Welcome Week Guide

CM Program in-a-box

Workplace Change Management National Centre of Expertise

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# About this guide

This guide is designed to support Welcome Week, a key moment to :

* Facilitate the adoption of new ways of working
* Reassure employees during this transition
* Create a positive and engaging experience from day one

It is important to note that this guide proposes activities that fall under [Phase 3: Welcome of the CM Program in-a-box for Optimization.](https://wiki.gccollab.ca/images/3/3a/WTP_CM_Program_in_a_box_-_Optimization_-_FR.pdf)

Working on this activities series **simultaneously** will allow you to execute your change management strategy in an **integrated, coherent and effective** way.

You will find **practical, proven activities** to carry out during Welcome Week.

*A [French version](https://wiki.gccollab.ca/images/7/74/CM_Program_in_a_box_-_Welcome_Week_Guide_FR.docx) of this guide is also available.*

# Welcome Week Guide

Open Welcome Week is a crucial step in the transition to an optimized work environment. It maks the shift towards new ways of working. It is therefore essential to provide employees with the right support to foster understanding and encourage adoption of the new behaviours. behaviours.

Here is an overview of how the welcome activities series will unfold. This guide focuses more specifically on **the welcome week.**

### Welcome kiosk

* Set up a kiosk at the main entrance of the floor, staffed by members of the welcoming committee
* The kiosk may can remain in place for one to two weeks, depending on needs
* The goal is to greet employees, provide guidance, answer questions and build trust

### Visual Aids

Clear, well-placed visuals help employees navigate and take ownership of the new space.

* Display a **large floor plan** showing quiet zones, meeting rooms, and other key areas
* Use **signage to identify** zones and reinforce expected behaviours (e.g., silence, calls allowed, collaboration).
* Refer to **the 2.4 Communications Toolkit** (CM Program in-a-box)to ensure visual and messaging consistency.

### Floor walktroughs

Plan regular walktroughs -several times a day at first- to:

* Offer on-the-spot support
* Answer questions
* Observe how the space is being used
* Encourage positive behaviour

### Stand-up meetings

* Organized short meetings (10-15 minutes) with the project team
* These meetings may be held daily or weekly, as required
* Target certain groups (e.g., administrative staff, managers) for more tailored discussions

### One-on-one conversations

Personal interactions are powerful. Encourage Welcome Committee members to:

* Seize opportunities for spontaneous discussion
* Actively listen to concerns
* Address misconceptions or rumours
* Reassure employees and acknowledge their efforts to adapt

### Begin feedback collection

* Start collecting feedback and observations from **day one** of Welcome Week
* Refer to the *Data Collection Guide* in **3.4 Employee Experience Feedback** to prepare.