

.LAUNCH GUIDE



	Monday	Tuesday	Wednesday	Thursday	Friday
Pre-launch	Whitelist	Change branding + add company values + customise home page	Build buzz	Write welcome email	Prepare user list + create teams
Week 1: Polls	Launch: Create a Poll + put up perk posters around work	Encourage a manager to make a poll just for their team	Measure KPIs for your "before"	Attach a reward to the poll	Celebrate poll winner(s)
Week 2: Perks	Remind the team to download the app	Take your team on a trip to Messina to get a free scoop of gelato	Set up a Blinkist book club	Take your team out for a free lunch thanks to Hey You	Do a group meditation session with Aura
Week 3: Recognition	Give Recognition to someone for a strong start to the week	Give someone Recognition for helping with the Launch	Launch Insights survey	Comment on someone's Recognition	Ask team managers to give out Recognition if they haven't already
Week 4: Insights	Share Insights comments with senior leadership	Create an initiative based off Insights feedback	Gather input and feedback on the initiative	Identify and recognise Perkbox Champions	Launch initiative based off Insights survey

