

THE ROLLOUT GATE PLAYBOOK

A Practical Framework for Protecting Both Ends of Your Next System Rollout

Every rollout has two costs:

The one at the front end (protecting the first impression) and the one at the back end (protecting adoption after go-live). Use this worksheet to plan for both, before either one shows up as a support queue that won't shrink.

01. Before Go-Live

ROLLOUT BASICS

Rollout Name: _____

Planned Go-Live Date: _____

Business Owner: _____

SET THE GO/NO-GO DATE

Our go/no-go date (training doesn't start before this): _____

Has the system's stability date held for the last two check-ins, or does it keep moving? _____

CHECK WHETHER YOU CAN AFFORD TO WAIT FOR IT

Current SME build time (per course/tutorial): _____ hours

Target build time, if SMEs capture workflows directly: _____ hours

- ☐ SMEs are identified and available to capture real workflows
- ☐ An authoring tool is in place so capture-to-tutorial time is fast

02. After Go-Live

"Course completion is not the same thing as capability." — iorad case study, [How Freshworks Drives Behavior Change](#)

MAP YOUR PLAN AGAINST THE FIVE STAGES

Stage	What It Does	Owner
First Exposure	Build curiosity before formal training starts	
Orientation	Sequence the path; simulations if there's no sandbox yet	
Ramp & Practice	Every FAQ becomes a tutorial link, every time	
Competency	Support lives inside the tool, at the moment of need	
Reinforcement	One feature, one tutorial, on a standing cadence	

Reinforcement cadence (weekly / biweekly / monthly): _____

MEASURE APPLIED SKILL, NOT COMPLETION

- Pick one behavior you can observe in the live system:

- How often will you check it (not just once, on launch day)?:

Stability Gate + Fast SME Build + Reinforcement Cadence + Behavior Metric = No Rollout Tax

03. Score & Act

Capability	Green	Yellow	Red
Go/no-go date set before content creation starts			
Training build time is fast enough to afford the wait			
A reinforcement cadence is planned before go-live			
Someone owns reinforcement after week one			
Success is measured as applied skill, not completion			

30-DAY ACTION:

- Highest-priority fix: _____
- Owner: _____
- Target date: _____

Measure one number consistently: weeks between go-live and the first time someone uses the new workflow unprompted. As that number shrinks, you're closing the gap the rollout tax lives in.

Insights from The Adoption Curve, iorad's podcast on modern learning and enablement strategy. New episodes every week — iorad.com/adoption-curve