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**Workplace Transformation Program** Communication plan for sustainment and reinforcement

**VERSION 1**

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Communication Plan For Sustainment And Reinforcement - Workplace transformation Program

***To be removed before sending***

**Objective :** This document has been designed to help change managers carry out sustainment and reinforcement communications following the opening of the modernized space as part of the Workplace Transformation Program.

**This document was made for**: Change managers

The **French** version of this document is available here : [FR version](https://wiki.gccollab.ca/images/b/bb/3.2_Communications_de_renforcement_FR.docx)

## **Context**

Even if you've prepared your organization's staff well before they join the new workplace, you'll still need to provide reminders and communicate how things are done in a GCworkplace. Notably because integrating new offices into a hybrid work model requires more time, since staff are in the office less often, but also because there are always new employees joining the organization.

## **Campaign objectives**

* Remind people of the instructions to be applied in a GC work environment.
* Ensure that staff don't adopt bad habits or revert to old ways of doing things.
* Help new employees adapt to an activity-based work environment.
* Recall the advantages of modernization.

## **Strategies**

* Use of short communications (less than 400 words) written in a light, collaborative tone.
* Communications are brief, with links to information that has already been presented as part of the project (e.g. intranet pages) for more detailed information.
* The "reminder" type communications proposed can be reused at other times of the year or as part of other internal communication campaigns.

## **Messages and channels**

Here are some examples of communications on popular topics:

* The importance of planning ahead in an ABW environment;
* The importance of reserving workpoints;
* The importance of cleaning work areas;
* The importance of good behavior in the quiet zone.

You could add messages specific to your organization, such as: safety, ergonomics, or anything reported by your internal surveys or change agent feedback that would require additional reminders or communications.

Depending on the channels available, you could distribute messages via the intranet, e-mail, digital signage, wallpapers or pop-up messages on staff computers.

## Communications tailored to your organisation

To leverage the benefits of modernization, continue to link it to your organization's mandate, values and objectives after the integration. For example:

* Your organization has a strong link with **the environment**: publish a message on the **sustainability** of modernization during [Canadian Environment Week](https://www.canada.ca/fr/environnement-changement-climatique/services/semaine-canadienne-environnement.html).
* Your organization has an **accessibility** mandate: take advantage of the [National Accessibility Week](https://intranet.canada.ca/psc-fsc/gwi-ipg/naaw-snas-fra.asp) to highlight the beneficial effects of modernization on the accessibility of your spaces.
* Your organization has a mandate related to **aboriginal communities**: remember to incorporate aboriginal elements into the design of your space on the [National Day of Truth and Reconciliation](https://www.canada.ca/fr/patrimoine-canadien/campagnes/journee-nationale-verite-reconciliation.html).
* [Health and Safety Week](https://www.cchst.ca/events/safety-and-health-week/) is also an opportunity to remind people of the importance of **safety and ergonomics**.

## Communicate your data and highlight successes

In addition to the messages suggested in this document, you should consider sharing the various data you gather in connection with the new workplace, such as:

* The results of your internal surveys;
* Data demonstrating that staff feel at home in the new space, such as the reduction in tickets addressed to IT or the facilities management team;
* Statistics on paper use reduction if your modernization is in line with the implementation of a paperless policy in your organization.

Take opportunities to highlight how staff feedback has motivated decisions about certain adjustments to improve the workplace.

Take advantage of Public Service Week or the anniversary of the opening of your new workplace to reiterate the project's successes.

## Examples of communications

### Message on the importance of planning your week in an activity-based workplace

#### **SUBJECT LINE - Working on (project name): Plan your work and work your plan**

The (project name) offers you an activity-based work (ABW) environment, which means it lets you work how and where you want. To find out more about ABW, visit (insert previously shared resources on the subject such as: your intranet page, link to the *A Day in the Life* training you've given, or the [activity-based workplace](https://www.tpsgc-pwgsc.gc.ca/biens-property/mt-wp/mtaa-abw-fra.html) page [(canada.ca)](https://www.tpsgc-pwgsc.gc.ca/biens-property/mt-wp/mtaa-abw-fra.html)).

In order to have an optimal experience in this environment, planning your week and your days at the office will help you greatly.

**Decide where you want to work**

First of all, take a look at your schedule for the week ahead to determine when it would be most appropriate to work from the office. To guide your choice, check whether:

* your team is organizing a meeting that you'd like to attend in person;
* you have professional activities for which working at the office is necessary or would be more efficient (e.g. welcoming a new employee, a brainstorming session);
* social activities in which you would like to participate are organized;
* distractions at home (e.g. renovations) will make it more pleasant or efficient to go to the office.

**Plan your day**

Once your days at the office have been determined, for each of them:

* Determine whether you need to work individually or collaboratively;
* Identify the tools you need (number of screens, videoconferencing system, secure area);
* Choose a suitable workstation(s) in the appropriate zone and reserve it if necessary. To help you, take a look at our pages (insert your links and resources on the description of areas and workstations).

**Before you leave**

Before you leave for the office, make sure you have all your essentials in your bag:

* + Computer
  + Phone
  + Keyboard and mouse
  + Headphones
  + Charging cables
  + Your snack box, including crockery and utensils (please specify if crockery is not available)

Now all you have to do is work where and how you want!

Don't forget to consult the **Employee Toolkit** to learn all about (project name)!

### Message on the importance of reserving your workpoints or your place on a floor

#### **Version 1 : Your organization offers to reserve workpoints**

#### **SUBJECT LINE - Work at (project name): Book your spot, before showing up!**

Our workplace offers you 15 different workstations that you can use on any given day. The Archibus reservation system is your best ally for accessing the workpoint that suits you best at the time of day of your choice!

Review the features of the available workstations by consulting (insert link to your intranet page or Employee Toolkit).

**Book on Archibus**

Here are the individual workpoints that require a reservation on Archibus:

* Workstation
* Transition points
* Concentration rooms

Make sure you reserve your space for the **actual duration of** your use. For example, if you're spending the afternoon in a meeting room, reserve for the morning only.

Similarly, remember to **cancel your reservation if your plans change**. **Think of your colleagues who could benefit from this space!**

To learn more about Archibus functionalities, you can consult the Archibus User Guide (change the name of your guide if it is different, insert a hyperlink to your guide).

**Book on Outlook**

Here's the variety of rooms you can book on Outlook:

* Meeting rooms (medium or large)
* Working rooms
* Project rooms

If you're unfamiliar with the procedure, you can consult the Guide to reserving a room (modify the name of your guide if different, and insert the hyperlink to your guide).

Is your event cancelled or postponed? Remember to cancel or modify your reservation, or contact the meeting organizer to arrange it. Once again: **think of your colleagues who could benefit from the space!**

#### **Version 2: Your organization offers general admission**

#### **SUBJECT LINE - Work at (project name): Reserve before you show up!**

Our workplace offers you 15 different workstations (insert hyperlink to your workplace workstations page) that you can use on any given day. To get access to the workpoint that suits you best at the time of day of your choice, simply make a reservation on Archibus, choosing general admission on the floor of your choice.

General admission allows you to choose your workstation on a first-come, first-served basis, while still being able to move around at any time, without following a specific schedule.

This type of booking also has the advantage of ensuring the safety of the staff and maintaining an optimal ratio of workpoints to employees, so that you have the best possible experience.

Remember to **cancel your reservation if your plans change**. **Think of your colleagues who could benefit from this space!**

**For meeting rooms, book on Outlook**

Here's the variety of rooms you can book on Outlook:

* Meeting rooms (medium or large)
* Working rooms
* Project rooms

If you're unfamiliar with the procedure, you can consult the Guide to reserving a room (modify the name of your guide if different, and insert the hyperlink to your guide).

Is your event cancelled or postponed? Remember to cancel or modify your reservation, or contact the meeting organizer to arrange it. Once again: **think of your colleagues who could benefit from the space!**

### Message on how to behave in the quiet zone

#### **SUBJECT LINE - Working at (project name): Quiet zones – Find your focus here**

One concern raised when talking about an activity-based environment is the ability to do work requiring **concentration** or to work on **confidential** files.

That's why our space design includes three zones: quiet, interactive and transitional. In the quiet zone, unlike the others, you can expect a quieter environment and are encouraged to do individual work.

So that everyone can enjoy this oasis for concentration, here are a few good habits to adopt:

* Turn off the sound of your equipment;
* Go into a phonebooth to take a call or a virtual meeting;
* Move to another area to have discussions with your colleagues.

Quiet zones are highlighted in yellow on our floor plans (insert a link to the floor plans or indicate other means of identifying them, such as signage or Archibus).

Visit the page (insert your intranet page) to find out more about the features of each zone.

Consult the Workplace Etiquette Guide (adapt it according to what your organization has produced) to find out what good habits to adopt in each zone!

### Message on the importance of contributing to a clean workplace

#### **SUBJECT LINE - Working at (project name): A sparkling workplace where productivity shines**

Did you know that a clean work environment not only promotes well-being, but also contributes to concentration, creativity and, more generally, productivity? In a workplace like ours, where work is shared, it's also a mark of **respect and courtesy towards our colleagues**.

Keeping our workplace clean and healthy is an integral part of the community standards and etiquette (insert link to these resources) we have set for ourselves as an organization.

Whether you're a manager, consultant, lawyer or technician (depending on the position in your organization), **you need to clean your workspace** after use. No one can escape it! Here are a few reminders.

**Individual workpoints**

Make sure your colleagues start their day in a clean environment! Before leaving your workplace at the end of the day, clean:

* The work surface;
* Arms and headrest;
* The lamps;
* Monitor buttons.

**Meeting rooms: Don't leave the job to the organizer**

Have you noticed that it's often the same people who stay longer after the meetings to tidy up? Don't forget to contribute:

* Clean surfaces and whiteboard;
* Replace furniture;
* Dispose of coffee cups and other waste.

**The kitchenette: Ready for the tour**

What's your kitchen like when you're getting ready for visitors? That's the standard we aim for in the office kitchen! Do your part to leave:

* Clean tables - wet wipes are your friend;
* Free-standing sinks and counters - clean and store your dishes after use;
* An odorless refrigerator - bring back or throw away your past-due dishes;
* A ready-to-use coffee machine - throw away your capsule and fill the water tank!

**In short, when you leave one job, think of the next!**

### Message to remind you of the diversity of workpoints

#### **SUBJECT LINE - Working on (project name): Explore the workpoints and discover your favorites!**

What's the difference between a workroom and a project room? When should you use a phonebooth? With 13 different workstations, you may have some questions about our new environment!

Whether you need a space for impromptu or formal collaboration, or an individual workspace, there's a workplace for you!

To help you find your way around and choose the location that suits you best, visit the Workpoints page (adjust according to your organization), which presents the characteristics of each one.

The best way to find out what works best for you is to explore! Feel free to settle in at any of our workstations to discover your favorites!