



Microsoft 365 & Copilot Adoption and Digital Champions Service Definition



Overview

This Service Definition outlines a fully managed Microsoft 365 and Copilot Adoption Programme designed to accelerate organisational transformation, increase digital capability, and embed modern ways of working. The service builds a digitally confident workforce through structured learning, communication campaigns, and a community-driven Digital Champions network—powered by Microsoft 365 and Copilot.

Background

Organisations adopting Microsoft 365 and Copilot require structured and sustained support to ensure that users not only understand the tools available to them but also learn how to apply AI-powered capabilities meaningfully in their daily work. A Digital Champions Programme enables the organisation to grow internal advocates capable of supporting colleagues, promoting good practice, and driving cultural change.

This fully managed service provides a dedicated Microsoft Teams-based Digital Champions environment, supported by expert guidance, targeted communications, Copilot-driven learning experiences, and ongoing engagement activities over a 12-month period.

Goals

- Promote and embed Microsoft 365 and Copilot-enabled ways of working.
- Increase digital literacy, AI readiness, and confidence across the organisation.
- Develop a network of Digital Champions who support adoption efforts, share improvements, and advocate for the benefits of combining Microsoft 365 with Copilot.
- Build a self-sustaining community that embraces continuous learning and productivity optimisation.



About 365Tribe

365Tribe specialises in user adoption of Microsoft 365 and Copilot. Our approach focuses on inspiring users, increasing productivity, enhancing collaboration, and driving transformation through relatable, scenario-based learning.

We create dynamic, community-driven programmes that support the transition to modern workplace practices while elevating the impact of tools such as Teams, SharePoint, Power Platform, and Microsoft Copilot.

Approach & Recommendation

The provider delivers a structured Digital Champions Programme that includes:

- Champion Recruitment
- Microsoft 365 and Copilot onboarding
- Community engagement and support

- Scenario-based learning campaigns
- Gamification, challenges, and digital rewards
- Continuous communication and momentum-building activities

The aim is to build and sustain a community of Champions supported by AI-enabled tools, tailored content, and expert guidance.



Identifying & Building Key Business Scenarios

A facilitated workshop identifies four Key Business Scenarios that underpin both Microsoft 365 and Copilot adoption. These may include:

- Smarter Meetings (Teams + Copilot meeting recap, action extraction)
- Better Collaboration (Copilot-generated summaries, real-time drafting)
- Finding & Storing Information (Search, SharePoint, Copilot data retrieval)
- Flexible Working & Productivity (Copilot task automation, email assistance)

Scenarios ensure users understand the practical value of Copilot by tying learning to real organisational challenges.

Branding & User Engagement

A strong brand identity and communications strategy is essential to build awareness and promote engagement. The service includes:

Deliverables

- All-user communications templates
- Digital Champions introduction pack
- Campaign communications schedule
- Champions survey and skills assessment
- Copilot-focused guidance materials (where relevant)

Campaigns focus on:

- Raising AI literacy and Copilot understanding
 - Reinforcing key business scenarios
 - Highlighting productivity opportunities
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Digital Champions Programme

The Champions Programme is delivered entirely through Microsoft Teams and uses Microsoft 365 apps—including Copilot-enabled experiences—to onboard, educate, and motivate Champions.

Programme Features

- 12-month structured programme
- Copilot-infused learning pathways (e.g., prompt skills, AI best practice)
- Monthly community webinars
- Monthly M365 + Copilot feature webinars
- Soft-skills mentoring sessions
- Interactive challenges and digital badges
- Gamified leaderboards powered by Power BI
- Daily “Ask the Expert” support
- Access to 250+ bite-sized training videos
- Champion spotlight content and video storytelling

Champions are encouraged to use Copilot to:

- Summarise content
- Generate learning support materials
- Analyse usage insights
- Prepare reports and updates
- Provide improved support to colleagues



Dedicated M365 & Copilot Support Team

A specialist team supports the programme and:

- Monitors, engages, and supports the Champions community daily
- Answers Champions' queries in real time
- Manages activity schedules, webinars, and comms
- Reviews challenges, skills checks, and engagement data

- Publishes reporting and leaderboards
- Curates Copilot-related best practices
- Identifies success stories and internal use cases

Performance Reporting

Quarterly performance reviews and live dashboards provide insights into:

- Champion engagement and activity
- Use of Copilot and M365 tools
- Badges, mentor points, and challenge progress
- Webinar participation
- Mentoring interactions
- User feedback and success stories
- Skills assessments and capability growth

Business change metrics include:

- Workload consumption data
- Copilot value indicators
- Real-world use cases and productivity improvements



Phased Campaigns (4 × 3-Month Cycles)

Each quarterly campaign includes:

- AI-enhanced communications and engagement
- Weekly activities, challenges, and skills checks
- Monthly webinar series aligned to the M365 + Copilot roadmap
- Community sessions and peer support
- Mentoring and guidance from adoption specialists



Personas, Use Cases & Storytelling

Throughout the programme, user stories and use cases are showcased to:

- Highlight successful M365 and Copilot adoption
- Encourage best practice sharing
- Reinforce real-world benefits
- Celebrate Champions' contributions

Champions are encouraged to raise their profile by:

- Adding Champion indicators to their M365 profile
- Including digital badges in email signatures
- Sharing their Copilot success stories internally

365TRIBE
CHAMPIONS

RECOGNISE & REWARD
IT'S ABOUT APPRECIATING & ENCOURAGING CHAMPIONS AS THEY PROGRESS



4. REWARD



DIGITAL BADGES
Champions are awarded badges to demonstrate their status to colleagues and managers.

LEADERBOARDS
Champions compete through friendly intercompany competitions.

PRIZES
Champions feel motivated and engaged through spot prizes and giveaways as they demonstrate success.

SOCIAL APPRECIATION
Champions encourage and interact with each other creating the sense of community.

ADOPTION. CHAMPIONED

365Tribe.co.uk/your-champions

End-User Learning & On-Demand Support

To support the wider workforce, users gain access to an extensive on-demand video learning library that covers Microsoft 365 and complementary skills for working alongside Copilot.

Deliverable

- 12-month subscription to a 250+ video library
- Accessible via intranet/SharePoint/Learning Pathways
- Videos remain available post-subscription (updates require renewal)