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M365/ Modern Work



October 11–15, 2026
Gaylord Opryland Resort

The largest independent Microsoft AI & Business Applications User Conference on the planet.

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Meeting Them Where They Are:

Enabling Non-Technical Teams to Collaborate in Microsoft Teams



burn boot camp

@ 2026 Dynamic Communities

Your Trainer



Tricia Desso-Cox, MM

burn boot camp

VP Operations – EOS Integrator

Consultant – Speaker – Author

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About Burn Boot Camp



Founded 2012

Franchise 2015

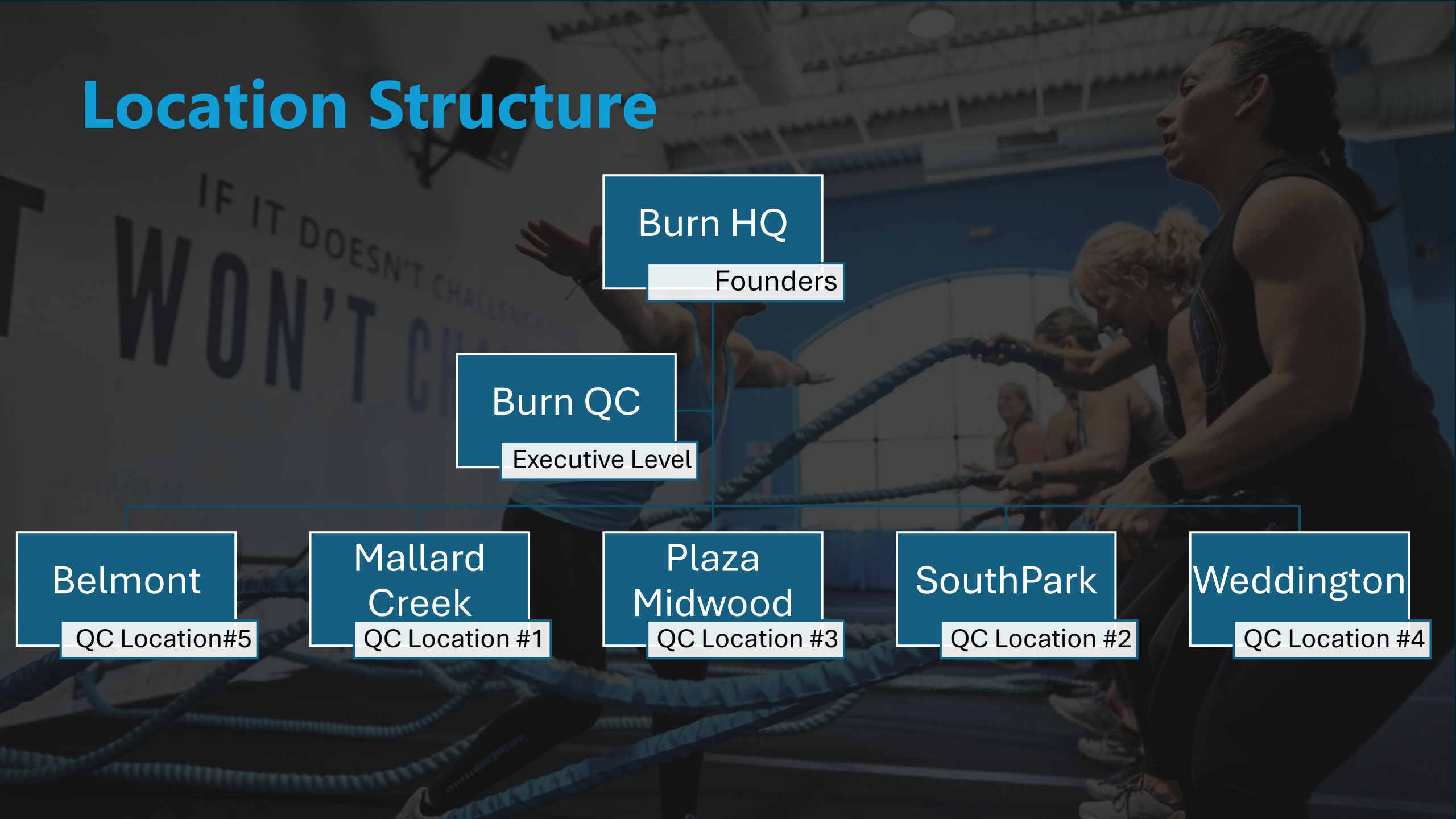
38 States

400+ Locations

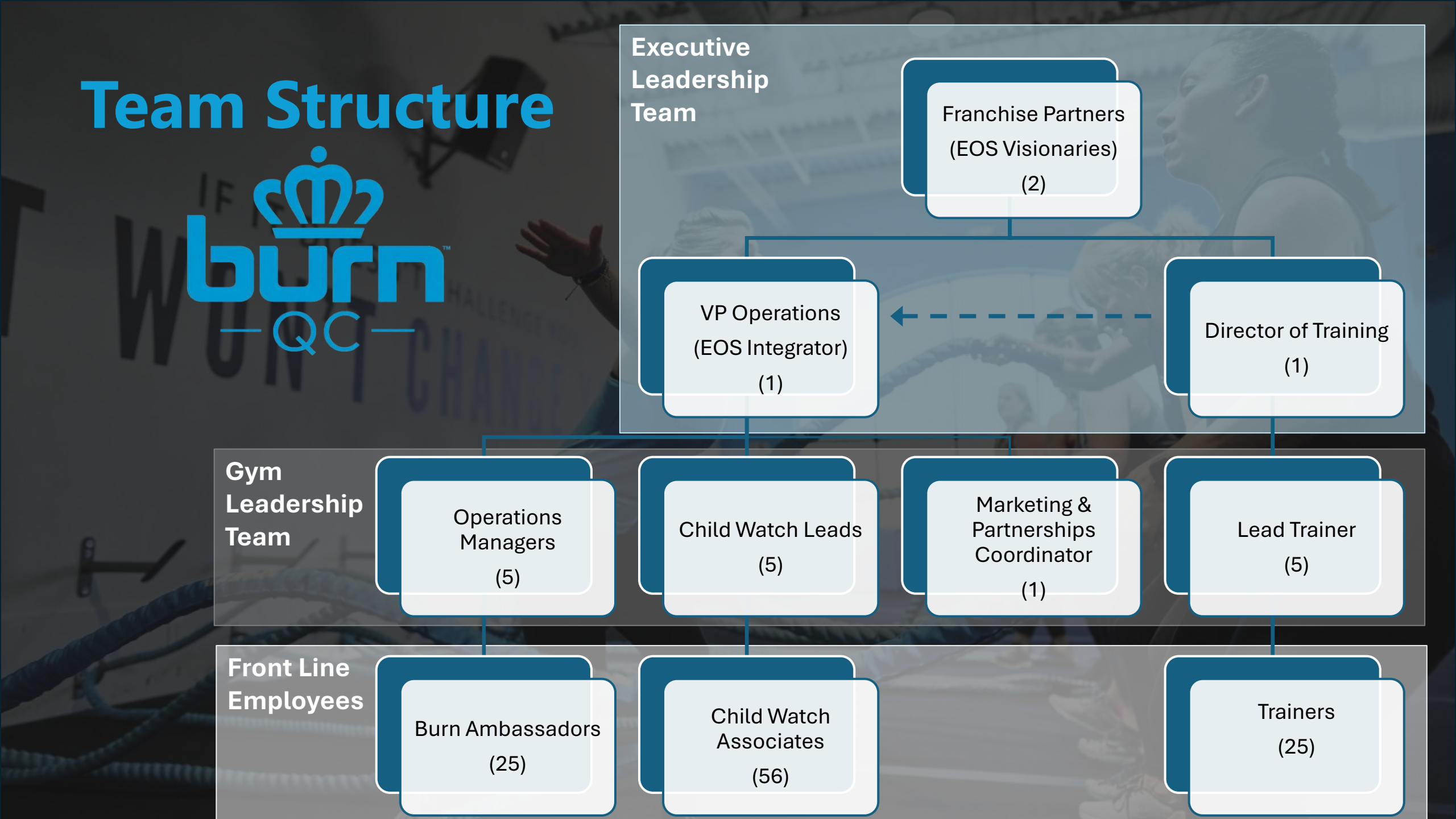
80% Female Owners

Inc. 5000 for 7 Consecutive Years

Location Structure



Team Structure



Session Agenda



Warm Up

About Burn Boot Camp

- Who we are
- What we do
- How we do it

Camp

Where We Started

- Tools
- Use Cases

Structured for Ops

- Meet Them Where They Work

Change Management

- People & Process First

Lessons Learned

- What Worked
- What Didn't

Cool Down

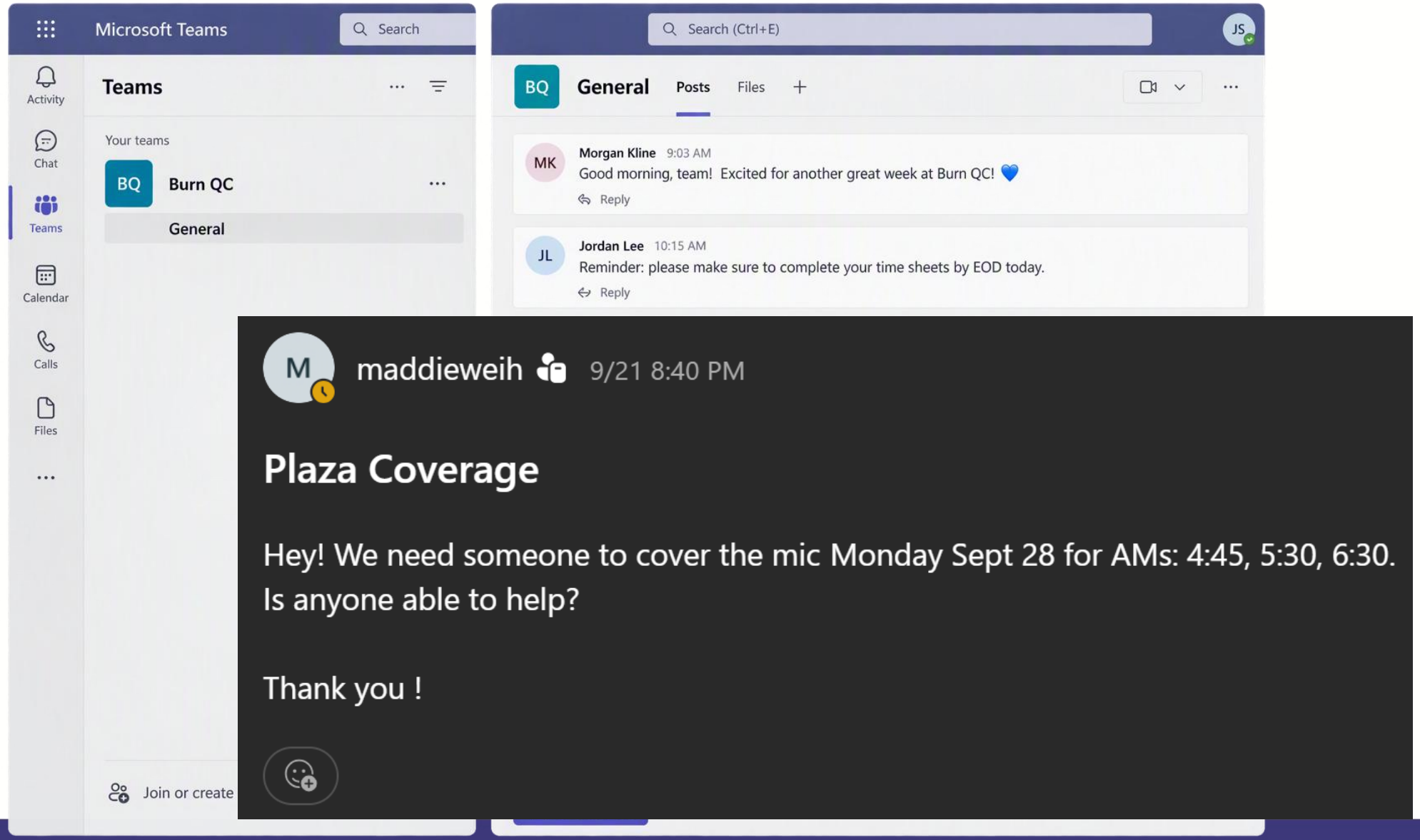
Q & A

- What did I miss that you want to know?

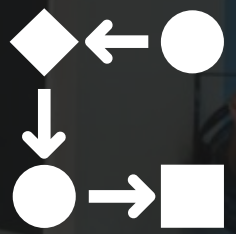
Where We Started

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Teams Arrived, Then Stalled



The Cost of Inadequate Tools



The same SOP performed 3 different ways



A process or handbook update that never actually makes it to the front lines



Missed handoffs due to inefficient communication methods leading to inconsistency



Lack of visibility makes it difficult to hold people accountable

What We Set Out to Change

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Current State



Chat
Meetings

Future State

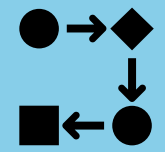




Chat
Meetings









Collaboration
Process Management
Checklists / Plans
Supporting Documentation

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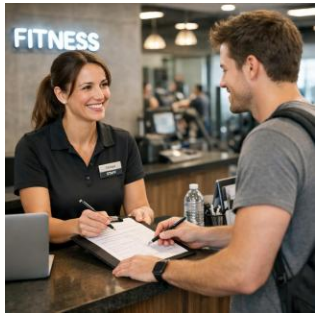
Beyond Non-Technical

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One gym. One Team. Everything under one roof. But NOT one standardized way…



Lead Generation



Managing & Nurturing Memberships



Employee Schedules & LMA



Running Camps



Day-to-Day Operations



Meetings



Metrics

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Multiplied...

5 locations, plus the executive layer

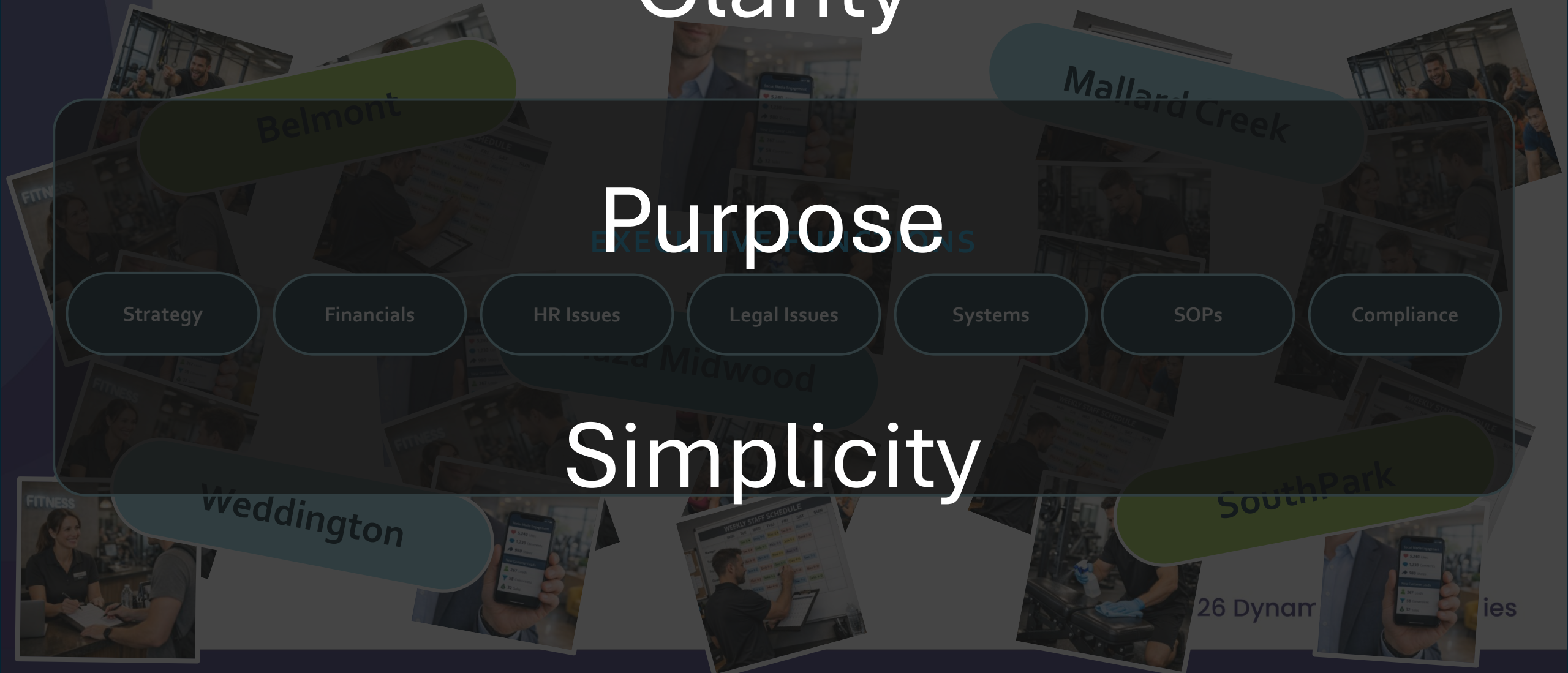
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Clarity

Purpose

Simplicity

Strategy | Financials | HR Issues | Legal Issues | Systems | SOPs | Compliance



Rolling It Out in Phases

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One Behavior at a Time



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One Behavior at a Time



One Behavior at a Time



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Behavior 1: Chat & Meetings

Engagement Expectation Matrix

Channel	Use it for	Engagement expectation
Chat	Quick exchanges	Use Teams for quick conversations.
Channels	Durable updates	Keep gym updates in Teams, out of personal text threads.
Email	External communication	Use email for external contacts.
Corporate calls	Shared updates	Record calls so staff on shift can catch up later.

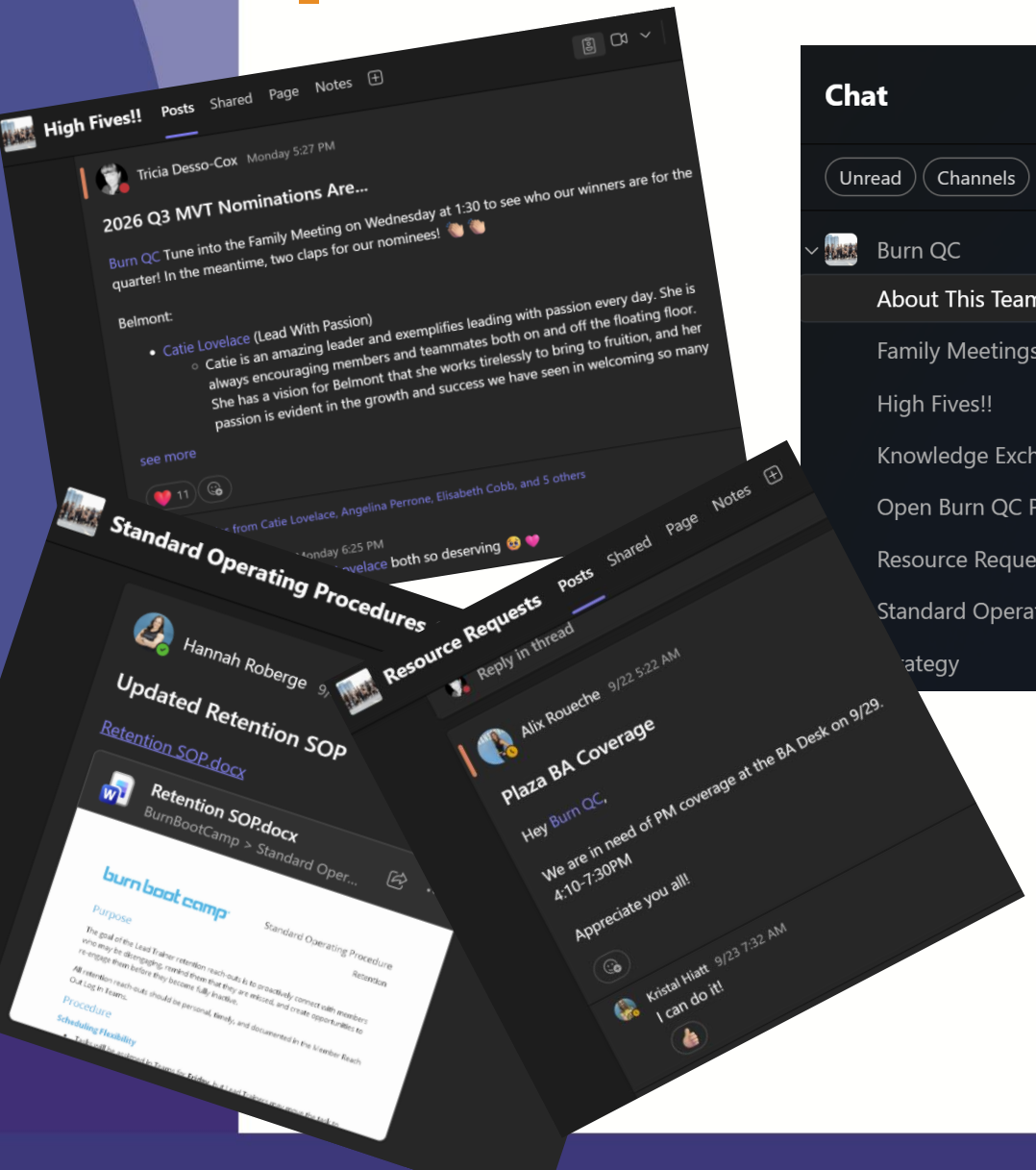
Only four primary features to learn: status, @mentions, posts and scheduling/recording meetings from the channel

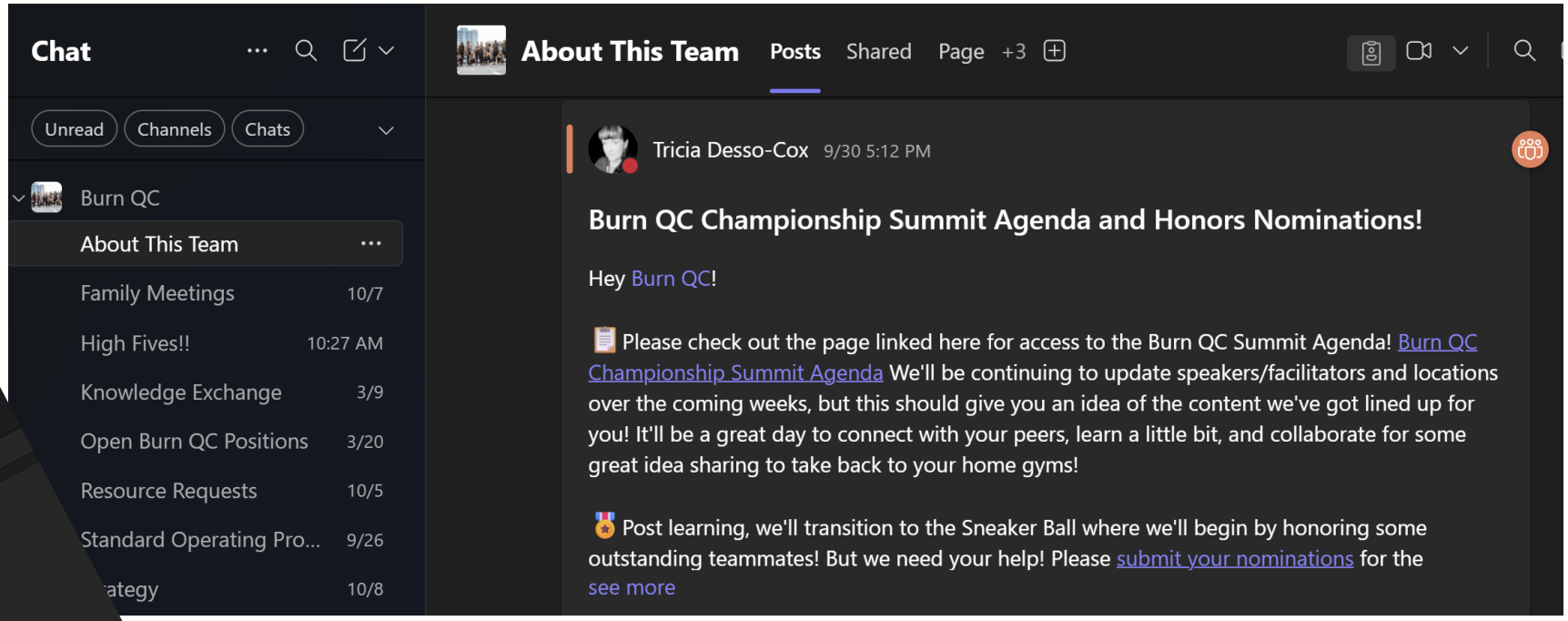
Early result: fewer duplicate questions reaching leaders each week

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Behavior Two: Team Structure

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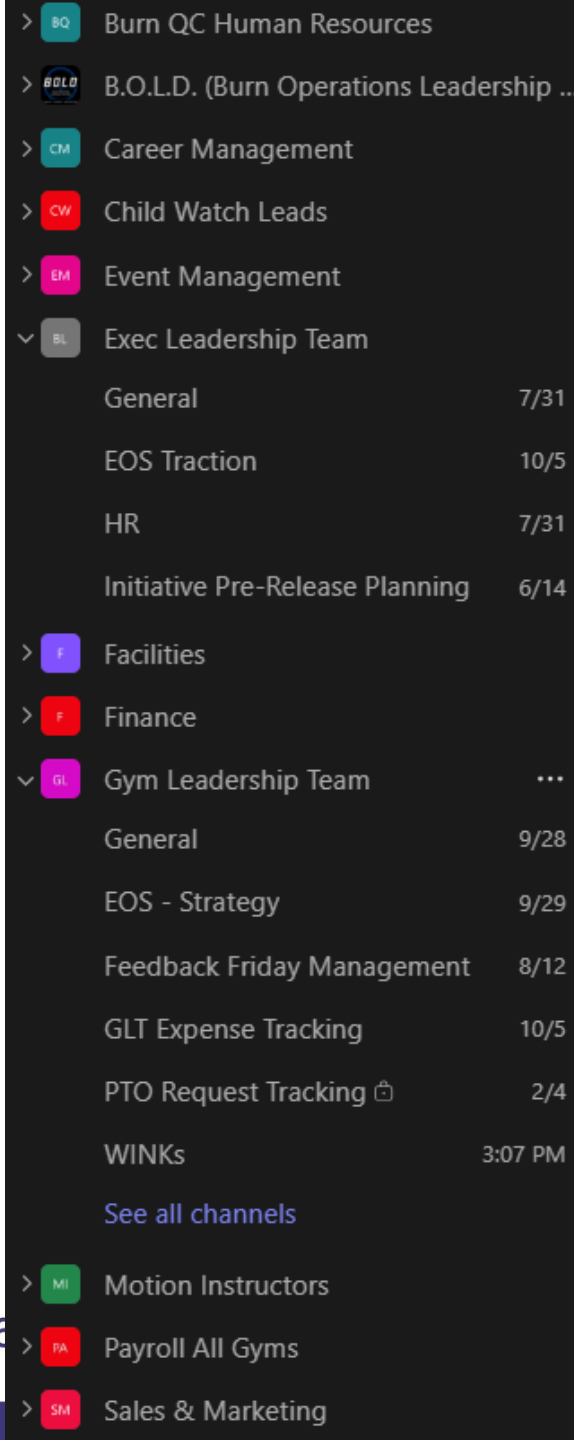
PRO TIP: Give your team something fun to engage in like High Fives!! to help them learn how to post and tag people. We have posts in that channel almost every single day even now!

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Behavior Two: Team Structure

Leadership Level Considerations

- Some centralization for Executive Level and Gym Leadership Teams where commonality made sense
- Separate teams where we needed to bring outside vendors into the mix for Payroll, HR, Finance, etc.
- Or Separate Teams where Gym Leaders needed to collaborate but not necessarily all roles on the gym leadership team
    - Child Watch Leads
    - Event Management
    - Facilities
    - Motion Instructors
    - Sales & Marketing

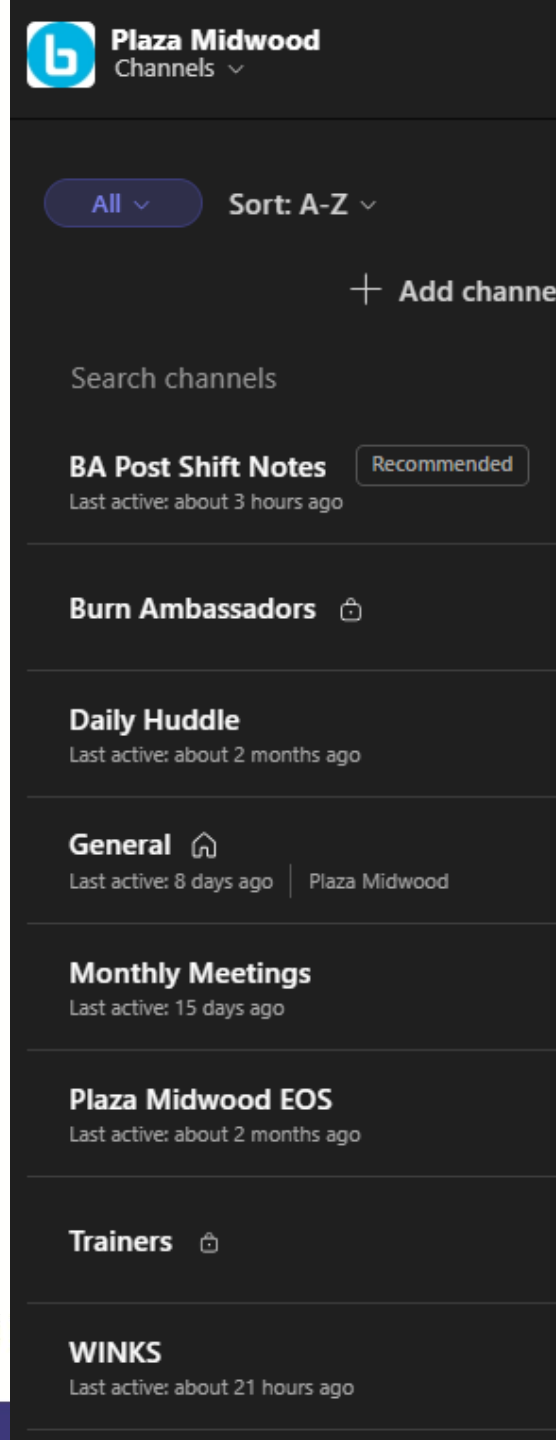


Behavior Two: Team Structure

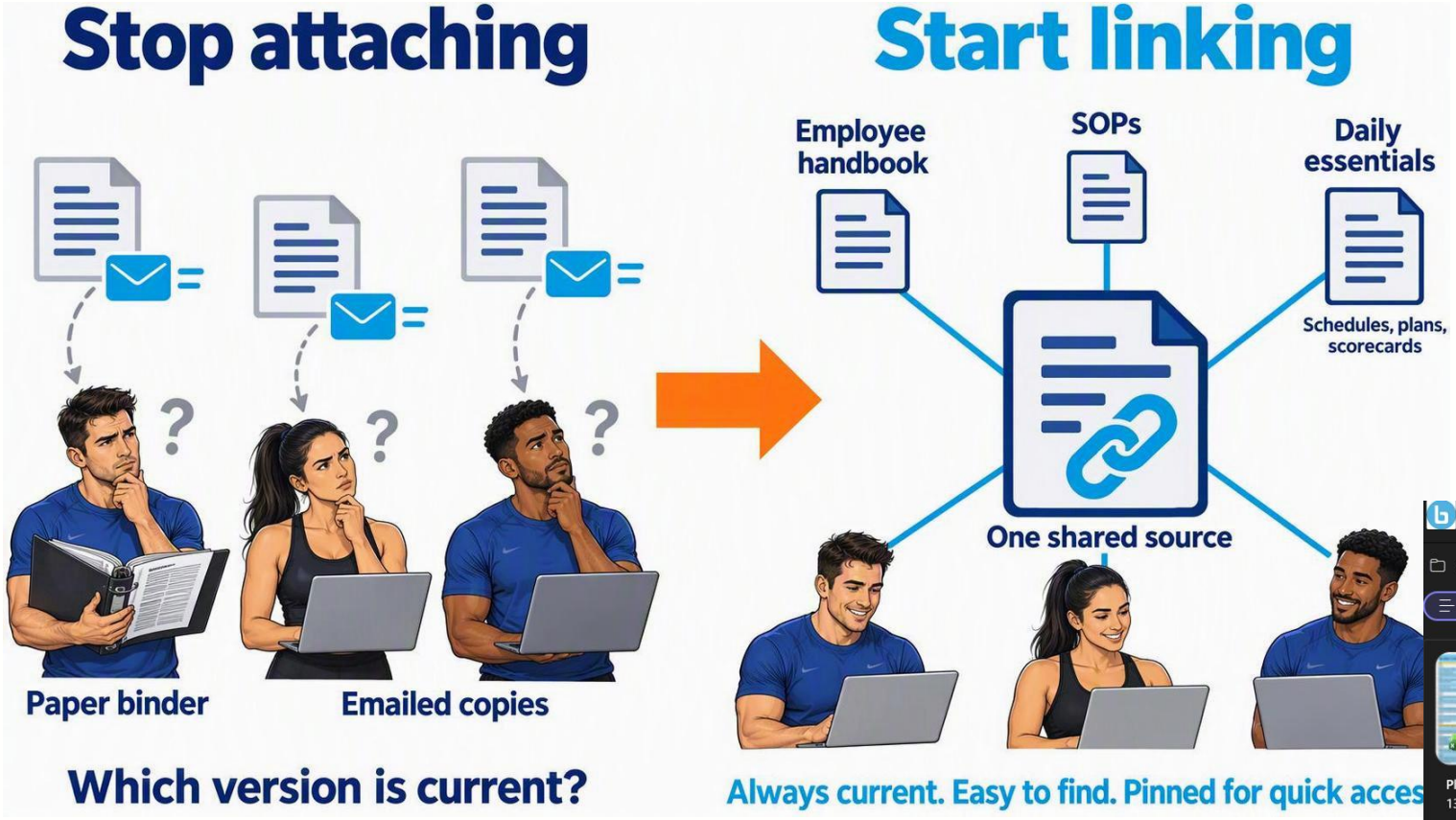
Gym Location Level Considerations

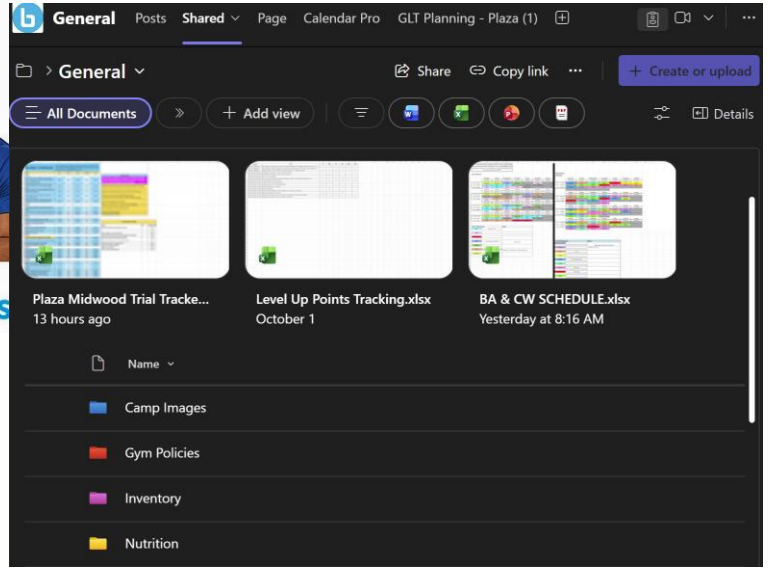
- **BA Post Shift Notes**: Information handoff from one shift to another
- **Burn Ambassadors/Lead Trainers**: Private Channels with information that is specific to just those roles
- **Daily Huddle**: The most important bits of information that a teammate needs to know about what is happening THAT DAY!
- **General**: An introduction to the team and general messages
- **Monthly Meetings**:
  - All presentations (Shared), notes (OneNote), call recordings, etc. live in this channel
- **Plaza Midwood EOS**: the place for the Lead Trainer and Operations Manager to manage EOS processes (Rocks, Notes, IDS, etc.)
- **WINKS**: "What I need to know" The channel where the team tunes in once per week to learn about what's happening in their location in the coming week.

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Behavior Three: Shared Files

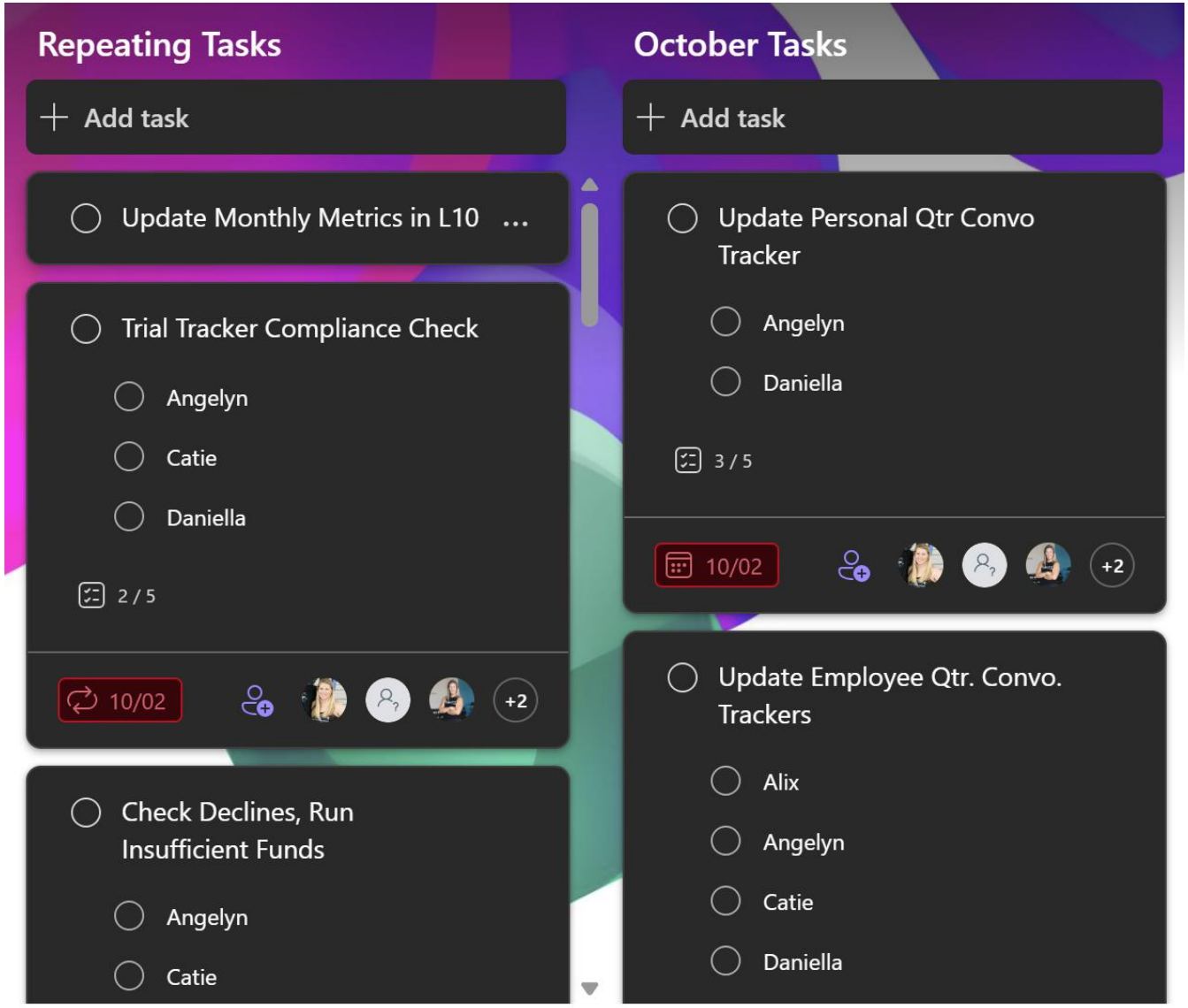




Behavior Four: Task Ownership

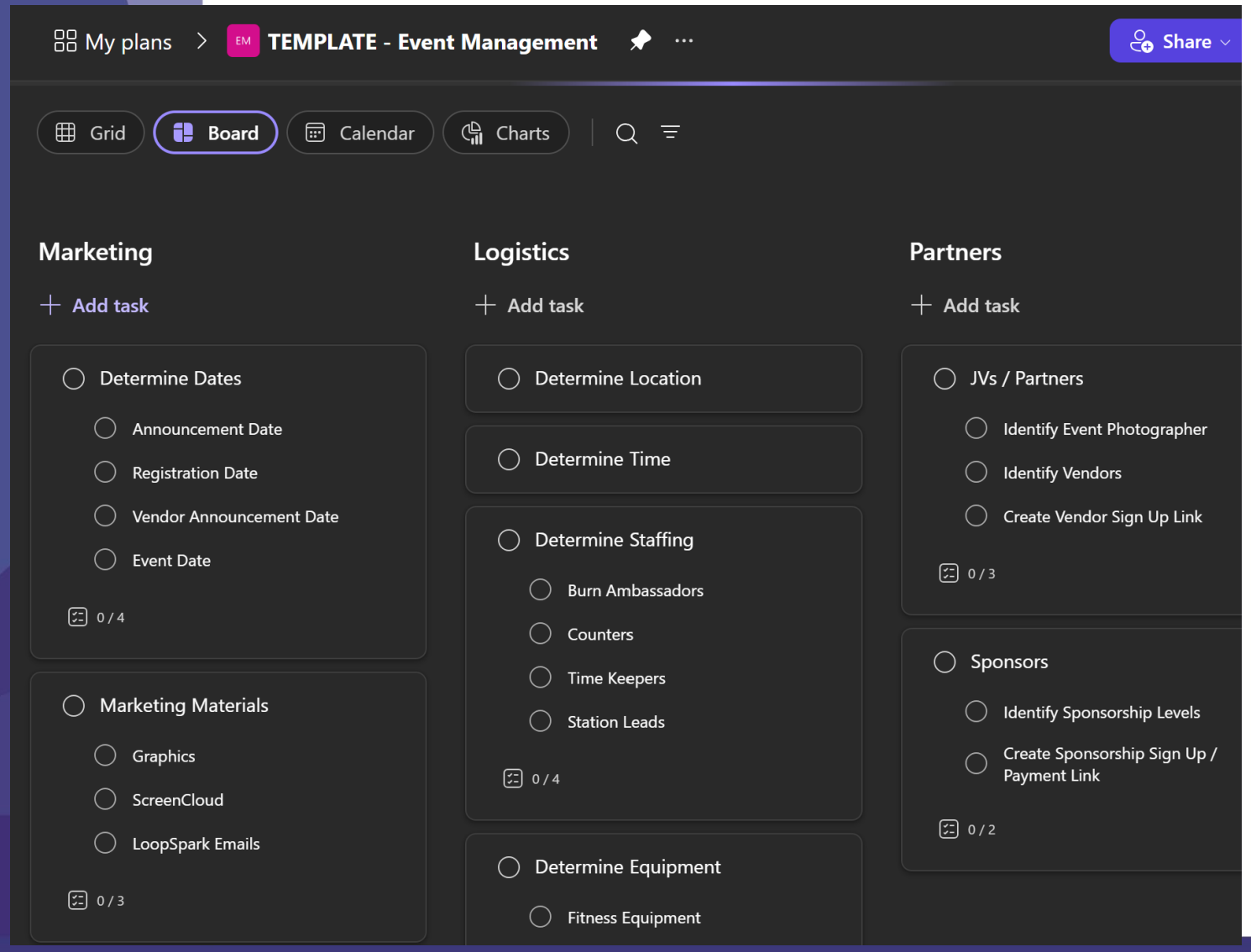
Microsoft Planner

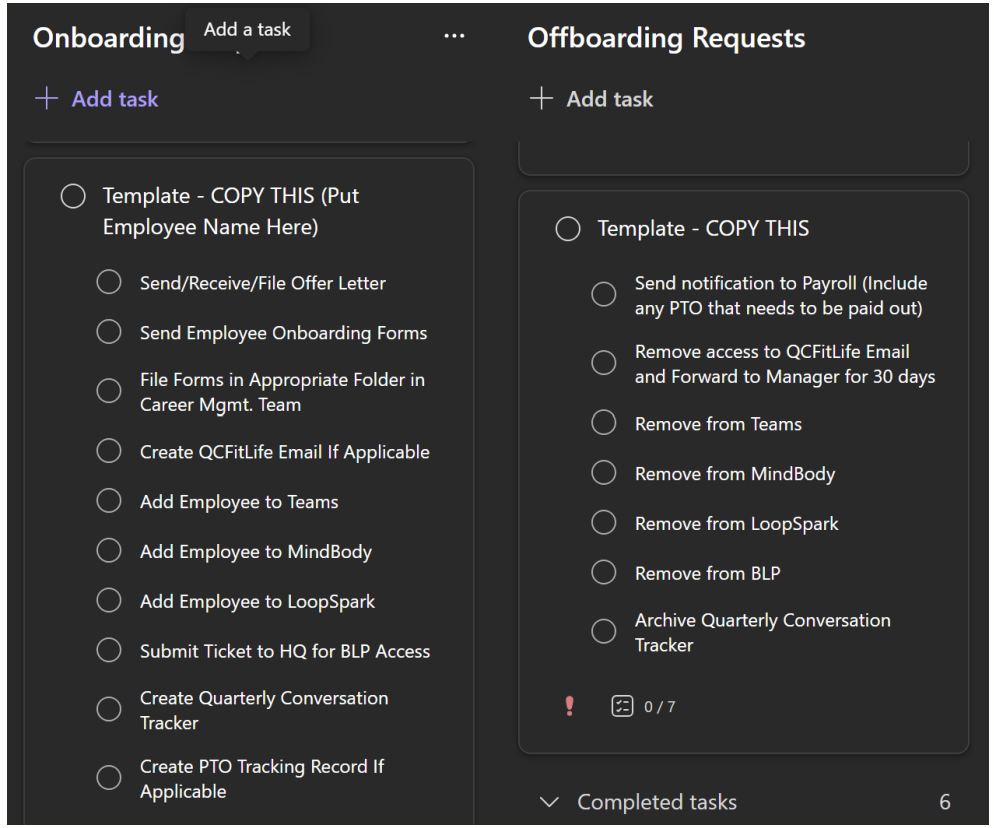
- Boards embedded in Teams/Channels
- Centralized task management
- Recurring Tasks
- Additional Ad Hoc Buckets
- Every card must have an owner and due date, no exceptions!
- Visibility = Accountability



Behavior Four: Task Ownership

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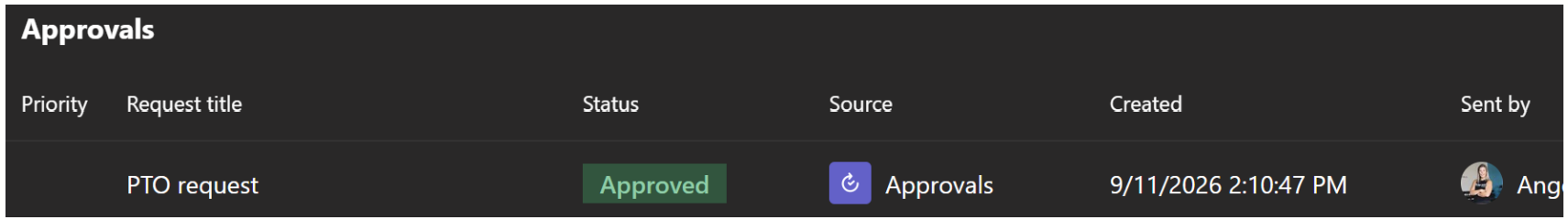


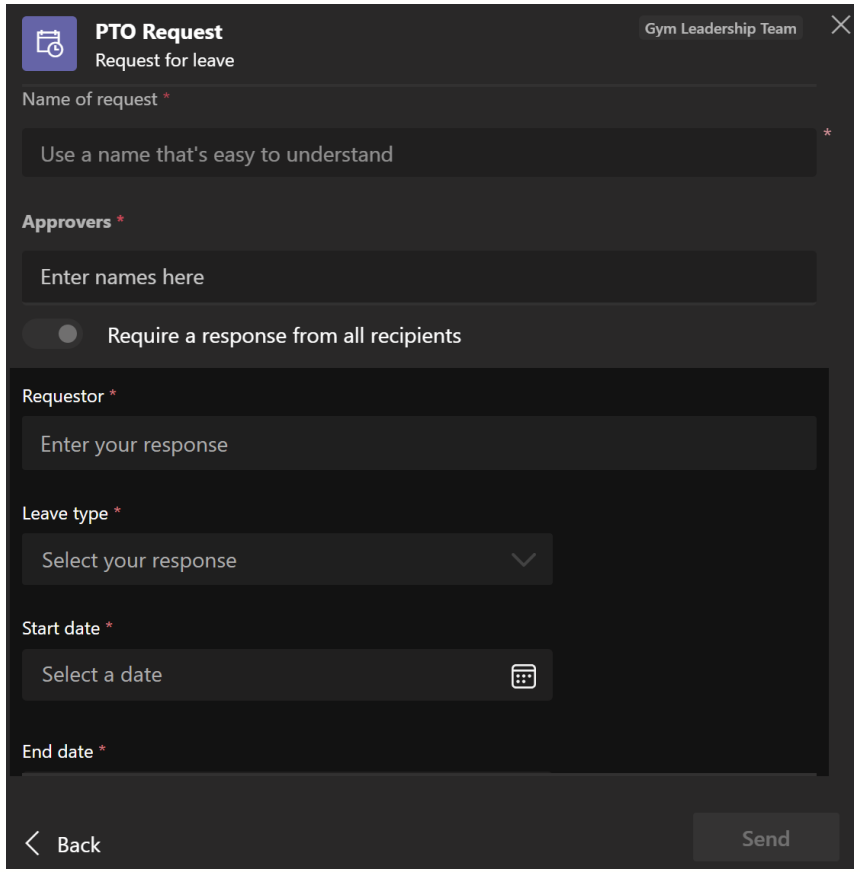


PRO Tip: Create reusable plan and/or card templates!

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Behavior Four: Task Ownership





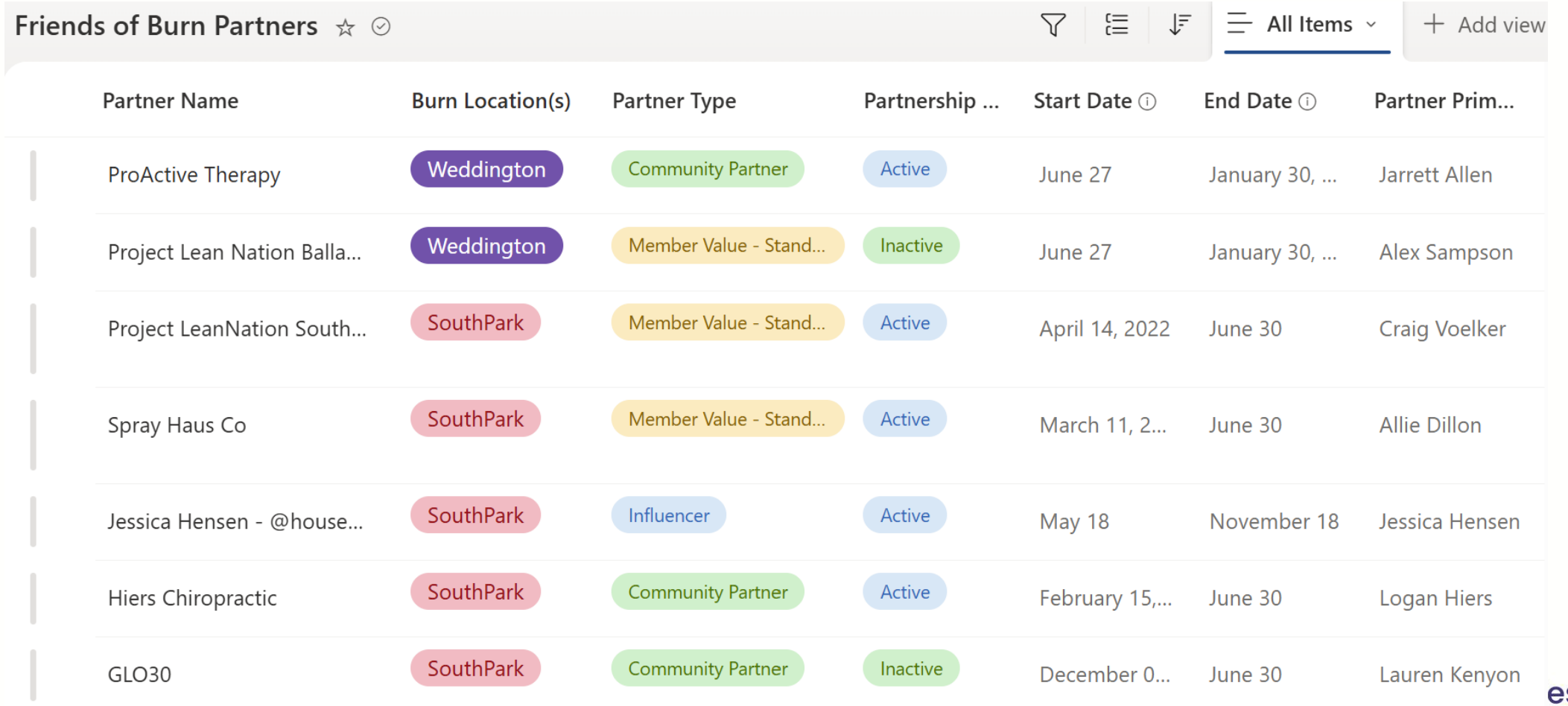
- Approvals App
- Pinned to the left navigation
- Activity Alert in Teams

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Behavior Four: Task Ownership

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- Microsoft Lists for centralized information that doesn't change often



Friends of Burn Partners ☆ ⊘ | All Items | + Add view

Partner Name	Burn Location(s)	Partner Type	Partnership ...	Start Date ⓘ	End Date ⓘ	Partner Prim...
ProActive Therapy	Weddington	Community Partner	Active	June 27	January 30, ...	Jarrett Allen
Project Lean Nation Balla...	Weddington	Member Value - Stand...	Inactive	June 27	January 30, ...	Alex Sampson
Project LeanNation South...	SouthPark	Member Value - Stand...	Active	April 14, 2022	June 30	Craig Voelker
Spray Haus Co	SouthPark	Member Value - Stand...	Active	March 11, 2...	June 30	Allie Dillon
Jessica Hensen - @house...	SouthPark	Influencer	Active	May 18	November 18	Jessica Hensen
Hiers Chiropractic	SouthPark	Community Partner	Active	February 15,...	June 30	Logan Hiers
GLO30	SouthPark	Community Partner	Inactive	December 0...	June 30	Lauren Kenyon

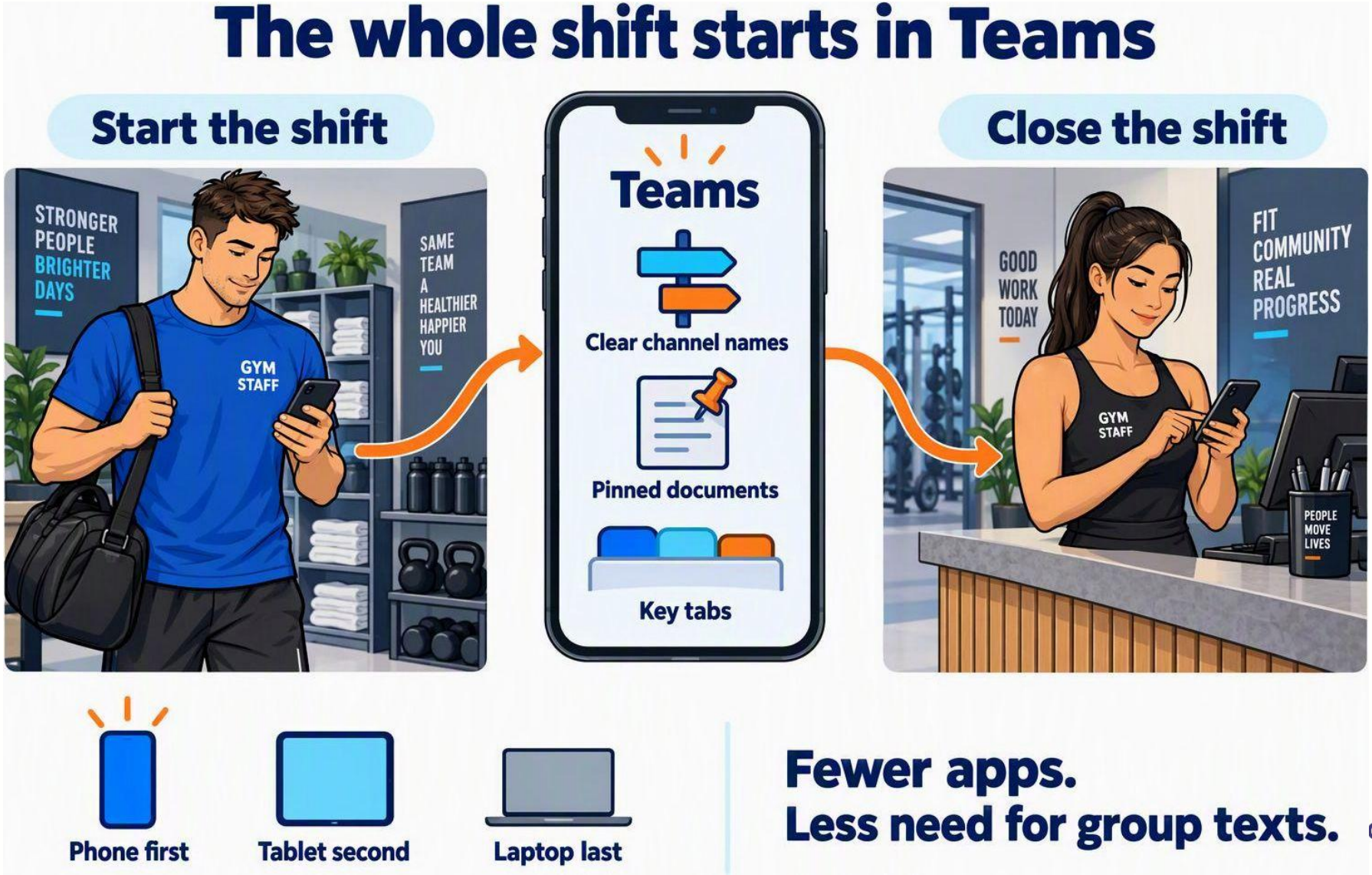
es

Aligning Teams to Real Work

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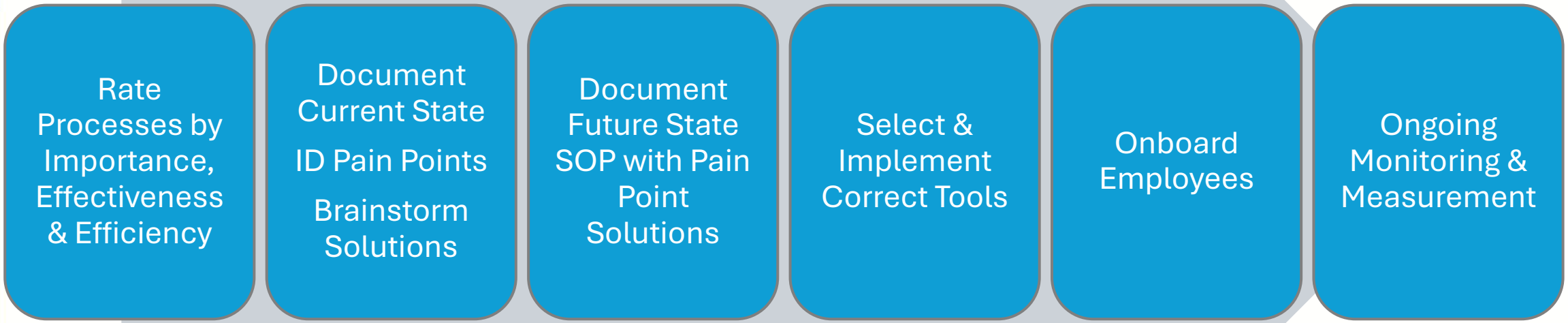
Access Anywhere

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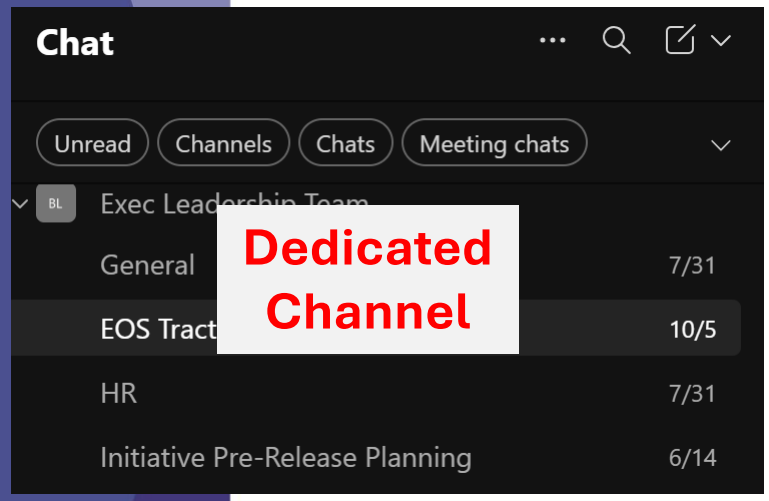
Start With the Workflow

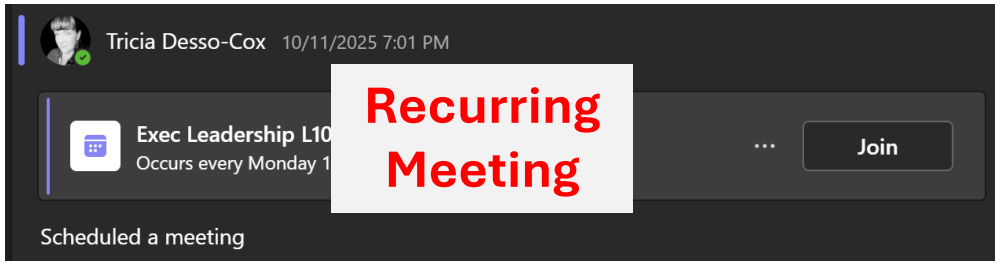


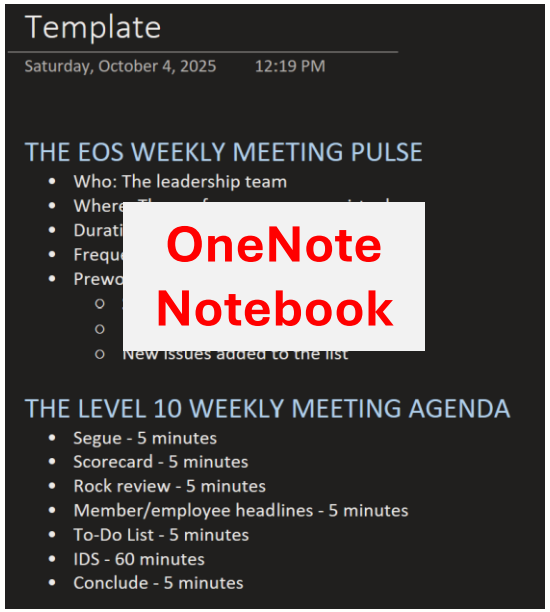
Employees adopt tools that remove friction they can personally feel

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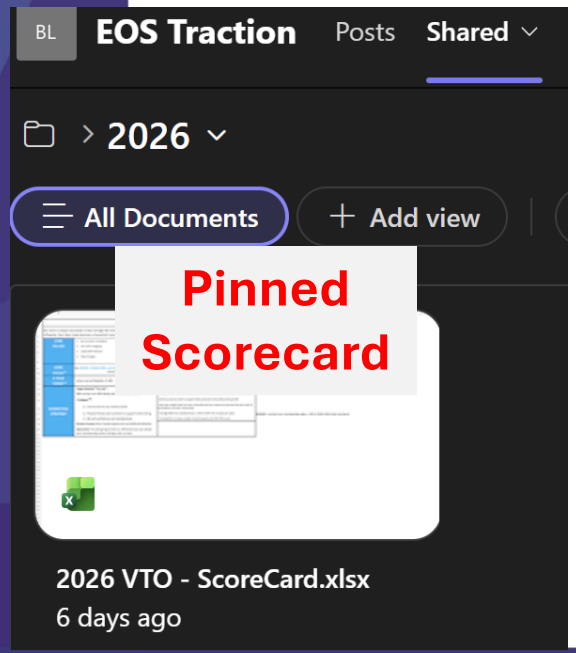
Example: EOS Processes

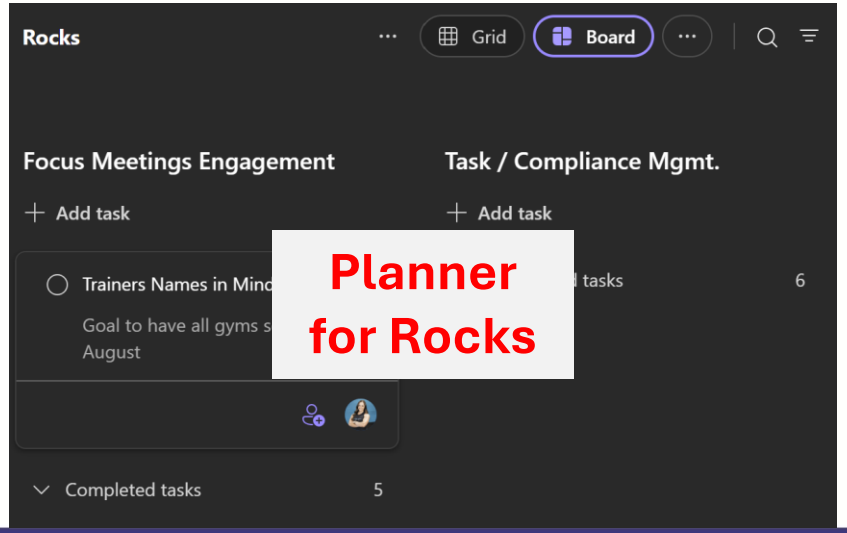


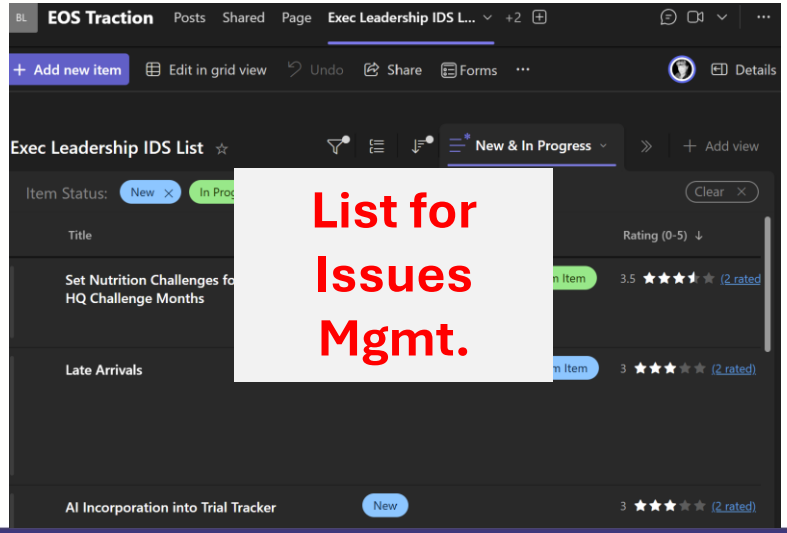




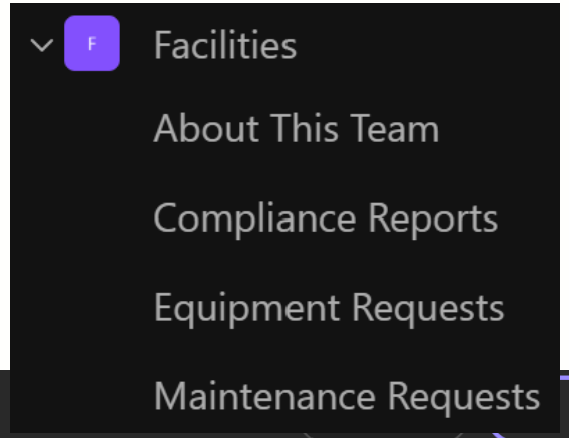
Effective, efficient EOS Facilitation Every Time

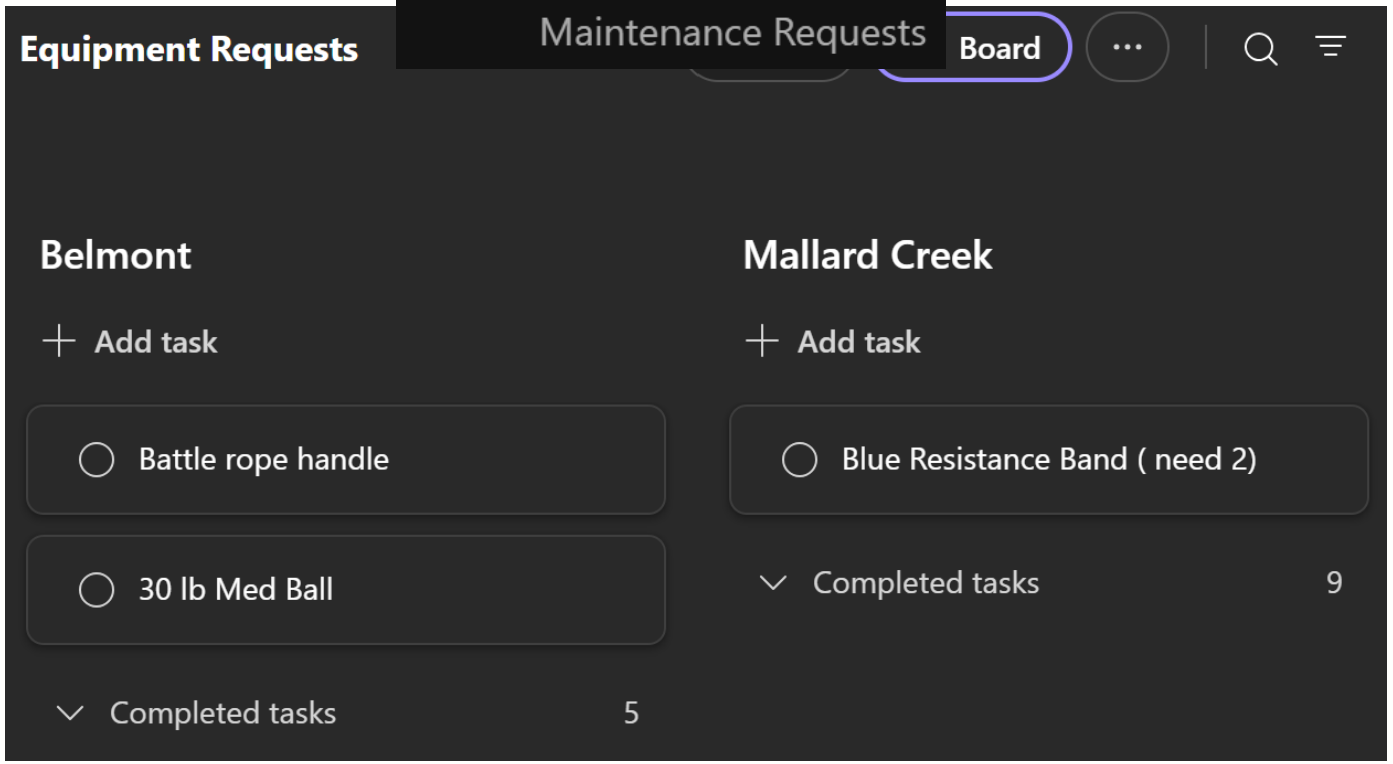


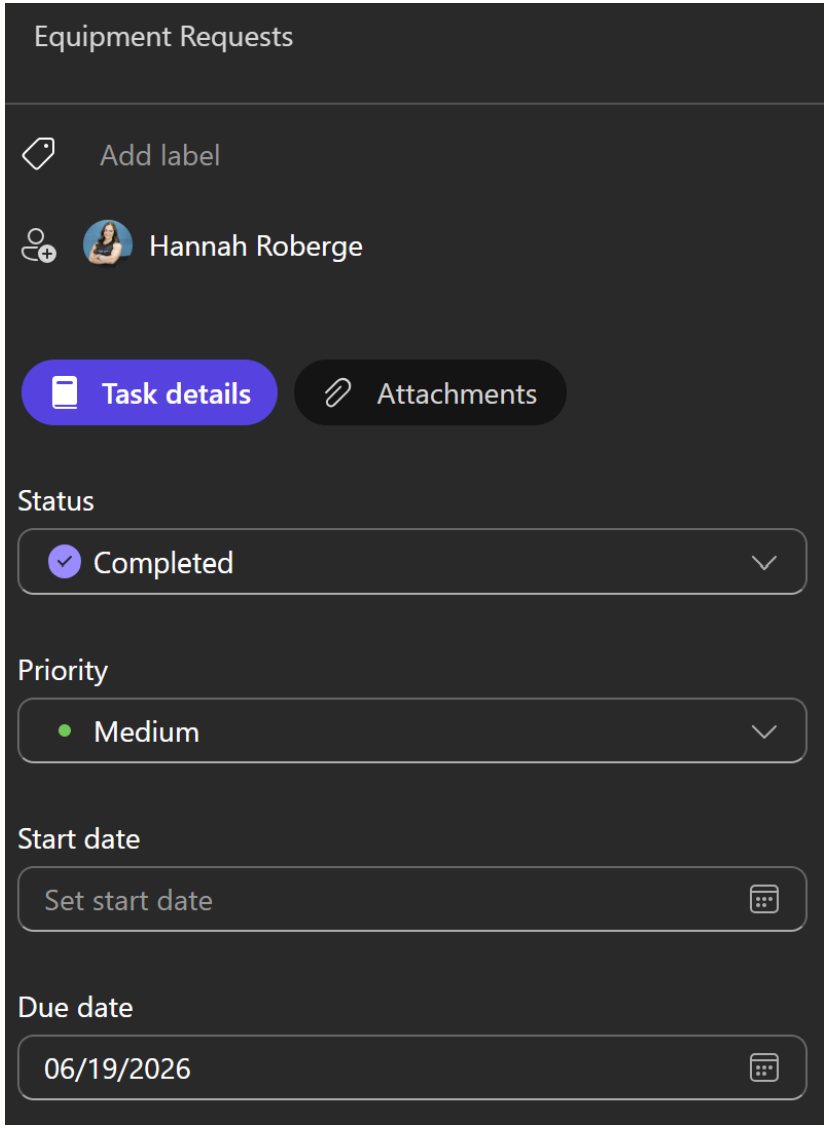




Example: Facilities Requests



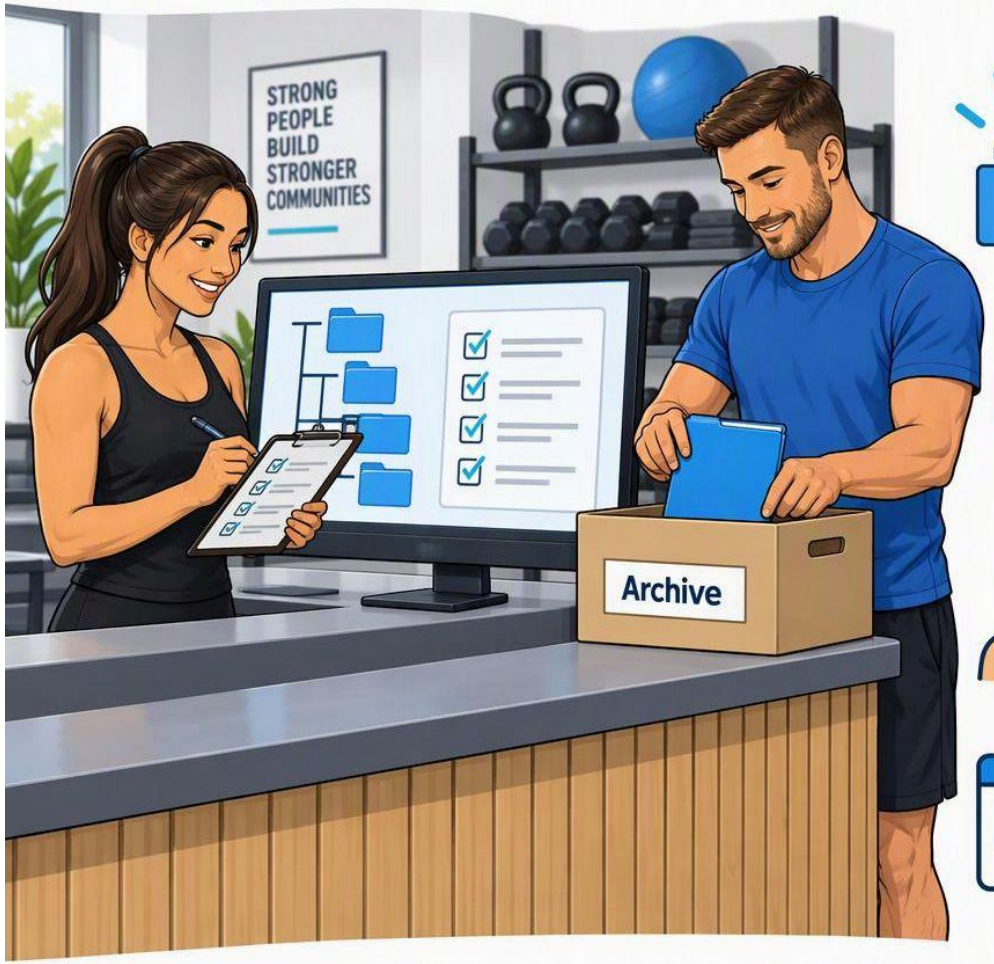




Keep it Clean

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Simple governance keeps work easy to find



1 Consistent names and structure
Same channel pattern at every gym

2 Clear ground rules
Response expectations and where decisions live

3 Named content owners
Someone looks after each major content area

4 Twice-yearly cleanup
Follow an SOP to archive unused content

Clear standards. Shared responsibility.

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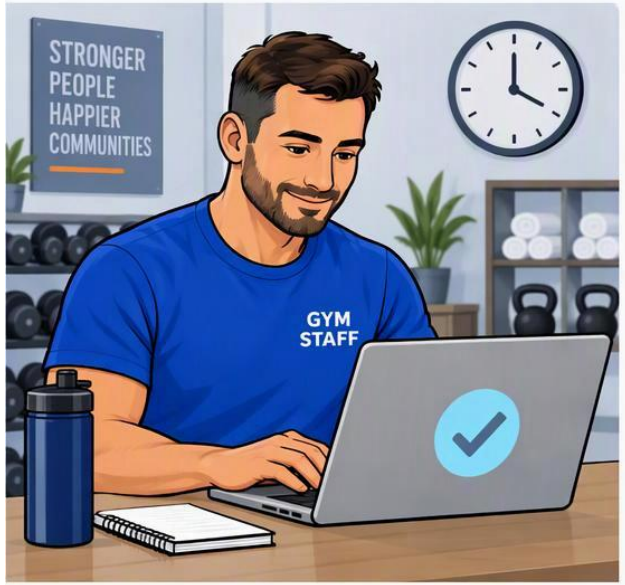
Behavior Change, Not Just Technology

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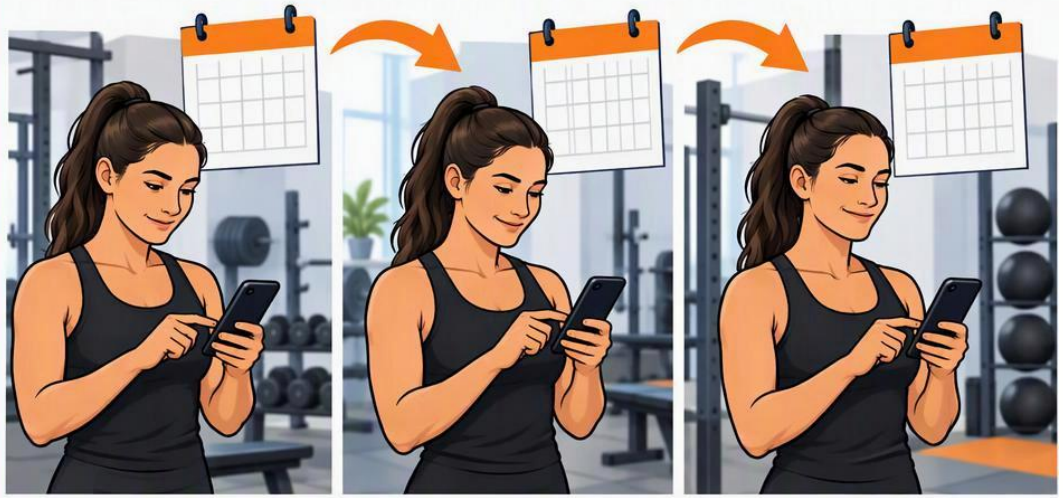
Tech Is the Easy Part

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An afternoon to switch it on



Months to build the habit



66 days

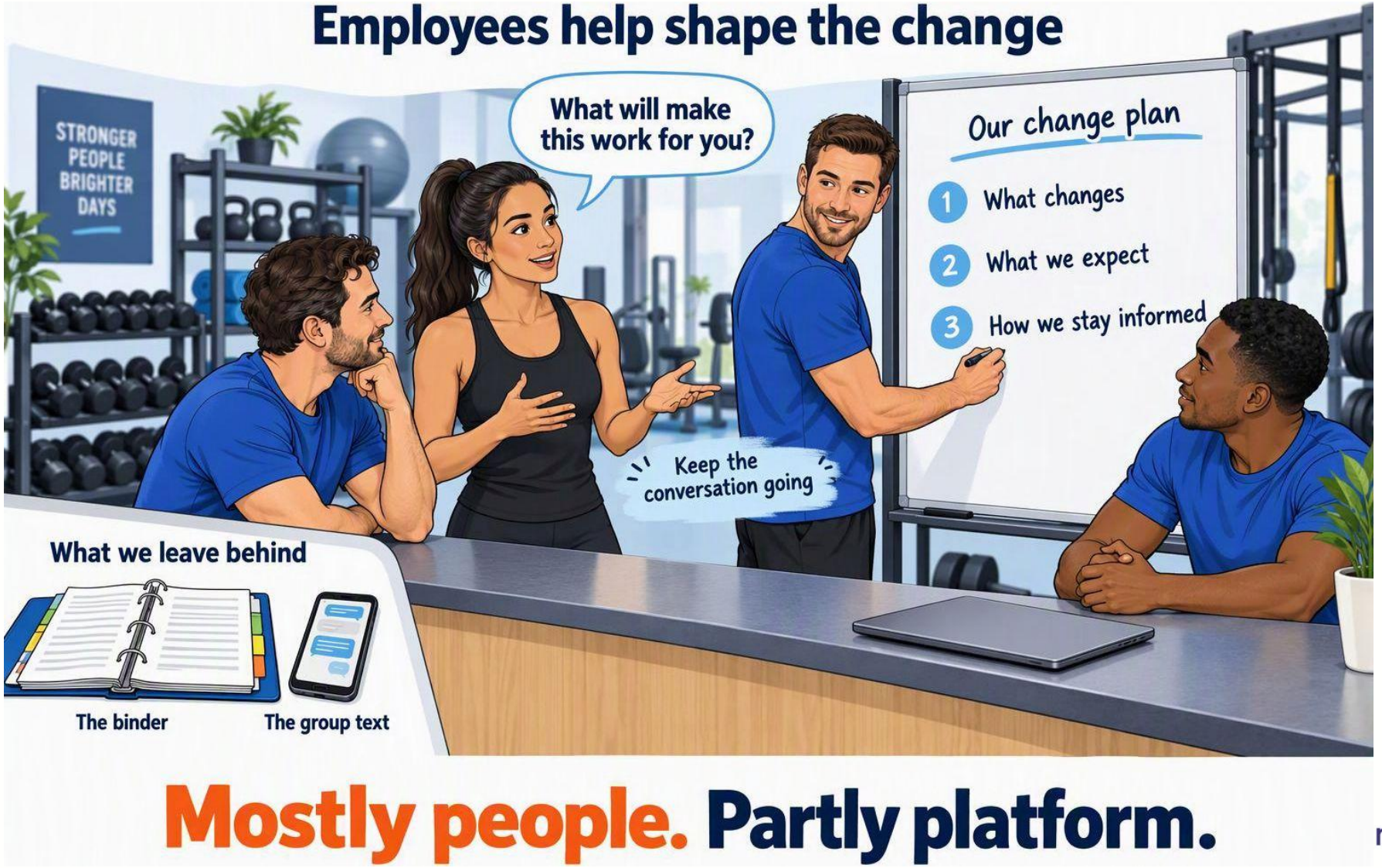
Median estimated time to near-automaticity
18–254 days estimated range

Training introduces the behavior.
Consistent repetition makes it a habit.

Lally et al., European Journal of Social Psychology

Tech Is the Easy Part

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Leaders Have to Go First

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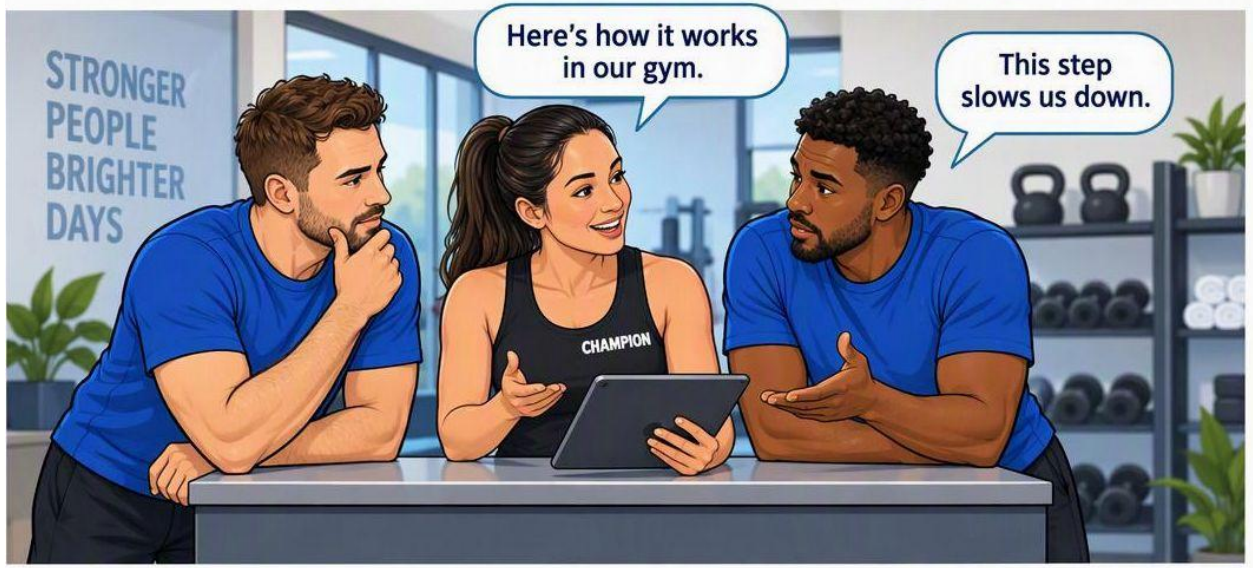


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Build a Champions Network

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Trusted peers make change practical



Set champions up to succeed

- A voice in decisions
- Early access to tools
- Direct implementation support
- Public recognition

A local champion at each gym







Our approach: one per gym. Scale to your organization.

Peer credibility turns guidance into daily practice.

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Training in the Flow of Work

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Measure What Matters

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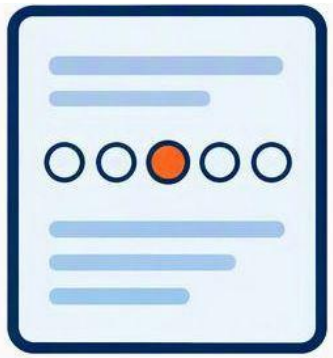
Measure What Matters

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Anonymous feedback

Give employees space to be candid



A consistent rating scale

Use a Likert scale to compare responses



Repeat every 6–12 months

Track progress and remaining gaps



Every question optional

Notice what employees leave unanswered

Ask for feedback. Keep listening.

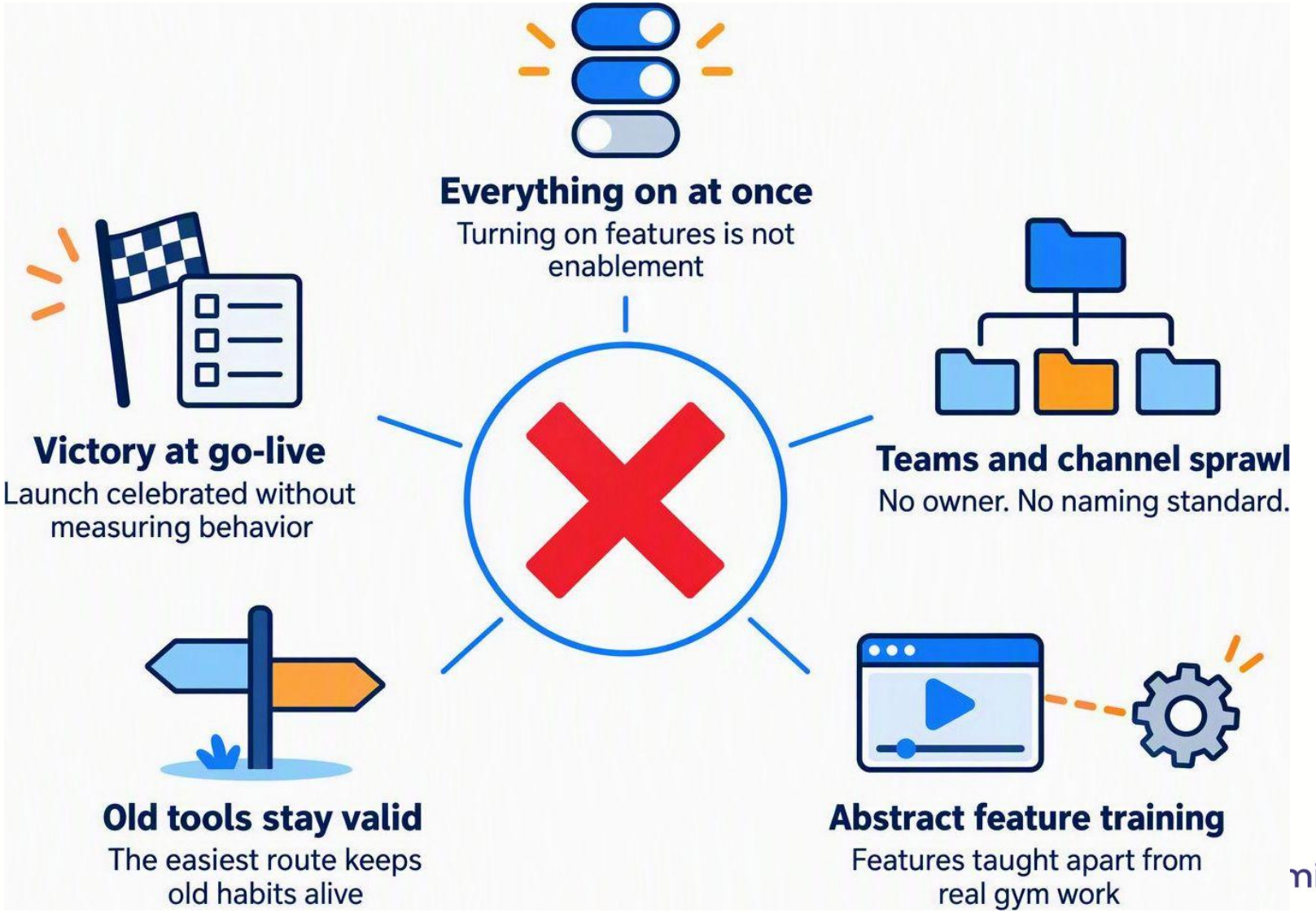
Responses and unanswered questions both offer clues.

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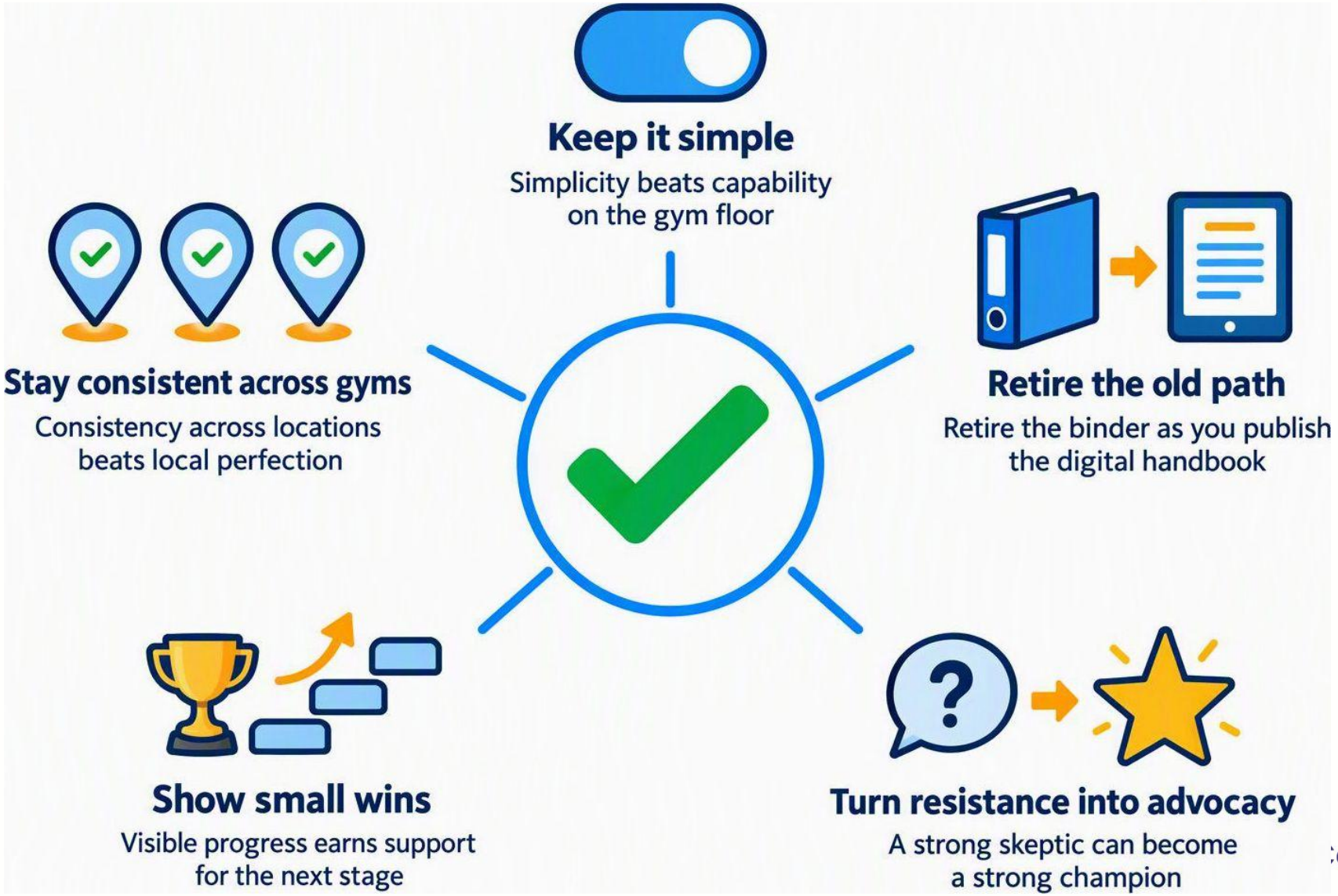
Pitfalls, Lessons, and the First 90 Days

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Five Pitfalls to Avoid



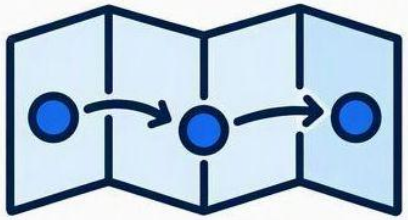
Lessons Learned



Your First 90 Days

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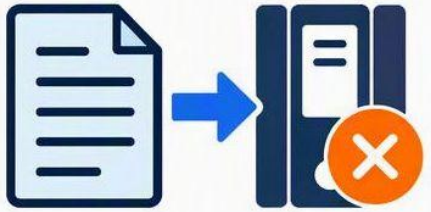
Month 1



Map one workflow

One department. One painful workflow.
Map it end to end.

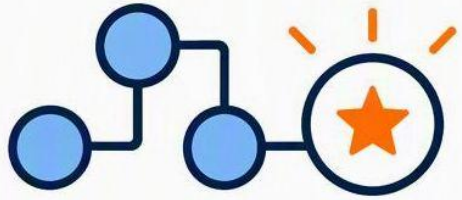
Month 2



Move and retire

Move into the right tools.
Retire the old path.

Month 3



Support and expand

Add champions and governance.
Connect an adjacent department or repeat where the same process fits.

Every month: report at least one behavior metric to ownership

Resist scaling until the first process holds as a habit without you.

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Aimee, my thought partner

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Along for the entire journey

I use Aimee to think through the tools and develop the content inside them.

Tools & templates

A thought partner as I shape the tools and build reusable templates.

SOPs

Starting verbiage that I can tailor to our procedures.

Training materials

Help turning the content into materials our team can use.

Presentation imagery

Help creating the imagery for this presentation, with the journey as context.

My operating context stays at the center of the work.

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A Copilot-first team

How could Copilot help me start?

With the basic implementation complete, I'm coaching leaders to use Copilot beyond executing camps.

Quarterly conversations

Prepare talking points and questions.

In-gym procedures

Draft updates that keep documents current.

New employee tip sheets

Turn procedures into quick, useful guidance.

Survey analysis

Quickly surface themes and areas to explore.

Copilot helps with the first pass. Leaders review, refine, and own the result.

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Key Takeaways

01 **Phase the rollout**
so each step adds one behavior and retires one burden.

02 **Structure teams around real operations**
at both corporate and department levels.

03 **Move Teams past chat**
with centralized SOPs, Planner boards, and Approvals.

04 **Owners and champions**
carry adoption further than any feature will.

Non-technical doesn't mean incapable.
Give people clarity, purpose, and simplicity,
and they'll take it further than you planned.

The largest independent Microsoft AI & Business Applications User Conference on the planet.

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Thank you for Attending!



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Questions and Discussion



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Modern Work