Champion Handbook



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Clear actions to drive success as a champion

As a champion, you'll build influence and recognition as a trusted technical leader driving innovation, sharpen your skills with training and resources, gain leadership visibility, and connect with a community of like-minded professionals in your organization. Your experience will influence the strategy of the program. It's not just about adoption—it's about making a difference by being at the forefront of transformation.

Starting the Program

To launch the Champion Program, consider following this series of steps to establish a strong foundation.

Understand the Charter

- **Mission and Vision:** Your goal is to empower, educate, and inspire others to adopt and succeed.
- **Goals:** Focus on understanding key business objectives, identifying champions, driving adoption, and creating a collaborative environment.
- **Roles/Responsibilities:**
  - Responsible for the program
  - Align with leadership
  - Engage with the community

Align with Leadership

- Meet the Executive Sponsor to clarify business priorities, pain points, and desired outcomes.
- Gain leadership's endorsement and support to help establish credibility for the program.
- Establish communication channels with leadership to report successes and challenges.

Create the Program Structure

- **Define Communication Plan -**
  - Set up chat platforms (e.g., Teams, Slack, etc.)
  - Intranet page or internal blog landing page
  - Meeting cadences for office hours, enablement sessions, etc.
- **Draft an Onboarding Guide -** Create a process for introducing new champions and providing enablement materials.

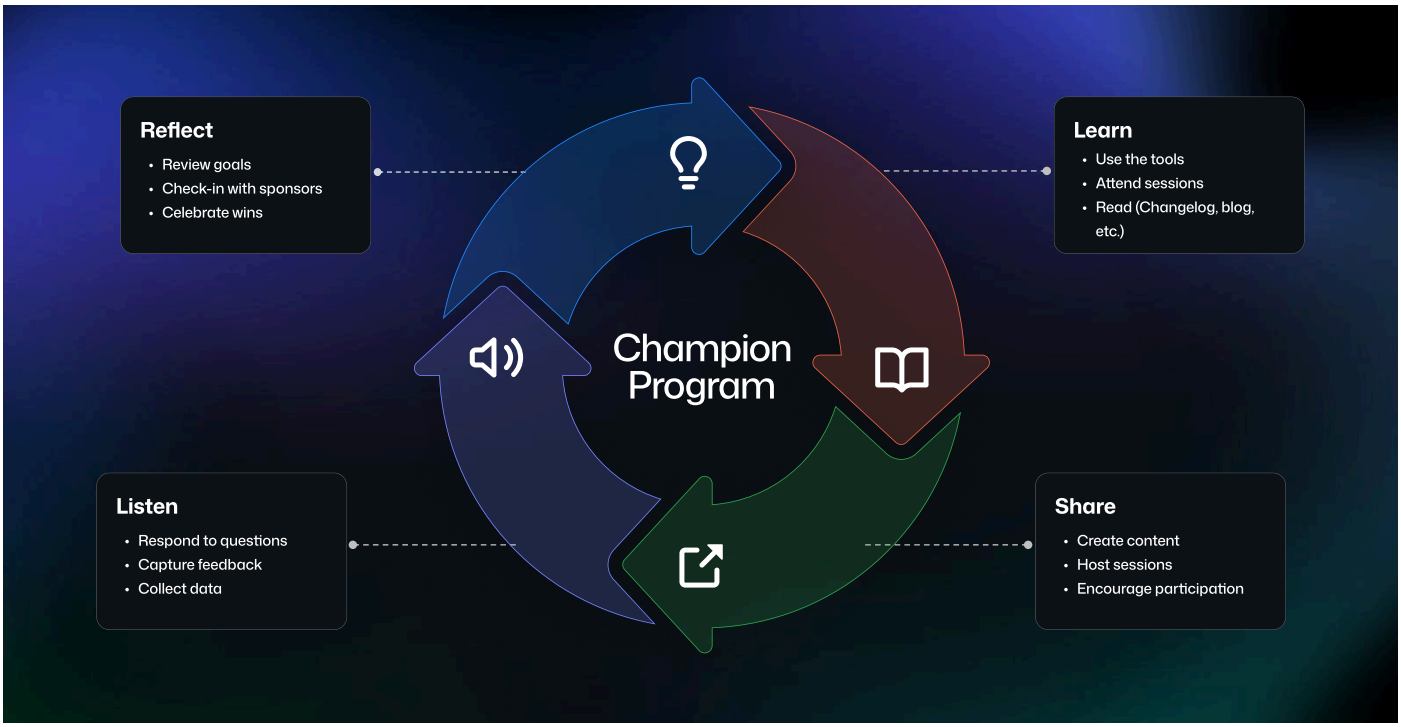
- Set clear goals for yourself and the team that align with those of the Executive Sponsor.

Recruit Champions

- Identify engaged, enthusiastic, and influential peers.
  - Recruit through internal message boards or chat channels.
  - Use workshops, demos, and office hours to find potential candidates. Look for those who are engaged and participate throughout the session.
  - Usage metrics can potentially be used to identify champions, provided they have the interest and enthusiasm to participate. Not all power users are a good fit.
- Ensure business coverage by recruiting champions across departments, teams, and time zones.
- Incentivize participation with technical previews, recognition, or swag.

Spread Awareness

- Create branding to generate excitement (e.g., unique name or logo).
- Host a kickoff session to introduce the program, its mission, and roles.
- Share a simple FAQ or presentation to explain how the program will benefit individuals and teams.



Running the Program

Once launched, sustain and grow the program

Learn

- Engage in hands-on learning by using the tools and platforms directly.
- Follow the changelog and stay up-to-date on the public roadmap.
- Attend enablement sessions and feature previews.
- Take training courses and certification exams to deepen and broaden your understanding of the product.
- Where available, participate in technical previews and give feedback to improve the product

Share

- Host training sessions and regular office hours defined in the communication plan.
- Share success stories, quick tips, and features with your team through chat platforms.
- Spread the word and encourage peers to attend enablement events and participate in discussions.
- Regularly call out contributions of champions and team members in meetings or forums.
- Collaborate with champions to write case studies or create knowledge-sharing materials.

Listen

- Respond to questions and provide hands-on help to colleagues.
- Listen to team pain points and blockers and escalate them to the GitHub team or leadership if needed.
- Collect adoption rates, engagement metrics, and participant feedback via surveys or tools.

Reflect

- Review goals (e.g., enablement sessions, satisfaction) to ensure the program is on track.
- Lead check-ins with executive sponsors, GitHub, and other champions to align on shared outcomes.
- Send leadership updates on progress and highlight colleagues' achievements.
- Analyze program obstacles and recalibrate based on team and leadership input.
- Identify opportunities to recruit new champions or provide additional training.
- Reflect on your accomplishments and satisfaction with the program. Will you continue to run it, or is it time to pass the torch to a new leader?