

# BetterUp Launch Weekly Action Step Checklist

This checklist provides an overarching view of the action steps needed for a successful launch, beginning from four weeks before your launch date and ending two weeks after your launch date. Each week focuses on a specific set of actions to help you achieve program, technical, and communications readiness to deploy BetterUp at your organization.

- *Program Readiness* - Lay the foundation to expertly manage your BetterUp experience.
- *Technical Readiness* - Seamlessly incorporate BetterUp's tools and platform with your tech stack and workflows.
- *Communications Readiness* - Generate anticipation, excitement, and prepare coaching members to succeed with BetterUp at your organization.

If you have questions about any of these action steps or would like additional support, reach out to your BetterUp deployment manager.

4 weeks before launch Launch guide: <a href="#">LINK</a>		
Program Readiness	Technical Readiness	Communications Readiness
<input type="checkbox"/> Confirm Launch Date & Cohort Length <input type="checkbox"/> Configure BetterUp 360 & Manager Feedback Tool <input type="checkbox"/> Prepare Member List	<input type="checkbox"/> Configure Firewall & SSO	<input type="checkbox"/> Identify Key Audiences and Plan Engagement Campaign

3 weeks before launch Launch guide: <a href="#">LINK</a>		
Program Readiness	Technical Readiness	Communications Readiness
<input type="checkbox"/> Complete coach briefing <input type="checkbox"/> Finalize member list	<input type="checkbox"/> PAD Overview <input type="checkbox"/> Assign PAD admins	<input type="checkbox"/> Send intro email to internal stakeholders

2 weeks before launch Launch guide: <a href="#">LINK</a>		
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Program Readiness	Technical Readiness	Communications Readiness
<i>No action required for this week</i>	<input type="checkbox"/> Schedule activation emails in PAD	<input type="checkbox"/> Send intro email to members' managers <input type="checkbox"/> Send intro email to members

1 week before launch Launch guide: <a href="#">LINK</a>		
Program Readiness	Technical Readiness	Communications Readiness
<i>No action required for this week</i>	<i>No action required for this week</i>	<input type="checkbox"/> Send 1-week reminder email <input type="checkbox"/> Send 2-day reminder email <input type="checkbox"/> Send launch-day announcement email to members

1 week after launch Launch guide: <a href="#">LINK</a>		
Program Readiness	Technical Readiness	Communications Readiness
<input type="checkbox"/> Complete post-launch feedback survey	<input type="checkbox"/> Monitor activation via PAD	<input type="checkbox"/> Send reminder email to members 1 week after launch

2 weeks after launch Launch guide: <a href="#">LINK</a>		
Program Readiness	Technical Readiness	Communications Readiness
<input type="checkbox"/> Swap invitees from waiting list after activation deadline	<input type="checkbox"/> Monitor engagement via PAD	<input type="checkbox"/> Send activation deadline email to members <input type="checkbox"/> Send reminder email to members 2 weeks

		after launch
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