

The Google Guides Program

Peer-to-peer support for your G Suite launch

Support your users with Google guides

Build a team of Google guides to support your organization's transition to G Suite.

With this program, you give early access to G Suite to a representative group of your employees, and provide them with training and support. As new G Suite experts, your Google guides serve as first line of support as you roll out G Suite to the rest of your organization.

Based on our customers' experience, Google guides can make user adoption more rapid and seamless and reduce the support load on IT and Help desk staff. This program is recommended for medium to large organizations and works best if you have an IT department and designated training coordinator.

A win for your users and IT staff

Switching to a new platform is an important change for your employees, and you want your go-live day to go as smoothly as possible.

Some employees may be apprehensive about change and need a bit of in-person help, no matter how much documentation and training you provide beforehand. Personal support from people who know your environment and G Suite can help your organization and IT staff.



Customers typically reported that their Google guides were highly effective during transition to G Suite. Since Google guides understand their peers' workflows, they provide more targeted, personal help. Your IT staff can focus on more pressing support issues instead of handling the same "How do I...?" questions.

And Google guides benefit, too. With the early training and guidance, they quickly gain a high level of proficiency with G Suite. For those who enjoy being "power users," this program is ideal. Being a Google guide also gives them the opportunity to help their coworkers and demonstrate leadership in their team.

Google guides – step by step

You start your Google guides program before you roll out G Suite to your entire organization. We suggest you start your planning as early as possible so you have time to recruit and train your guides.

Tip: See the [Going Google Change Management Guide](#), page 43, for detailed information about creating your Google guides program.

Step 1: Designate your Google guides program lead

Your program lead will manage the recruiting of Google guides and ensure that they are prepared and trained. The lead also gathers the guides' feedback on G Suite and coordinates their activities on the go-live date.

Step 2: Recruit your Google guides

Next, identify employees from across your organization to serve as Google guides – ideally 1 or 2 people from each department, team, or location. Asking for volunteers helps ensure that you have enthusiastic participants. You can also ask managers or supervisors to nominate influential individuals.

Get started by customizing the [Google guides recruiting email template](#).



Google guides from the Weather Channel

The Weather Channel is a cable and satellite television network based in the United States. It has 1400 G Suite users.

Tips for recruiting Google guides

- Choose a representative sample of users from across your organization and be sure to include:
 - Administrative assistants
 - Help desk/Support personnel
 - Employees in different departments or business lines
 - Employees at offices in other countries who speak the local language
- Include employees who are *not* "power users" of your current email platform. That way, you can more accurately gauge the level of support required for the entire organization. Also, as these employees become expert users, they can demonstrate their speedy success with G Suite.
- Consider recruiting more than your required number of Google guides, as some participants may drop out due to other commitments that may arise.
- Remember that good Google guides candidates are typically eager to participate. Also, invite employees who already use Gmail, Google Drive, and other G Suite products outside of work. They've know both G Suite and your current environment.



United States Holocaust Memorial Museum

The United States Holocaust Memorial Museum is a non-profit organization based in the United States. It has 700 G Suite users.

Step 3: Plan training for your Google guides

After you gather your list of Google guides, it's time to plan their training. Some suggestions and resources:

- Visit the [G Suite Learning Center](#). You'll find user guides for switching from Microsoft Outlook and IBM Notes to G Suite, as well as quick start guides for Google Calendar, Drive, and other products.

Also popular: G Suite [expert tips](#) and [Transformation gallery](#). Your staff can see examples different industries and department using G Suite in their business.

- Create an internal training site for your organization using Google Sites. It's fast to set up and doesn't require any coding. Include links to the [G Suite Learning Center](#), support information, and any customized training guides.
- Consider talking to a [G Suite training partner](#). They can help develop your training site or deliver training.

Step 4: Roll out G Suite to your Google guides

Now it's time to switch your Google guides over to G Suite. To help prepare them for the change, you can use our [customizable email templates](#). We recommend that you deploy G Suite to your Google guides 3 to 6 weeks before your go-live date so they gain enough expertise to provide support to other employees.

Step 5: Train and support your Google guides

When your Google guides have their new G Suite accounts, start training them on using the G Suite products and the specifics of your environment (such as signing in to their account and your policies for mobile devices).

Along with training, provide guides with enough support to remove any roadblocks to becoming expert users. Some companies use the "buddy system" to pair up each Google guide with an member of IT. They work together learn the "ins and outs" of G Suite in your environment and prepare for the go-live launch.



Other companies have created mailing lists or G+ communities for their Google guides to share questions, suggestions, and tips with each other. As the go-live date approaches, train your guides on the common questions their peers may ask.

Step 6: Gather feedback from your Google guides

Here's your opportunity to get early feedback about what your users find easy or challenging about their transition to G Suite. You can use this information to update your training materials, adjust your deployment process, and fully prepare for the larger deployment.

Step 7: Launch your Google guides on your go-live day and beyond

Set up your Google guides to support their colleagues on the day your organization transitions to G Suite.

- Prepare your guides: Tell them about the go-live schedule, their role and responsibilities, and how to work with your IT Support team. Encourage guides to check in with their colleagues and walk through their work area throughout your go-live day.
- Make your guides visible. For example, post "Google guide" at your guides desks. If your budget allows, you can purchase Google T-shirts and items at the Google Merchandise Store ([USD \\$](#) or [GBP £ and EURO €](#)). You can also set up an office or area for employees to visit for help (popular for setting up mobile devices with G Suite).
- After your go-live day: Google guides can their support by participating ongoing education and sharing updates about the services. Let your Google guides know how long you'll need their assistance (e.g. for 2 weeks following go-live). You may also ask a few Google guides to serve as contacts for new product releases, feedback, and advanced training.

Quick recommendations

- ✔ Choose a program manager to manage your Google guides recruiting, training, and communications.
- ✔ Send a [recruitment email](#) to managers and supervisors.
- ✔ Find guides who want to participate – volunteers are ideal.
- ✔ Recruit 1 or 2 guides per department, region, or office.
- ✔ Include a sample of the different user types in your organization.
- ✔ Provide training and support for guides as they learn the new services.
- ✔ Use the [G Suite Learning Center](#) to help train your guides.
- ✔ Communicate with your guides and prepare them for the go-live date.

Additional resources

- Find more Google guides information on page 43 of the [Going Google guide](#).
- See the change management resources at the [G Suite Setup Site](#).