

# Stop the Eye Rolls: Getting Your Team on Board with New Tech

## Main Idea

Technology adoption is about people, not platforms. Staff resist tools that create extra work, confusion, or overwhelm—not innovation itself.

## Why Rollouts Fail

- Staff burnout and change fatigue
- Too many tools and logins
- Limited training time
- Poor communication about the benefits
- Trying to do too much at once

## Keys to Success

### 1. Start with the "Why"

Focus on how the tool saves time, reduces frustration, or improves communication.

### 2. Keep It Simple

Use short trainings, one-page guides, and hands-on practice.

### 3. Start Small

Roll out one feature or solve one problem before expanding.

### 4. Show Quick Wins

Highlight improvements like fewer no-shows, better attendance, or faster responses.

### 5. Use Internal Champions

Train trusted staff members first and let them help encourage adoption.

## Communication Tips

- Keep messages short and actionable.
- Reduce communication overload.
- Meet learners and staff where they already are—on their phones.

## 30-Day Action Plan

1. Identify one communication challenge.
2. Choose one simple solution.
3. Pilot with a small group.
4. Measure results.
5. Expand gradually.

## Key Takeaway

The best technology makes life easier. Focus on reducing stress, saving time, and creating small wins that build momentum.

Feel free to call/text me at the number below, email me, or book a time on my calendar to see how Engage by Cell can help your program. [Book on Brittany's Calendar](#)



**Thank you!**



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**Book a meeting  
to talk more**

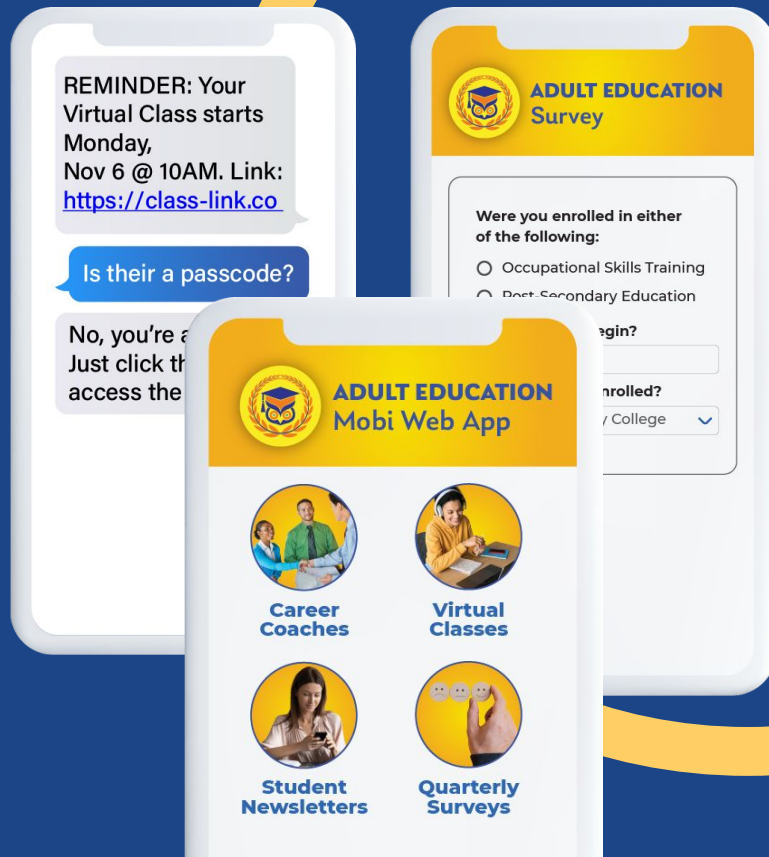


# Stop the Eye Rolls: Getting Your Team on Board with New Tech



**Brittany Lawson**

Engage by Cell  
*Mobile Solutions Consultant*



# Introducing Engage by Cell



Based in the U.S.



Cloud-based Solutions



20 Years in Business



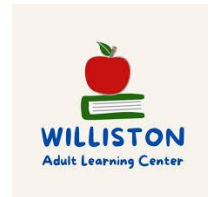
2.4 Million Web  
App Users in  
2025



7.5 Million SMS Messages  
Exchanged in 2025



Human  
Customer Support



# The Reality We All Know

## Why Tech Rollouts Fail

- “Another login?”
- “I don’t have time for this.”
- “We already tried something like this”
- “My learners won’t use it.”

## Common Challenges

- Staff burnout
- Too many disconnected tools
- Low adoption rates
- Limited training time
- Communication overload



# The Problem Isn't Usually the Technology

## Most Rollouts Fail Because:

- Staff don't understand the "why"
- The process feels complicated
- Tools create extra work
- Teams are overwhelmed
- Leadership launches too much at once



*People resist  
friction, not  
innovation*

Scan the QR code to complete a quick  
anonymous poll.



# What Staff Actually Want

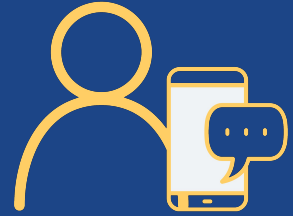
## Most Teams Want:

- Less duplicate work
- Simpler communication
- Fewer missed appointments
- Better learner responsiveness
- Tools that save time

## The goal Isn't "More Tech"

### It's:

- Less chaos
- Better communication
- Easier workflows



**Sender**



**Receiver**



# Meet Staff Where They Are

## Staff Buy-In Starts With Empathy

**Before launching anything new, ask:**

- What's already overwhelming staff?
- What tasks waste the most time?
- What communication gaps exist?
- What would make their day easier?

**Instead of saying:**

*“We’re implementing a new platform...”*

**Say:**

*“This will reduce repetitive calls and missed appointments.”*

# Keep Training Simple

## Nobody Wants a 45-Page Manual

### Better Training Methods:

- 10-minute demos
- Screen recordings
- One-page guides
- Hands-on practice

### **Rule of Thumb:**

*If training feels overwhelming, adoption will be too.*



# Don't Launch Everything at Once

## The “Too Much, Too Fast” Mistake

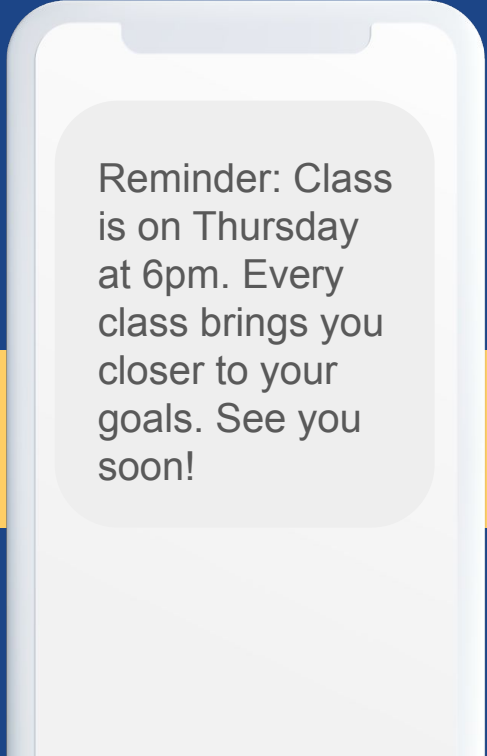
### Common rollout problems:

- 10 features introduced at once
- Long training sessions
- Massive manuals
- Immediate expectations

### Better Approach:

- Start with ONE simple use case
- Solve ONE visible problem
- Build confidence first

***Example: Start with attendance reminders before introducing full digital engagement tools.***



Reminder: Class is on Thursday at 6pm. Every class brings you closer to your goals. See you soon!

# Show Quick Wins Early

## Momentum Matters

People support what works quickly.

### Examples of Quick Wins:

- Reduced no-shows
- Faster responses from learners
- Fewer repetitive staff calls
- Higher workshop attendance
- Easier event communication

### **Tip:**

*Celebrate small wins publicly with staff.*



# Identify Your Internal Champions

## Every Organization Has:

- Early adopters
- Quiet influencers
- Trusted peers

## Your Goal:

Find the people others naturally go to for help.

## Why This Matters:

Staff are more likely to trust coworkers than leadership announcements.

## Strategy:

Train champions first and let momentum spread naturally.



# Your 30-Day Action Plan

## Step 1

Pick ONE communication problem.

## Step 2

Choose ONE simple mobile-based solution.

## Step 3

Pilot with a small group.

## Step 4

Measure one outcome:

- Response rate
- Attendance
- Time saved
- Staff feedback

## Step 5

Expand gradually.



# Make Communication Easier, Not Louder

## Communication Fatigue is Real

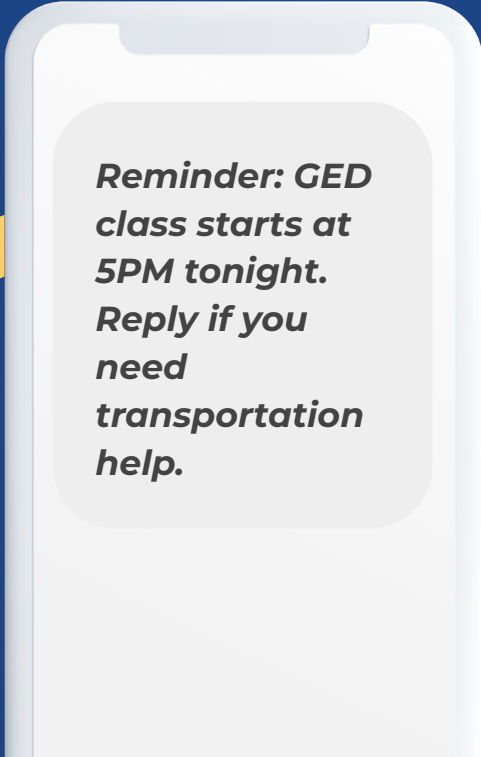
### Learners already receive:

- Emails
- Calls
- Flyers
- Social posts
- Portal notifications

### **Simplify Instead.**

Use short, direct communication:

- One reminder
- One clear action
- One link



***Reminder: GED  
class starts at  
5PM tonight.  
Reply if you  
need  
transportation  
help.***

# Accessibility and Inclusion Matter

## Why Mobile Communication Helps

- Reaches learners where they already are
- Supports multilingual communication
- Easier for busy instructors AND adult learners
- Reduces barriers to information

### ***Important Reminder:***

*Technology should simplify access—not create more hurdles.*



# Start With the Tool Everyone Already Uses

***The Most Underutilized Tool in Adult Education:  
The phone already in everyone's pocket***

## Why Phones Work:

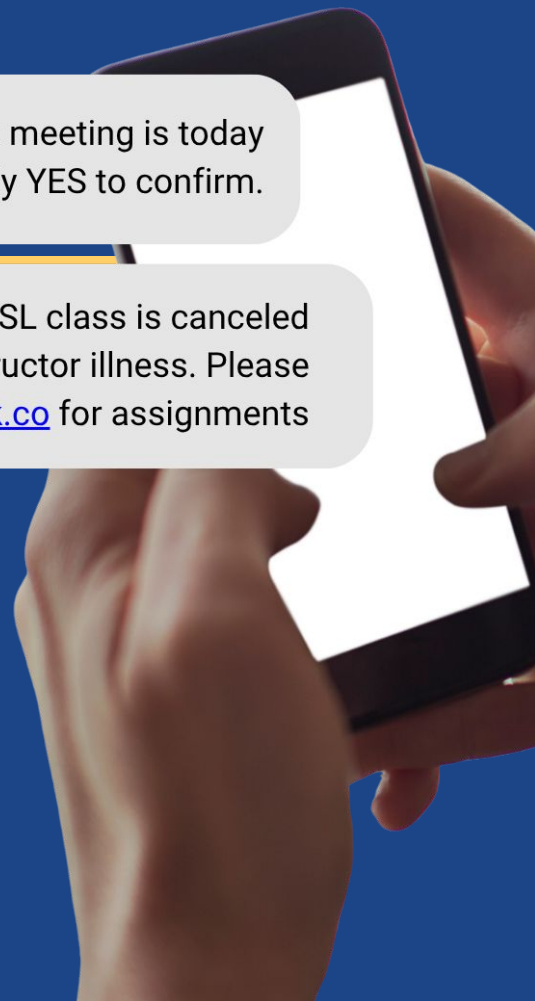
- Learners already check them constantly
- No downloads required
- Fast communication
- Familiar and accessible
- Works for both staff and students

## Examples:

- Appointment reminders
- Class alerts
- Resource sharing
- Staff updates
- Event communication

Your enrollment meeting is today at 4:30 PM. Reply YES to confirm.

Today's ESL class is canceled due to instructor illness. Please visit [link.co](http://link.co) for assignments



# Real-World Adult Education Use Cases

## Practical Examples

### Learner engagement:

- Orientation reminders
- GED testing alerts
- Attendance nudges
- Event promotion

### Program support:

- Registration follow-ups
- Resource distribution
- Surveys and feedback
- Career fair reminders

### Staff communication:

- Schedule updates
- Training reminders
- Emergency alerts
- Internal resources

*Spots are filling fast! Register for SKILL UP! today and join the fun: <link.co>*

*Thanks for signing up for! You're all set. Check out useful resources before the event: <link.co>*

*Team, SKILL UP! is coming up on 4/23. Please check the staff resources and schedule: <link.co>. Contact Courtney at 555-3243 with any questions.*

# Final Takeaways & Discussion

## Remember:

- Adoption is about people, not platforms
- Simpler usually wins
- Phones are already part of daily life
- Small wins build long-term momentum
- The best technology reduces stress — not adds to it



Scan the QR code or text  
**BRITTANY LEARN** to **925-431-9822** to see  
texting in action.

**SCAN ME**



Have a question? Scan to submit it  
for Brittany's live Q&A.

**SCAN ME**





**Q&A**



# Thank you!



**Brittany Lawson**

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