



Mac at Work
Employee Experience Kit

March 2023

Get off to a great start with Mac.

Running an effective Employee Choice program means more than just supporting Mac on your network. It's also important to provide a great employee experience.

This kit is designed to support you with your Employee Choice enablement plan and communications, so you can get your employees up and running with their new devices and provide the resources they need to succeed at work.

Inside you'll find guidance, customizable templates, and reference materials you can use to build your program, communicate details, and support employees throughout the process.

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Developing your plan

Defining your vision

The first step in a successful Employee Choice program is to define your vision. The statement should be simple, clear, and connected to your company culture. And it should point to the outcomes of using Mac. Here are a few examples:

"We want to empower every employee to be productive, collaborative, and creative."

"We believe that by giving employees a choice, they'll deliver their best work."

"Our employees will have the skills and tools they need to be successful."

Setting your goals

As you define your vision, decide which outcomes will indicate success. Examples include:

- For employees—increased engagement, satisfaction, and/or retention
- For IT teams—faster deployment, simplified management, and reduced support costs
- For the business—increased productivity and efficiency and improved affordability

Naming and identity

Many organizations use an internal name for their Employee Choice program, to mark the start of a new project and to make it easily recognizable. Some choose simply to use "Mac at [Company Name]" to ensure consistency. If you name your program, please be sure that any branding aligns with the [design guidelines](#) found later in this guide.



Planning the basics

It's important to determine how you'd like to handle specific internal communications such as ordering, employee eligibility and software compatibility. Questions to ask include:

- How will employees order devices?
- How will managers approve employee requests?
- How will you train employees?
- How will employees get help (for example, a desk or portal)?
- Which software is compatible?

Timeline

Create a timeline for your key milestones and share it with your audience.

Measuring success

How will you define success? Consider a range of measures, and refer back to your vision and goals when determining your criteria.

- Think about which measurement practices you'll use: surveys, interviews with participants, industry research, TCO, volume of support tickets or general employee satisfaction rates.
- Remember that change happens gradually, over time. Set the expectation that you're looking for positive change and that with considered feedback, you'll be able to make adjustments along the way.



Why Mac?

It's important to help your stakeholders understand why you're offering Mac. The following resources will help you highlight the features that support your vision and speak to your audience—whether executives, managers or employees—in the business or in IT.

Key messages can include:

Intuitive user experience

Whether you're new to Mac or refreshing from an older model, Mac makes it easy to find what you need, stay organized, and take on any task. It's clear, simple design just makes sense—especially if you have an iPhone or iPad. So things like managing multiple windows and keeping track of your files are a breeze. And with quick access to all the controls you need, exactly when you need them, navigating your Mac is easier than ever.

Exceptional performance

The next-generation M-series chips make Mac more capable than ever—so you can work, play, or create just about anything—anywhere.

Supercharged by Apple M-series chips, all Macs offer incredible performance along with brilliant displays, pro ports, and super fast SSD storage.

MacBook Pro delivers game-changing performance for pro users. Choose the powerful M2 Pro or the even more powerful M2 Max to supercharge pro-level workflows while getting amazing battery life. And with an immersive 14-inch or 16-inch Liquid Retina XDR display and an array of pro ports, you can do more than ever.

Amazing battery life

MacBooks can deliver 18 to 22 hours of battery life on a single charge. Compared with traditional battery technology, lithium-ion batteries charge faster, last longer, and have a higher power density for more battery life in a lighter package.

Compatibility with existing software and systems

Apple devices work with most enterprise systems and apps that your company already uses—mail and messaging, network connectivity, file sharing, collaboration and more—giving your employees access to everything they need to do their jobs. From Microsoft Office 365 to Slack to Zoom, Mac has you covered.

Built-in accessibility features

Features like text-to-speech and VoiceOver, Safari Reader, display settings (including Zoom and invert colours), trackpad controls and more give every employee the power to set up their device in the way they work best.

Putting security first

Apple designs Mac hardware and software with advanced technologies that work together to run apps more securely, protect corporate data and help keep employees safe on the web. Built-in features enable personal and corporate information to remain separate and protected on the same device, without compromising user privacy.

Total cost of ownership

Mac and iPad are durable, lightweight and built with the highest-quality materials, making them perfect for employee use. Because of their low maintenance, high-quality construction and high residual value, Mac and iPad last longer and are worth more two, three and four years into their use.

Zero-touch deployment

With Apple Business Manager, devices can be distributed directly to employees and used straight out of the box, without manual configuration. And with flexible deployment models across all Apple platforms, IT can get employees up and running faster than ever with the best tools for the job.

Sustainability

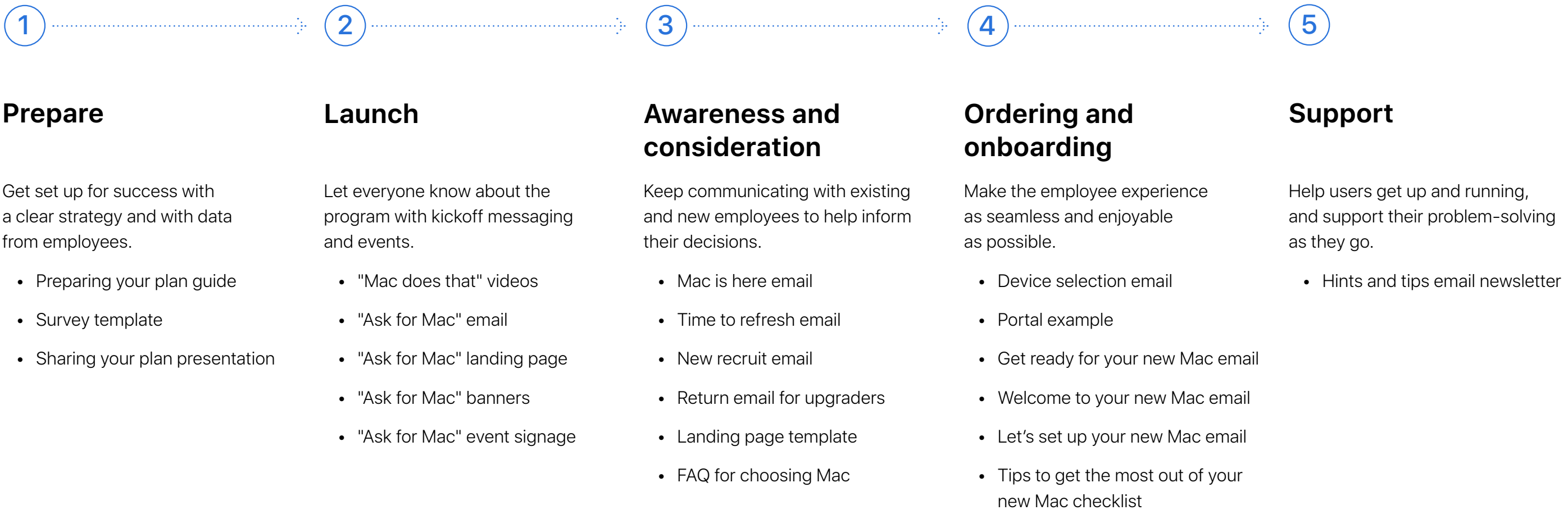
We believe we can make the world's most iconic products without depleting the earth's resources. As a company, our operations are already carbon neutral, and we're working to make every Apple product carbon-neutral by 2030. That includes manufacturing Mac with 100% recyclable or renewable materials and making sure that every link in our supply chain upgrades to 100% renewable energy.



Communication phases

Communication at key phases is critical for your program’s success.

There are five key phases in which clear communication will help create interest, support a successful launch and encourage engagement. In the following pages, you’ll find templates for communication throughout these phases.



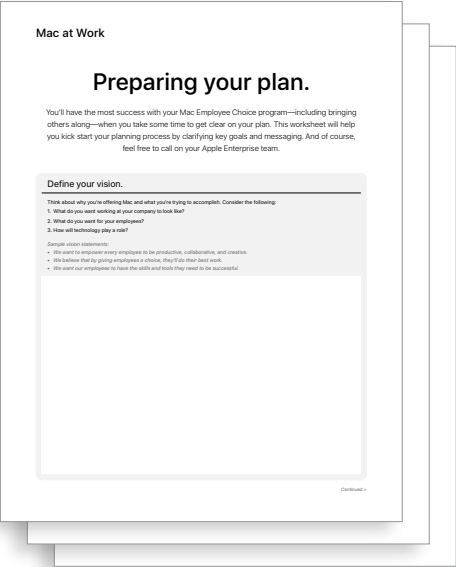
Communication phases

1 Prepare

This phase is all about aligning your internal teams, agreeing on your strategy, and laying the groundwork for a successful program. During this phase you should establish templates, create distribution lists, and survey your employees to better understand their unique requirements. Everything created in this stage can be used across the rest of your communications plan.

- Preparing your plan guide
- Survey template
- Sharing your plan presentation

Preparing your plan guide



Survey template

Mac at Work

Mac is coming.

Great news, we're introducing the option for employees to choose Mac as their primary work device, very soon.

Before we launch availability across the company, and to help us facilitate a smooth experience, please take a moment to complete the following survey to let us know your preferences.

Employee Choice Survey

Name: [text box] Email: [text box]

First Name: [text box] Last Name: [text box]

If you had the choice, would you choose a Mac as your primary work device?

☒ Yes
☐ No
☐ Unsure

If you selected No:

To help us better understand your IT preferences, please indicate why you would not choose Mac.

☒ Unfamiliar platform
☐ Prefer PC

If you selected Yes:

Which model of Mac would you prefer?

MacBook Pro 13"
M1 Pro chip
16GB unified memory
1TB SSD storage
Up to 22 hours of battery life

MacBook Pro 14"
M1 Pro chip
16GB unified memory
1TB SSD storage
Up to 22 hours of battery life

MacBook Pro 16"
M1 Pro chip
16GB unified memory
1TB SSD storage
Up to 22 hours of battery life

Please describe your level of Mac experience.

☒ I currently use a Mac at work
☐ Very experienced
☐ Moderately experienced
☐ New to Mac

Do you use any other Apple products in either your work or personal life?

☒ iPhone
☐ iPad
☐ Mac
☐ Apple Watch

Please outline any business critical apps you require to do your job.
Business critical apps are those that are essential to the day-to-day work of your primary work device to complete your required job function. Examples include CRM and ERP.

App: [text box]

Why you would like to move to a Mac?

[text box]

Marketing:
Would you be interested in participating in marketing activity to support and promote the Mac rollout program?

☒ Yes
☐ No thanks

Submit

Sharing your plan presentation



Communication phases

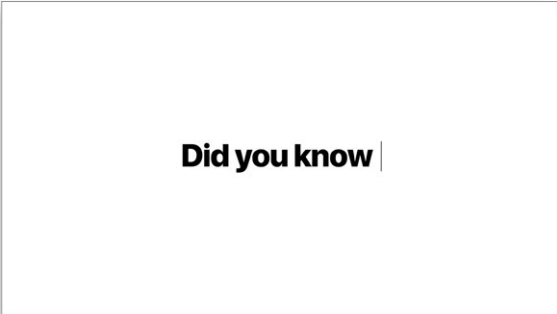
2 Launch

Kick off your program with both physical and virtual events to ensure that your message reaches your entire organization. Get your executive team involved in the launch to gain attention and show support for the program.

- "Mac does that" videos*
- "Ask for Mac" email
- "Ask for Mac" landing page
- "Ask for Mac" banners
- "Ask for Mac" event signage

* Video assets are available in English and may be used by customers for internal purposes only until December 2028. Videos and images cannot be manipulated in any way; e.g., superimposed objects, frames, watermarks, etc.

"Mac does that" videos



"Ask for Mac" email



"Ask for Mac" landing page



"Ask for Mac" event signage



"Ask for Mac" banners



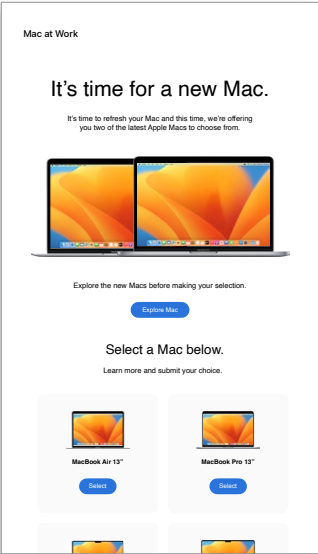
Communication phases

3 Awareness and consideration

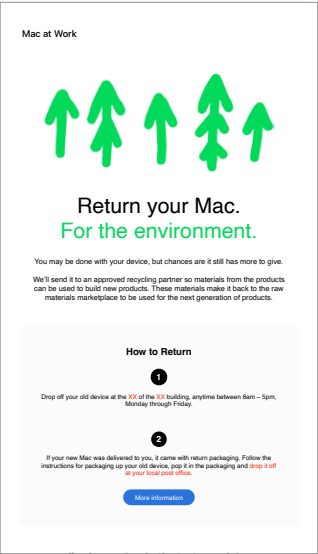
Your program requires ongoing communication to drive awareness with employees. The plan you created in the Prepare stage will help inform your communications. Use your existing internal communications channels to engage in ways that are familiar to them. Remind employees when to refresh or upgrade their devices, how to return old devices, or even just how to take advantage of new features.

- Time to refresh email
- New recruit email
- Return email for upgraders
- Follow-up return email for upgraders
- Landing page template

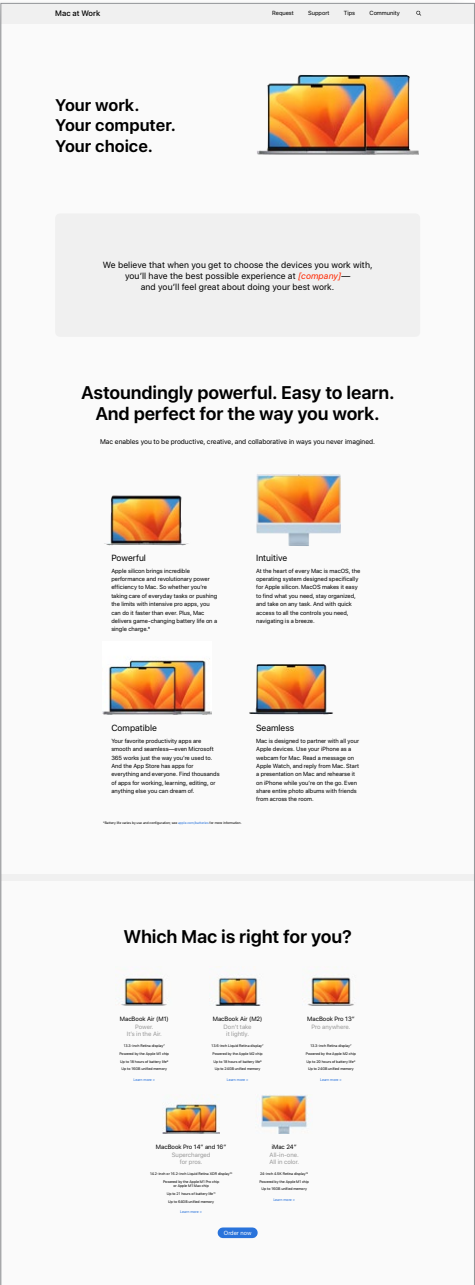
Time to refresh email



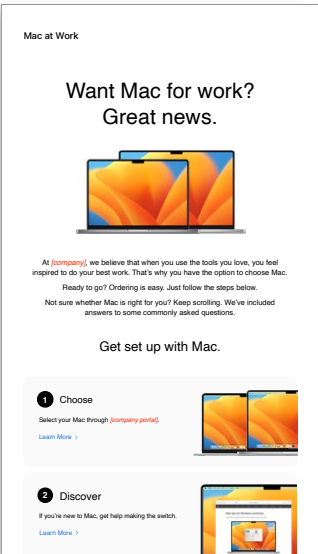
Return email for upgraders



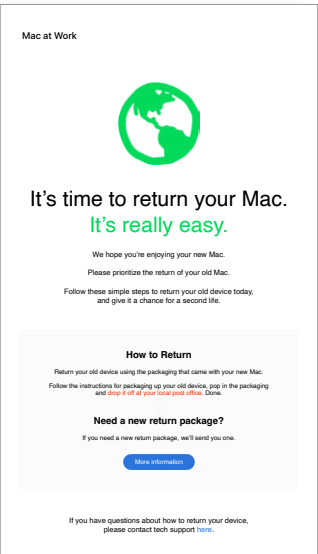
Landing page template



New recruit email



Follow-up return email for upgraders



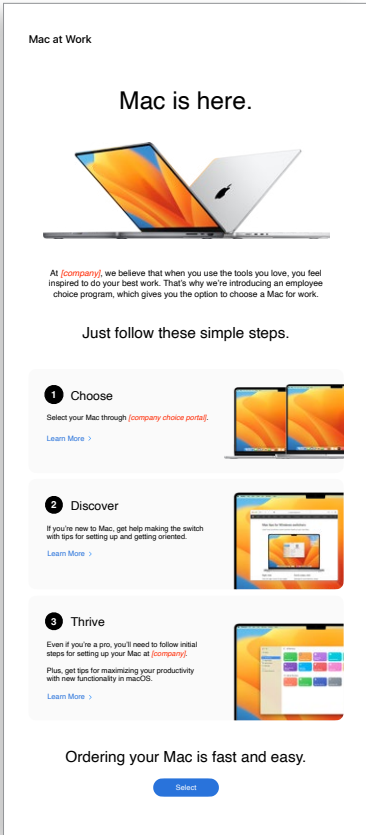
Communication phases

3 Awareness and consideration (continued)

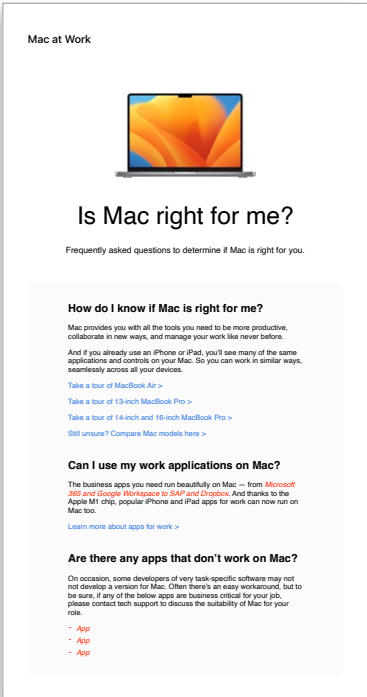
Some of your employees may be evaluating Mac for the first time. In order to help them make a confident, well-informed decision, offer up additional insights on the benefits of using Mac. If you're allowing employees to choose between MacBook Pro and MacBook Air, [here is a list of resources](#) that will enable them to decide which Mac is right for them.

- Mac is here email
- FAQ for choosing Mac

Mac is here email



FAQ for choosing Mac



Communication phases

④ Ordering and onboarding

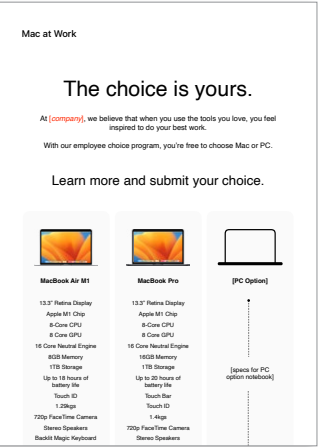
Once an employee has selected Mac, it’s important to make their experience as seamless and positive as possible. Simplify processes with straightforward communication and easy access to key resources for a smooth and exciting experience.

- Device selection email
- Portal example

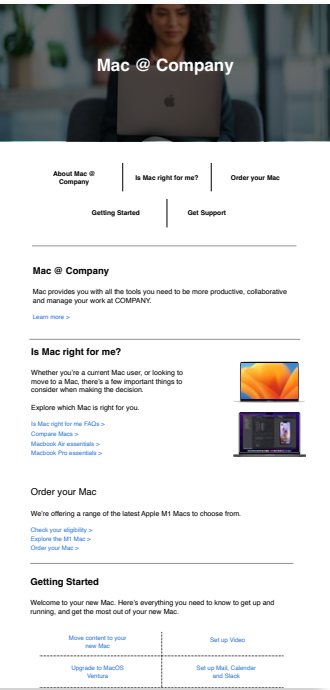
There are many opportunities for you to deliver a great Mac onboarding process. Consistent, clear communication can ensure employees know what to expect and when. Some enterprises take it a step further, making the experience fun and aligning it with their company mission and brand. [The Employee Starter Guides and Quick Tours](#) will be invaluable resources to support your efforts.

- Get ready for your new Mac email
- Welcome to your new Mac email
- Let’s set up your new Mac email
- Tips to get the most out of your new Mac checklist

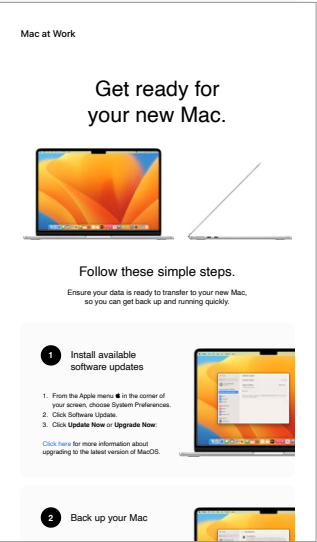
Device selection email



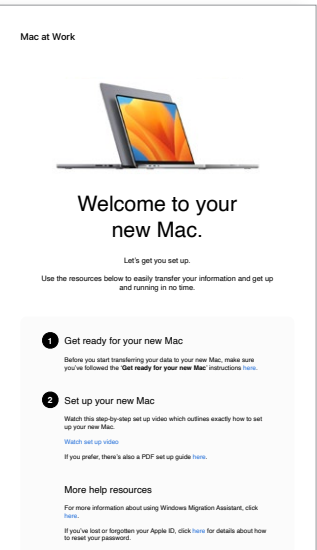
Portal example



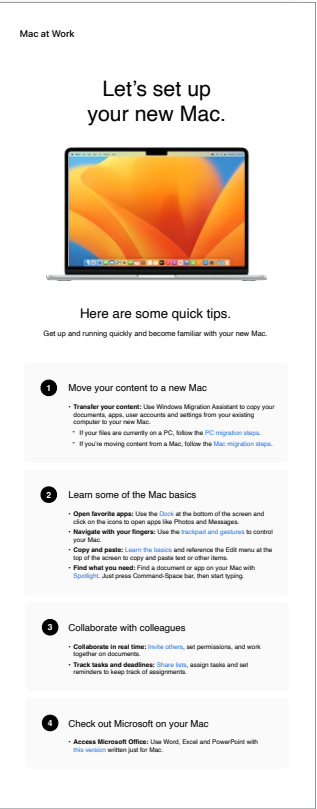
Get ready for your new Mac email



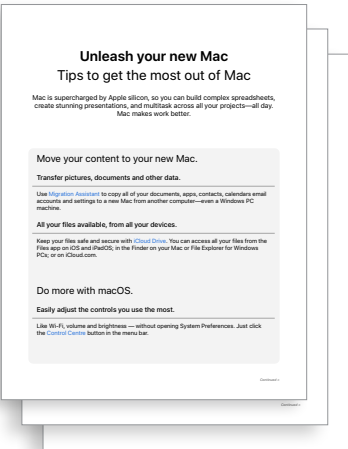
Welcome to your new Mac email



Let’s set up your new Mac email



Tips to get the most out of your new Mac checklist



Communication phases

⑤ Support

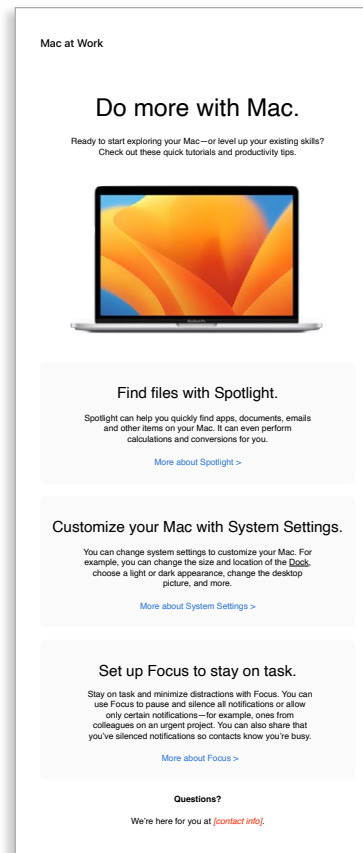
Apple has a rich set of materials and self-serve tools to help users get up and running and to support their problem-solving as they go. Here are ideas on how you can support your employees:

- Conduct surveys to understand how users are adapting to Mac and to address relevant questions with tailored communications.
- Include relevant Apple resources in your company newsletters, or provide more targeted communications to specific users.
- Use the Apple basic presentation materials for events or tech bars to teach new users how to navigate Mac for the first time.
- Invite employees to attend Today at Apple sessions at their nearest Apple Retail stores. Talk to your account team or visit apple.com/today/ for more information.

It may make sense to run surveys to find out how your users are getting on, and any support queries they have, so that you can gather valuable insights and tailor communications accordingly.

- Hints and tips email newsletter

Hints and tips email newsletter



Training considerations

It's important to connect with the needs of all employees, at every level of experience. When rolling out your Employee Choice program, consider the following:

Mac basics

For employees who've never used Mac, navigation and orientation should come first. Introduce key features and terms that might be new, such as the Dock, Finder, Spotlight and System Preferences.

Mac productivity

If employees are already using iPhone or iPad, they'll find that Mac works seamlessly with their Apple devices. For example, they may benefit from hearing how apps like iMessage, Reminders and Notes can sync effortlessly and how features like Instant Hotspot, AirDrop and Sidecar work on their Mac. Check with your IT team to make sure that these features have been enabled within your organization.

Connecting to your corporate IT

Whether employees are experienced with Mac or not, they'll want to know how to get set up in your corporate environment. You can help them get off to a strong start by providing user guides on key topics like zero-touch deployment, app compatibility, connecting to Wi-Fi, logging in to the VPN, printing, and ordering a new Mac.



Resources

Here are useful resources that you can use to support your communications.

Apple at Work

Mac does that. apple.com/business/mac/

Product pages

Get all the latest Mac information, including key features and detailed specifications.

Mac: apple.com/mac

MacBook Air: apple.com/macbook-air

MacBook Pro: apple.com/macbook-pro/

macOS: apple.com/macos

Support pages

These are a great place for users to get started—and easily see new features at a glance.

macOS Ventura: support.apple.com/macos

MacBook Air: support.apple.com/en-gb/mac/macbook-air

MacBook Pro: support.apple.com/en-gb/mac/macbook-pro

macOS: support.apple.com/macos

Mac Tips for Windows Switchers: support.apple.com/HT204216

What's it called on my Mac support.apple.com/guide/mac-help/cpmh0038/mac

User guides

Each Table of Contents provides access to quick hints and tips, with detailed support pages following.

macOS: support.apple.com/guide/mac-help/welcome/mac

MacBook Air: support.apple.com/guide/macbook-air/welcome/mac

MacBook Pro: support.apple.com/guide/macbook-pro/welcome/mac

Apple values

Learn more about Apple's approach to accessibility, sustainability and privacy.

Accessibility: apple.com/accessibility

Environment: apple.com/environment

Privacy: apple.com/privacy

Support channels

These additional content channels can help Apple users at any level.

Apple Support Website: support.apple.com/en-gb

Apple Support App: apps.apple.com/app/apple-support/id1130498044

Apple Support on Twitter: twitter.com/applesupport

Apple Support on YouTube: youtube.com/applesupport

Trademarks

Using the name Apple in text

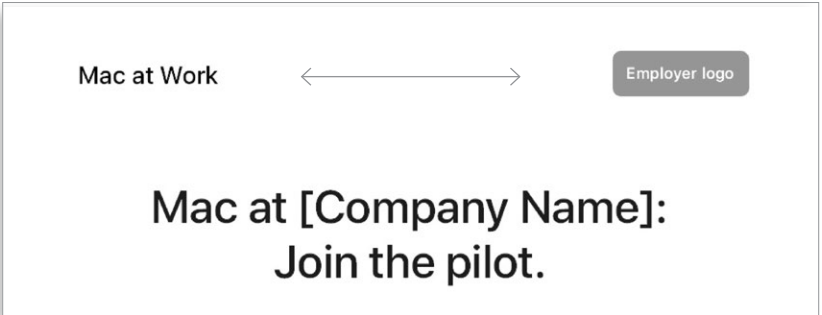
Business and consumer-facing communications may refer to the company name as Apple. The legal company name, Apple Inc., is reserved for legal documents.

Using Mac at Work and Mac Employee Choice in text

Always write the program name as “Mac at Work” or “Mac Employee Choice,” observing the use of upper- and lowercase characters.

Logo and lockup

Keep the Mac at Work lockup and your logo at opposite sides of the design.



Product names

All products that start with a lowercase “i” should always be written with a lowercase “i” and an uppercase “P” (or appropriate letter) followed by lowercase letters, even at the beginning of a sentence, paragraph, or title. For example, iPhone, iPad, and iMac.

Most Apple product names are trademarks. Never translate an Apple trademark. Always use trademarks in English, even when they’re surrounded by text in a language other than English. Always write Apple trademarks exactly as they appear in the Apple Trademark list at www.apple.com/legal/intellectual-property/trademark/appletmlist.html. Always use Apple product names in singular form. Do not add possessive apostrophes. Never say Apple Watches or iPhone’s. Modifiers such as models, types, or devices can be plural or possessive.

Trademark information

Whenever you create marketing materials, please review the Apple Trademark List at www.apple.com/legal/intellectual-property/trademark/appletmlist.html for the latest Apple trademark information. For more information about using Apple trademarks, visit www.apple.com/legal/intellectual-property.

If you have questions after reviewing the information provided on the Apple legal website at www.apple.com/legal, contact the Apple Trademark Department by email (appletm@apple.com). Allow up to one week to receive a reply.

