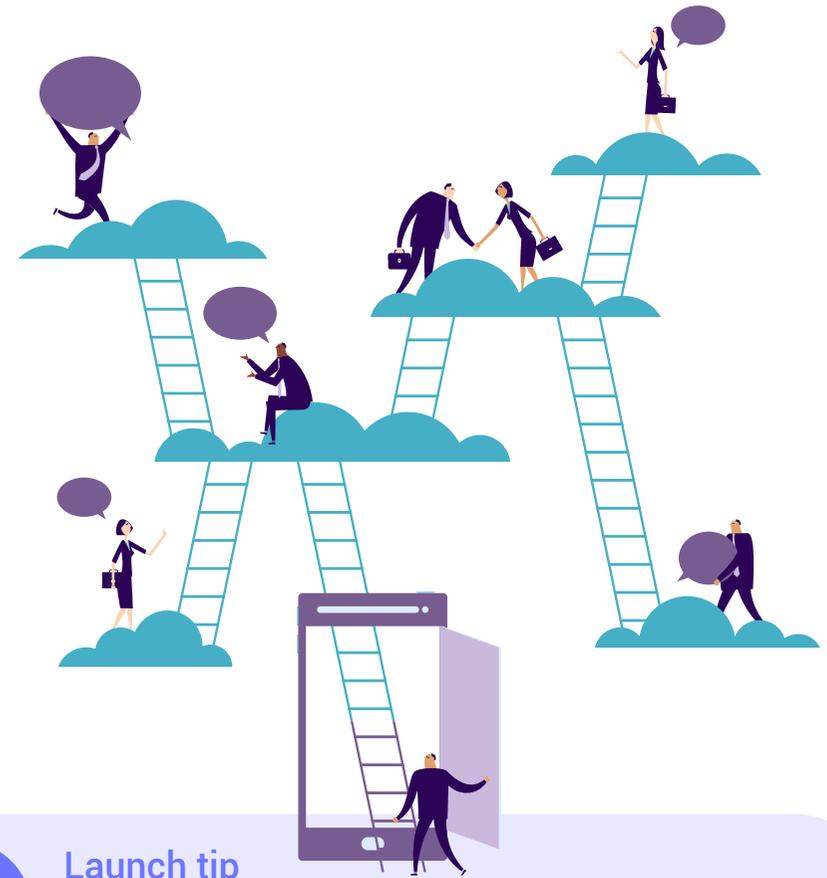
Launching any new product or service within a business has its challenges – and that's normal! Some team members may find it hard to adapt to change, while others simply don't know enough about HR Assured to see how much easier it can make their lives. After helping thousands of businesses introduce HR Assured, we created this Guide to help you educate and inform your team.

Inside this Guide is everything you need to help you successfully introduce HR Assured to your people and launch it within your business.

But what's all the fuss about? Why "launch" HR Assured? We know that you've invested your precious time and money into HR Assured to help you reach your business goals by reducing the burden of HR admin, ensuring compliance and mitigating risks. We want your business to succeed in achieving these objectives, and experience tells us that the best way to do this is by effectively communicating with your people and adopting a structured approach to launching HR Assured.

So, what are you waiting for? Follow the seven steps in this Guide, use the templates we provide, and launching HR Assured in your business should be simple.

Let's begin...



## Launch tip

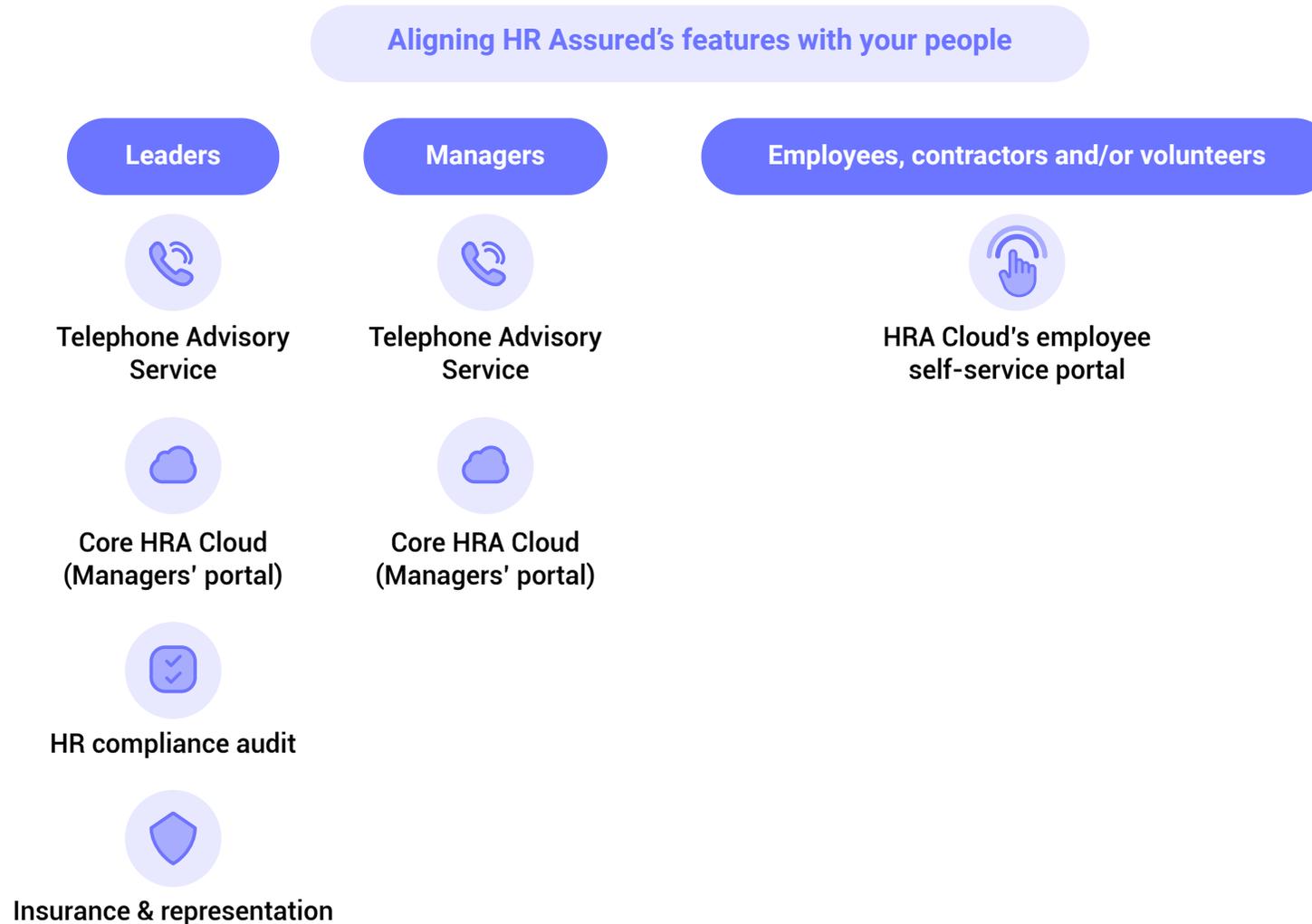
Generate excitement and educate your people about HR Assured early – you don't need to wait until HR Assured is set up! Remember we have warm-up templates ready for you to use and edit when communicating with your leaders and/or managers and employees, contractors, and volunteers. You can send these while in the process of setting up your HR Assured service and HRA Cloud software (as per the tasks set out in the Onboarding and Account Set Up Guide).



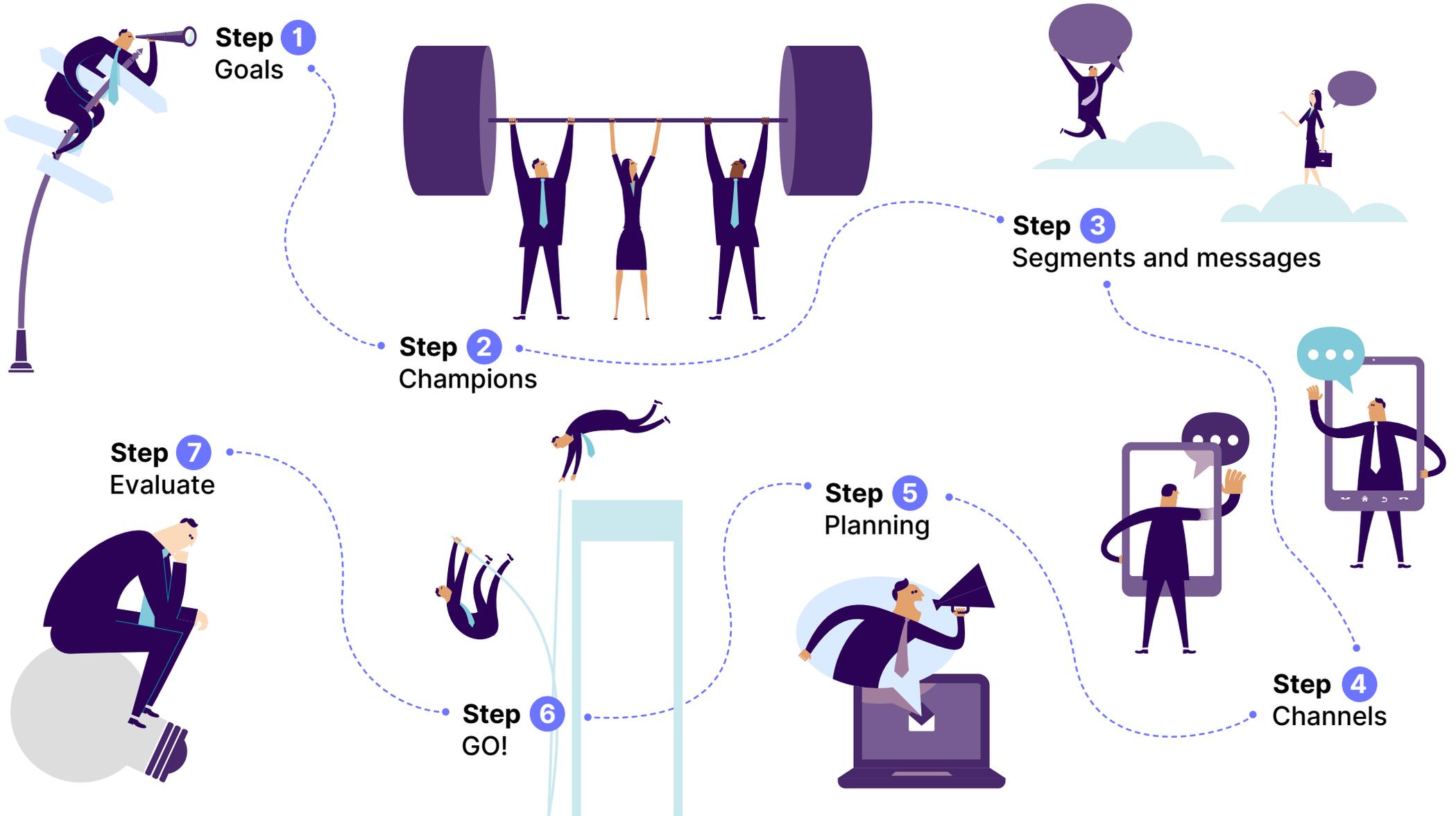
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# Aligning HR Assured's features with your people

It's important to remember that not everyone in your company will use all of HR Assured's features – keep this in mind when you're launching HR Assured (in particular step 6 in this guide). Your leaders and managers will use HR Assured differently to your employees, contractors and/or volunteers. The diagram below explains which features should be accessed by your people:



# Seven simple steps to launch HR Assured



## Step 1: What's the goal?

Before you begin planning the launch, you need to clearly understand your goal. Knowing your end goal (or goals) will give you something to aim for, something against which to measure the progress (and success) of the rollout, and may give you an early indication of timings. Ask yourself questions like:

- What is it that you want to get out of the launch activity?
- Do you need to get buy-in from particular users? Who?
- What specific impacts do I hope HR Assured will have on the business?  
E.g. reduce the time your team spends on HR admin, make compliance easier, etc.
- Which modules in HRA Cloud will you launch with to help you reach these goals?

No matter what your objectives are, spelling them out on paper will help you to achieve your goals. Essentially you want your people to actively engage with your brand-new service to get the most out of it, and the best way you can do this is by effectively communicating the ways in which the service and associated technology will make users' lives easier, and forcing a timeline for adoption by building up to an official launch!



### Launch tip

HRA Cloud (the HR software) has a wide selection of modules. We recommend that your team launch each module over time to help you reach your initial goals and also avoid being overwhelmed with too much information. For example, switch on Employee Management and Employee Self Service first when you launch, then move onto another module such as Online Performance Review or Training & Qualifications when you feel ready.



## Step 2: Nominate your champions

There's no 'I' in 'team' and launching your new service and HRA Cloud software shouldn't be done alone. You'll want to form a team of champions to spread the word, loud and clear, that HR Assured has arrived and is ready to support your business.

Who will you select to help you communicate the message? You know your people best, so try to select individuals who represent the different departments within your business, who manage people and who possess various skills, so your team is diverse and strong. Think: leaders, great communicators, creative people, planners and doers.

Once you have your team of champions, it's time to educate them so they understand how HR Assured works. These champions will be experts in using the new service and software and will be the ones your people turn to if they have questions during the launch.

You can use HR Assured's training guides to help you educate your champions.



### Launch tip

You can announce the upcoming launch of HR Assured while you're in the process of setting up your HRA Cloud account which we've outlined in the [HR Assured Onboarding and Account Setup Guide](#).



## Step 3: Define your segments and curate your messages

From leaders and executives, people managers and employees to contractors and volunteers, every business is made up of various roles and responsibilities. What you say about HR Assured to your leaders and managers will be different to the messages you tell your employees, contractors and volunteers.

It's important that you segment the various roles and responsibilities in your organisation into groups, so you can refine the messages you will communicate to each group. But don't worry – we've done all of the hard work for you and created some ready-to-use templates with messaging tailored to the various groups within most organisations. You just need to work out who in your organisation falls into which group – see [page 13](#) in this guide.



**“What you say about HR Assured to your leaders and managers will be different to the messages you tell your employees, contractors and volunteers.”**



## Step 4: Choose how you'll communicate

Now we're getting to the fun part! Choosing how to spread the word is critical. And, while we can suggest some of the ways you can communicate, you know your business and people best.

Are your leaders likely to respond better to a face-to-face discussion or do they prefer email? Do you have an intranet platform where news and information is posted or is a chat program such as Teams a better way to communicate? You'll know which channels will be the best ones to use.



Since COVID-19, many workplaces now operate remotely, whether wholly or in part – but don't let that stop you from launching! Below are some traditional and non-traditional ways you can make your HR Assured launch fun and interesting, along with a bunch of templates you can use:

- **Email.** It's a good idea to structure your email/s so information doesn't get lost and your team is not overwhelmed with details. See [page 14](#) for some email templates you can use.
- **Visual.** Place posters and signage in prominent areas of the workplace such as the breakroom. See [page 15](#) for some poster templates.
- **Intranet or staff newsletter.** If your business uses this medium to communicate, do it! We've drafted an internal media release template you can use on [page 15](#).
- **Personalised messages from your champions.** Ask your champions to discuss the new service and software every chance they get – at the water cooler, within team meetings, on the phone!
- **Pre-recorded video.** Why not get creative and film a launch video? Tell you people about HR Assured and how it's going to support them.
- **Make it social.** Everyone loves free food and a reason to get together! Present and discuss the new service and software with your team, explain the new processes and give your employees an opportunity to ask questions and address any concerns. This can be done in person or via an online meeting, using platforms like Zoom or Teams. See [page 15](#) for a PowerPoint Presentation template.
- **Group training sessions.** Training your staff is an effective way to demonstrate how the software works and how it will help them and the business. Use the event to encourage open and transparent discussion and questions. Refer to the training guides to support this activity.

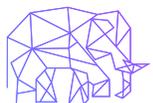


- **One-on-one training sessions.** This might be important for senior managers who need to access the service as well as use HRA Cloud. One-on-one training sessions work well for people who are not as tech savvy as others.
- **Have some fun:** After delivering the HR Assured training to your people, create a pop quiz or puzzle on the topics covered in the session. Award a prize to the person who correctly answers the most questions.
- **Offer rewards for engagement.** Lots of your important documents, policies and templates will be stored in HRA Cloud. To encourage people to use the platform, get your people managers involved – ask your leaders and managers to use the platform to directly communicate to their employees and have the employees complete a list of tasks from HRA Cloud. If staff complete the task/s, they get placed into a draw to win a prize. Task ideas can be things such as logging in and checking personal details are accurate, or reading and acknowledging three workplace policies, etc.
- **Communicate via HRA Cloud.** After you've launched HRA Cloud, start communicating directly from the platform. Send messages to your people via the Employee Self Service (eSS) portal. The eSS message can announce any of your fun launch initiatives and/or can be used to circulate important HR notices. Did you know eSS allows you to prompt your staff to formally acknowledge that they have received and read a message/document? This can come in handy when circulating new workplace policies. We've drafted a few message templates you can use – see [page 14](#).
- **Include the usage of HR Assured in job descriptions.** Make using the software a formal performance measure for all staff.



### Launch tip

If your business is looking for some additional help, you can always arrange a Train the Trainer session with us. This is a one-on-one lesson with an HRA Cloud expert who will show you everything you need to know to get the most out of HR Assured.



## Step 5: Create a plan

It's important that you make a communications plan to launch HR Assured. Below is an example of such a communications plan – simply enter your selected channels, dates and audiences and off you go! We've also created a comms plan template for you on [page 15](#).

| Launch stage:                         | Awareness |          |              |                         | Education           |                      |          | Go live               |          |             | Celebrate |             | Evaluate              |          |
|---------------------------------------|-----------|----------|--------------|-------------------------|---------------------|----------------------|----------|-----------------------|----------|-------------|-----------|-------------|-----------------------|----------|
| Date of comms:                        | 01/10/20  | 01/10/20 | 10/10/20     | 12/10/20                | 12/10/20            | 11/10/20             | 14/20/20 | 20/10/20              | 20/10/20 | 20/10/20    | 21/10/20  | 21/10/20    | 30/10/20              | 30/10/20 |
| Channels:                             | Email 1   | Poster   | Social event | Online training meeting | One-on-one training | Watch video training | Email 2  | Intranet / Newsletter | Email 3  | eSS message | Email 4   | eSS message | Intranet / Newsletter | Email 5  |
| Audience:                             |           |          |              |                         |                     |                      |          |                       |          |             |           |             |                       |          |
| Champions                             | ••        | ••       | ••           |                         | ••                  | ••                   | ••       | ••                    | ••       | ••          | ••        | ••          | ••                    | ••       |
| Leaders                               | ••        | ••       | ••           |                         | ••                  | ••                   | ••       | ••                    | ••       | ••          | ••        | ••          | ••                    | ••       |
| People managers                       | ••        | ••       | ••           |                         | ••                  | ••                   | ••       | ••                    | ••       | ••          | ••        | ••          | ••                    | ••       |
| Employees, volunteers and contractors | ••        | ••       | ••           | ••                      |                     | ••                   | ••       | ••                    | ••       | ••          | ••        | ••          | ••                    | ••       |



## Step 6: Go, go, go!

Now that you've lined up your messages, selected the ways you're going to communicate, and who you'll be talking to, it's now time to go, go, go! Along with your team of champions, it's time to disseminate those emails, print those posters and start hosting meetings according to your plan in step 5! Build that buzz and open the lines of communication.

This step will take a bit of time but should go smoothly if you stick to your launch plan.



### Launch tip

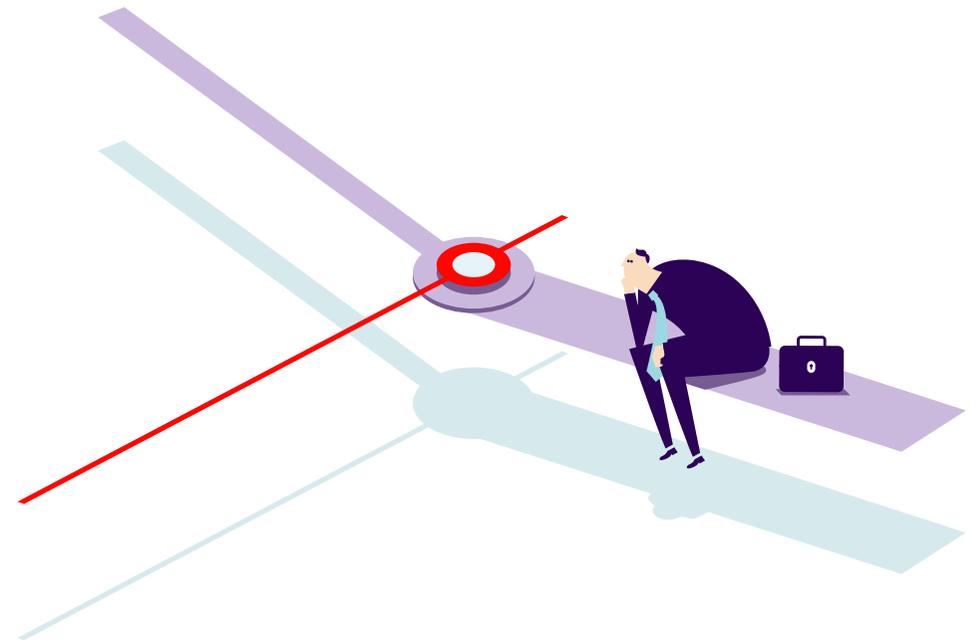
Your champions can expect to be asked lots of questions from the team – that's normal. Remember that the team may feel overwhelmed at first, so try to be patient, remain positive and provide further training as needed. In time, the number of questions will start to decrease, and they will soon start to know where to go for anything HR related – HR Assured.



## Step 7: Pause, take a breather and evaluate

Ok, you've done it: HR Assured is LIVE, your leaders, managers and employees have peace of mind that the business is solidly HR compliant. And everyone's starting to notice how much time they're saving, learning how HRA Cloud works and how other services such as the Telephone Advisory Service and the library of resources will benefit them.

But you're not relaxing just yet! This is the time where you need to gather feedback from the team and assess what went well, and if there are any areas where you still need to do some work or drive engagement. You can do this by sending your team an email – and we've created a template you can use on [page 14](#).



### Launch tip

Once you have received feedback from your team and a few weeks have past, think about how you can celebrate your win. Tell your people about everything that has been achieved to date and how you can keep on winning together!



# Templates



## Emails

Use the email templates to communicate with your team during each stage of the launch:

- Email 1: Warm up email to leaders and managers
- Email 1: Warm up email to employees, volunteers and/or contractors
- Email 2: Announcing training dates to leaders, managers, employees, volunteers and/or contractors
- Email 3: eSS welcome message for leaders, managers, employees, volunteers and/or contractors
- Email 4: Core HRA Cloud log in details to leaders and managers
- Email 4: eSS login details to leaders, managers, employees, volunteers and/or contractors
- Email 5: Email seeking feedback from leaders and managers after launch
- Email 5: Email seeking feedback from employees, volunteers and/or contractors after launch
- Email 6: Celebration email after launch to employees, volunteers and/or contractors
- Email 6: Celebration email after launch to leaders and managers



## Segmented messages

Some messages to help you understand what your internal groups need to know about HRA Cloud. [View messages here.](#)



## Social media images for Facebook and LinkedIn

Use these social media post images for internal group pages you use to communicate with your team.



## Countdown email and web banners

Use these email or web banner templates to brighten up your internal emails and intranet.



## Posters

Print and place these posters in prominent areas around your workplace.





## eCard

Send this eCard to your team to let them know HR Assured is coming soon.



## Internal press release

Share the good news on your intranet or company newsletter with this press release template – all you have to do is fill in the details!



## HRA Cloud Training Guides

To help you and your team begin setting up and using HRA Cloud, we've created the following guides:

- Onboarding Guide, HR Advice Line & Compliance Audit Guide, Account Setup Guide
- Managers' Jumpstart Guide
- Employees' Jumpstart Guide
- Employment Documentation via eSS



## PowerPoint presentation

Use this presentation to introduce HR Assured to your team.



## Communications plan

Use this communications plan to schedule in your messages and method.



## Client Success

The Client Success Team at HR Assured is always here to support you during and after your launch. As a client, you have access to a full suite of training resources and unlimited telephone support. If you ever find you have a question about your account or need some help with the HRA Cloud Software, please contact the Client Success Team.

If you have any further questions or would like to arrange a training session, contact us!



### **If you're in Australia:**

Phone: 02 9083 0083

Email: [support@hrassured.com](mailto:support@hrassured.com)



### **If you're in New Zealand:**

Phone: 09 303 1550

Email: [support@hrassured.com](mailto:support@hrassured.com)

## Telephone Advisory Service

If at any time you have an HR or employment relations matter and you need immediate advice, even before you've officially launched HR Assured within your organisation, call our friendly Telephone Advisory Service Team (TAS):



### **If you're in Australia:**

Phone: 02 9083 0000

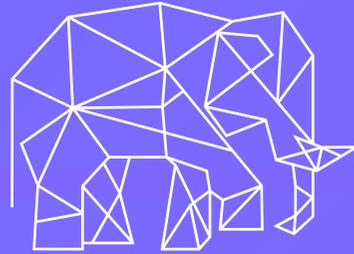
Email: [advice@hrassured.com](mailto:advice@hrassured.com)



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