

The recipe for frontline change

Five steps that turn any new tool or programme into lasting behaviour change, tried and tested by real customers.

SERVES any frontline team

PREP before go-live

COOK ongoing

Ingredients

Gather these before you start.

1 clear why: the outcome you want to move

1 way to measure it, agreed up front

1 senior leader who owns the outcome

A clear place in your operating model

Frontline users to help shape it

Managers, trained before their teams

Data that has been checked

A feedback route, live from day one

Your kitchen crew

Core team

Runs the plan and the fixes

Change leaders

Explain the why, make time

Change champions

Test early, support peers

Frontline users

Use it, shape it, feed back

Method

1 Set the table

COMMUNICATIONS · BEFORE GO-LIVE



Right message, right time, carried by leaders.

TASTE TEST Are leaders talking about it, in person, before launch? What does each group hear, and when?

CHEF'S TIP Have leaders introduce it at team meetings and town halls weeks, even months, before launch, then add branding, teasers and a comms pack.

2 Invite everyone into the kitchen

ENGAGEMENT · BEFORE GO-LIVE



Give the frontline a real say before launch.

TASTE TEST Where can users genuinely shape the design? Who else needs a say, from team leads to HR?

CHEF'S TIP Run name and logo competitions for early buy-in, and frontline workshops to shape features.

3 Teach the techniques

TRAINING · BEFORE GO-LIVE



Right resources, tools and time to practise.

TASTE TEST Can managers confidently train their own teams? Does training use real first-week tasks?

CHEF'S TIP Train the trainer: core admins train managers, who then train their teams. Build a training pack around real first-week tasks, and reuse it for new starters.

4 Prep before you serve

READINESS · BEFORE GO-LIVE



Make sure the tech and the people are ready.

TASTE TEST Has UAT passed with real users and real data? Are teams ready for what is changing? What would delay launch?

CHEF'S TIP Run user acceptance testing, confirm technical readiness (data, integrations, access), then check change readiness before you set a date.

5 Keep seasoning

POST GO-LIVE · AFTER GO-LIVE



Keep iterating: listen, improve, find what's next.

TASTE TEST How fast do we act on feedback, and say so? What carries over to the next team?

CHEF'S TIP Use in-app feedback forms and quick fixes, then look for other teams or areas with similar goals.

SERVING SUGGESTION

Start with the step where your current or next rollout is weakest. And use these Central resources:

The Change Hub

Ready-to-use templates and guides for every step, from planning to go-live.

Power Up

Courses that turn your admins into certified Central experts.

24/7 support

An in-platform support agent, with our global team ready to step in.



SCAN TO EXPLORE