SAMPLE ROLLOUT PLAN

People Leader Hub

A phased launch, and how to make it the first place leaders look.

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Sample work. Fictional company and illustrative data. No employer materials.

WHAT IT IS

One place for people leaders

A single intranet destination with what leaders need to lead their teams, organized by the moments they come looking.

Find

Guides for pay, performance, and benefits conversations, in plain language.

Do

Talking points, templates, and checklists that are ready to use with a team.

Ask

Answers to common questions, and who to contact when the answer is not there.

WHY IT MATTERS

Leaders should find the answer in one click, when they need it.

Guidance often lives in email, shared drives, and word of mouth. One trusted home means fewer questions to HR and more consistent messages to employees.

PHASED LAUNCH

Start small, learn, then scale

PHASE 1

Pilot

Weeks 1 to 4

A small group of leaders from different teams tries the hub and tells us what is missing.

PHASE 2

Expand

Weeks 5 to 8

Add two business units. Fix the top issues. Recruit champions to help their peers.

PHASE 3

Launch

Weeks 9 to 12

All people leaders. A leader message, a short walkthrough, and a one-page guide.

PHASE 4

Sustain

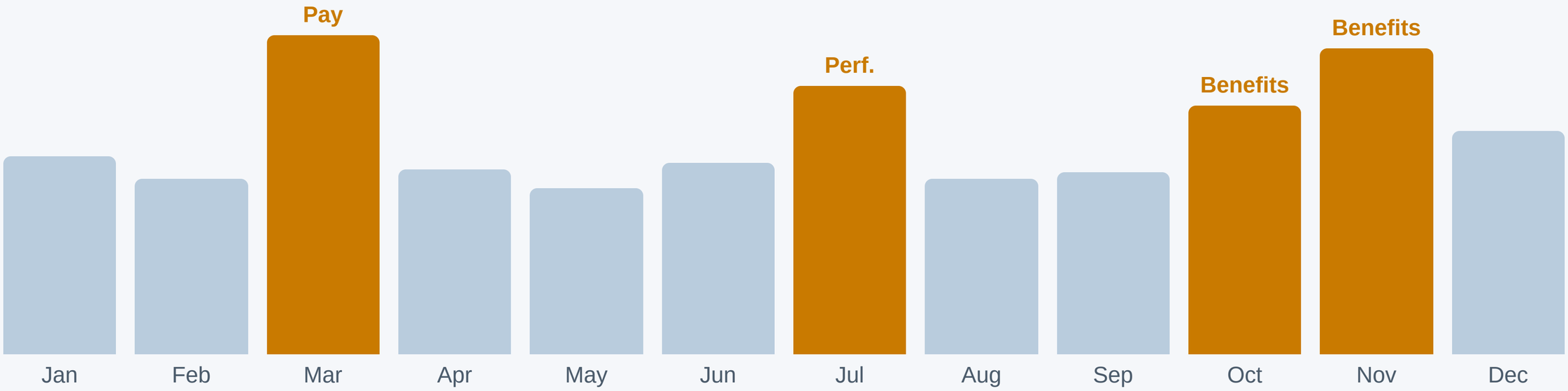
Ongoing

Calendar-based features and a monthly update, guided by page-view data.

USE THE DATA WE ALREADY HAVE

Leaders show up when the work does

Page views rise in pay, performance, and benefits-renewal months. Those peaks tell us what to feature, and when.



Illustrative monthly page views, indexed so the busiest month = 100.

IDEA 1: FOLLOW THE CALENDAR

Be there before they search

MOMENT	ON THE HUB 4 TO 6 WEEKS BEFORE	LEADER NUDGE
Compensation cycle	Timeline, pay conversation guide, FAQ	"Pay conversations start in 4 weeks. Here is your guide."
Performance conversations	Feedback tips, conversation starters, templates	"Book your one-on-ones. Start with this checklist."
Health benefits renewal	What is changing, key dates, team talking points	"Enrollment opens soon. Share these three points with your team."

MORE IDEAS

Small features that make it convenient

Calendar homepage

The top of the page changes with the season.

Five-minute huddle kits

A short script and slide for team meetings.

Smarter search

Track searches with no results and fill the gaps.

One-click sharing

Copy talking points straight into an email.

"Was this helpful?"

One click of feedback on every page.

Monthly leader brief

What is new, what is coming, in one short email.

MEASURING SUCCESS

How we'll know it works

MEASURE	ILLUSTRATIVE TARGET
Monthly leader visits	70% of leaders by month three
Return visits	Half of visitors come back within 30 days
"Was this helpful?" rating	85% yes
Searches with no results	Down each month
HR inbox questions on hub topics	Down 20% in peak months
Three-question pulse survey	Leaders feel prepared: 4 out of 5

NEXT STEPS

Start with what we already know

1. Confirm owners and content with HR.
2. Pull 12 months of page-view data to confirm the peaks.
3. Choose pilot leaders from different teams.
4. Build the content calendar around the peak months.