

Tips for promoting your Center of Excellence (COE)

- 1. Launch a COE website**

An internal website is a great way to promote your accomplishments and keep people aware of COE practices. The site should clearly state the COE's mission, short- and long-term goals, and roadmap. It should also provide updated content on technical standards and practices. Like the newsletter, you can highlight recent success and promote upcoming activities. Additionally, you can track the website's activity over time as a measure of influence.
- 2. Host lunch and learn sessions**

Invite members of the organization to learn more about the COE team, its goals and methodology, Pega technology updates, and your projects. Prepare 30–45 minutes of content to share with the group and allow time for questions and discussion. You could invite someone who has worked with the COE to share his or her experience with the group. Setting a recurring meeting for these sessions – monthly or every six weeks for example – is a great practice to ensure awareness and engagement by the audience.
- 3. Send a monthly newsletter**

Keep the organization informed as you establish processes and procedures, complete projects, add new team members, and make impactful changes to the way the business works. You might include a short testimonial by a recent project team member or highlights from a recent project retrospective. Include what the organization can expect to see in the next month(s) based on your current roadmap. Finally, make it clear who people can reach out to with questions or requests for COE support.
- 4. Start a blog or wiki page**

A blog series or an open wiki page is a more casual, interactive, and convenient format for broadcasting COE news and soliciting feedback. It can be updated from anywhere at any time and content does not have to be added on a set schedule. You can rotate authors among members of the COE team so that readers get varying perspectives. If possible, have the executive sponsor write a post. You'll want to assign someone to monitor the blog or wiki page for comments or questions that require a formal response from the COE.
- 5. Create a customer satisfaction or project feedback survey**

Invite project teams to complete a survey after working with the COE. You'll want to structure your survey so that it is quick and easy to complete, while still providing meaningful feedback. The best surveys have no more than 10 questions. Whenever possible, try to use multiple choice and/or rating scale questions rather than open-ended questions, as open-ended questions require more time and effort for the survey takers and the person analyzing the results. Make sure one of your questions will capture your NPS (Net Promoter Score). For example, "On a scale of 1 to 10, how likely are you to recommend working with the COE to a colleague?" For more information on NPS, click [here](#).