
MFA Adoption Toolkit

1. *Phased Rollout Approach (Template)*
2. *MFA Communications & Engagement Plan (Template)*

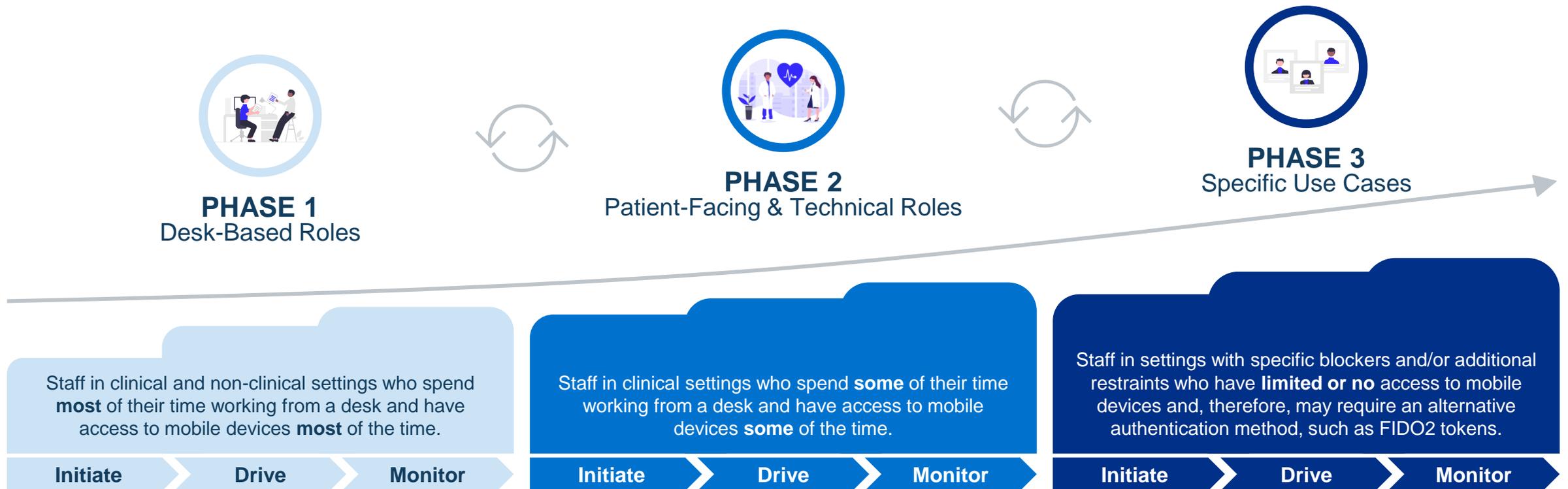
Document Intended Use and Audience

- This document is intended for NHSmail Local Administrators and NAS to support the rollout of Multi-Factor Authentication (MFA) in their local organisations.
- The purpose is to provide suggestions on (1) how to phase the rollout of MFA, and (2) what communications and engagement activities should support the rollout of MFA.



Template | Phased Rollout Approach

A suggested phased rollout to help plan the implementation of MFA at your organisation by segmenting staff with similar needs and pain points and incrementally targeting staff with increasing barriers to MFA*.



- During the **initiate** stage, staff should be notified and informed about their upcoming enrolment for MFA through effective communications and engagement
- In the **drive** stage, efforts should be increased to raise awareness among staff that their enrolment for MFA has been scheduled and encourage uptake
- Throughout the **monitor** stage, support should be provided to staff who are experiencing issues with MFA following their enrolment and lessons learned collated



Template | Communications & Engagement Plan

A suggested breakdown of key communications and engagement activities to support a phased rollout of MFA, that will help to make sure that staff at your organisation are prepared for the implementation of MFA.

Getting Ready for MFA (Initiate)

-  **Countdown Prompt 'Pre-Rollout'**
To notify staff that they will soon be enrolled for MFA and to explain why this is important and the benefits involved
-  **Myth-Busting Poster**
To highlight the key benefits of MFA and to address some common misconceptions and any initial pushback
-  **Teams O365 Card**
To inform staff about MFA and signpost ways to enrol and where to find support and guidance
-  **MFA Champion & Key Stakeholder Sessions**
To identify change champions and engage with key stakeholders to secure their buy-in for the rollout of MFA

Getting Started with MFA (Drive)

-  **Countdown Prompt 'During Rollout'**
To notify staff that they have been enrolled for MFA and to signpost people to helpful guidance materials
-  **MFA Support Site Article 'Getting Started'**
Step-by-step guides and videos on how to enrol for different methods of authentication
-  **MFA Support Site Article 'FAQ'**
To provide simple troubleshooting tips and self-service support for common queries about MFA
-  **MFA Drop-In Sessions and Webinars**
To introduce MFA and why it is important, as well as to provide any support to staff getting started with MFA

Getting Better with MFA (Monitor)

-  **Countdown Prompt 'Post Rollout'**
To notify staff that the rollout of MFA is complete and to signpost people to helpful guidance materials
-  **Feedback 'Your Voice'**
To gather feedback and other comments about the MFA rollout to improve the experience going forward

 Communications  Engagement  Evaluation

Top Tips for Effective Communications & Engagement



- Leverage **existing communication channels** and use **consistent messaging across different channels** to ensure all staff are aligned
- Clearly communicate **actions** for staff to avoid any confusion and/or minimise disruption
- Make sure to **record any virtual drop-in sessions or webinars** to allow staff to revisit these at a more convenient time