

Software Rollout: 30-60-90 Day Plan

A change management plan for launching new software and making sure people adopt it

How to use this template: fill in the project summary, assign an owner and date to each activity, and update the status column weekly. Delete activities that do not apply to your rollout.

Project summary

Item	Details
Application	[e.g. New CRM]
Executive sponsor	[Name]
Adoption owner	[Name]
Users affected	[Groups and numbers]
Go-live date	[Date]
Success statement	[e.g. Within 90 days, 90% of reps log opportunities correctly without help]

Before launch

Activity	Owner	Due	Status
Agree two or three measurable outcomes with the sponsor	[Name]	[Date]	[Not started]
Record baseline metrics (usage, tickets, data quality, time to productivity)	[Name]	[Date]	[Not started]
Map affected groups and what changes for each	[Name]	[Date]	[Not started]
Recruit champions in every team	[Name]	[Date]	[Not started]
Build in-app guidance for the most important workflows	[Name]	[Date]	[Not started]
Prepare communications: why we are changing and what is in it for users	[Name]	[Date]	[Not started]
Set up support channels and office hours for launch week	[Name]	[Date]	[Not started]

Days 1–30: launch and support

Activity	Owner	Due	Status
Send launch communication with a clear "start here" link	[Name]	[Date]	[Not started]
Run short concept sessions; leave step-by-step help to in-app guidance	[Name]	[Date]	[Not started]
Staff fast feedback channels (chat channel, office hours)	[Name]	[Date]	[Not started]

Activity	Owner	Due	Status
Review drop-off points in key workflows twice a week	[Name]	[Date]	[Not started]
Fix or add guidance where users get stuck	[Name]	[Date]	[Not started]
Share a week-two tips and FAQ update	[Name]	[Date]	[Not started]

Days 31–60: reinforce

Activity	Owner	Due	Status
Share early wins and stories from teams	[Name]	[Date]	[Not started]
Send role-specific nudges to low-adoption groups	[Name]	[Date]	[Not started]
Retire old tools, templates or workarounds where possible	[Name]	[Date]	[Not started]
Refresh help content based on self-help searches with no results	[Name]	[Date]	[Not started]
Hold a champions check-in and collect feedback	[Name]	[Date]	[Not started]

Days 61–90: measure and optimise

Activity	Owner	Due	Status
Compare results with the baseline on agreed outcomes	[Name]	[Date]	[Not started]
Report a simple before-and-after view to stakeholders	[Name]	[Date]	[Not started]
Agree an owner for adoption after day 90	[Name]	[Date]	[Not started]
Plan the next wave: advanced features, new teams or processes	[Name]	[Date]	[Not started]

Adoption metrics

Metric	Baseline	Day 30	Day 60	Day 90	Target
Active users vs licences					
Key workflow completion rate					
How-to tickets per month					
Data completeness on key records					
Time to productivity for new hires					

Risks and mitigations

Risk	Likelihood	Mitigation	Owner
Managers do not reinforce the new process	[Medium]	Manager briefings and team dashboards	[Name]
Parallel use of old tools	[High]	Agree a switch-off date	[Name]
Guidance breaks after an application update	[Medium]	Check guidance after every release	[Name]
[Risk]	[]	[Mitigation]	[Name]

Full guide: adoptionstack.com/blog/software-rollout-change-management. Track metrics with the AdoptionStack adoption scorecard.