



# 1-2-3 Guide

## “Cultivate a productivity habit with Wrike”

Follow the simple steps described in this guide and see how your team’s productivity grows and blossoms.



# #1

## Prepare the ground

### a) Sort out the seeds

Look through the [introductory presentation](#) and fine-tune it to address your team's specific challenges and highlight the benefits:

- ✓ Add real-life details – your team's current challenges, examples of productivity roadblocks, your team's actual payback from using Wrike.
- ✓ Remove slides or text you may not need.

### b) Remove all stones from the soil

**Think of possible objections and questions** from your team members that you may face during or after the presentation, so you'll be ready to meet them fully equipped (see "[Cheat sheet to handle critical comments](#)").

### c) Nourish the soil

**Fill in your Wrike workspace with active tasks for the next two weeks**, so your team will have hands-on activities while exploring Wrike.

- ✓ If you have previously used MS Project, just [replicate your tasks](#) in Wrike.
- ✓ Use one of our pre-built templates to set up your projects and fill them with tasks.

### d) Flip through the "gardener manual"

- ✓ Make sure you remember Wrike's main features (see the enclosed [checklist for newcomers](#)).
- ✓ Bookmark Wrike's [help section](#), so that you can easily find the necessary information.

### e) Check the weather forecast

**Time the presentation** so that it doesn't damage your team's schedule. Make sure that everyone from your target group will be able to come. Pay special attention to the attendance of "influencers."

### f) Invite a professional gardener

**Offer your team the chance to register for one of Wrike's [live webinars](#).**

It's an easy way to learn Wrike's basics in less than an hour. The best part is it's free of charge and all-inclusive (questions, suggestions, best practices)!

**#2**

# Plant wisely

## a) Make the presentation personal

**Try to show personal payback to your team** (i.e., how each of them will personally benefit from implementing Wrike).

## b) Make the presentation convincing

**Focus more on «why» than on «how».** Poor user adoption is rarely because users didn't know how, but rather didn't see why.

## c) Make the presentation exciting

If possible, **share the screen with your team** and showcase some of Wrike's features in real time.

## d) Make the presentation precise and to the point

**Don't go too deep into detail** (even if you are in love with Wrike :) – but it's important that the team members are aware of the main, easy-to-use features.



## #3

## Form a deep-rooted productivity habit

### a) Persuade by example

Use the system yourself extensively. It's essential in order to **build trust, interest and understanding** of your team members.

### b) Persuade by mandate

Instead of sprouting a long email thread, CC Wrike ([wrike@wrike.com](mailto:wrike@wrike.com)) while replying to your team's emails. This way you'll create a new task in Wrike and **keep things under control**. This method also includes adding your team members as task [followers](#) or [assignees](#), and using the task's comment section and the Activity Stream to discuss details.

### c) Persuade by reminding

When the occasion presents itself, you may **ask some simple questions** like:

"Did you create a task in Wrike concerning the issue we just discussed?" or "Did you upload this doc to the task?" This simple technique will help Wrike gradually become an irreplaceable tool for your team.

### d) Monitor and intervene if something goes wrong

- ✓ Don't just wait and see: **explain, adjust, demonstrate**.
- ✓ Set up a clear process for troubleshooting: make sure your team knows whom to ask for help.

### e) Build a sense of long-term partnership

Often people are reluctant to invest their time and efforts into testing "yet another tool" that will disappear next month. To avoid perceiving Wrike as a temporary solution, occasionally mention that you've signed up for an annual subscription (of course, only if that's your case). This way you'll send a clear signal about the seriousness of your intentions.

