Seismic Strategic
Enablement Services

On-Demand-Enablement
Flexible Enablement for Dynamic Needs.

Tailored Enablement, When You Need It

Our On-Demand Enablement (ODE) service is designed to provide flexible, responsive enablement solutions based on your organization's unique needs. Whether you're facing a specific enablement challenge or looking to take advantage of a strategic opportunity, ODE offers two approaches to deliver impact quickly and efficiently:

Custom-Scoped Engagements

We start with a discovery phase, working closely with your team to scope and tailor a solution that aligns with your needs. From there, we develop a detailed proposal based on your organization's specific objectives and challenges.

Enablement Value Chain (EVC) Aligned Engagements

We also offer a selection of targeted, short-term engagements aligned with Seismic's Enablement Value Chain (EVC) framework. These pre-defined offerings help you address key areas of enablement and drive measurable results in a focused timeframe.

What is the Enablement Value Chain (EVC)?

The Enablement Value Chain (EVC) is Seismic's proprietary framework designed to connect enablement activities with broader business objectives. The EVC ensures that all enablement efforts, from onboarding to content management, are aligned with measurable outcomes such as sales productivity, engagement, and revenue growth. Each step in the EVC represents a critical stage in the enablement process, ensuring a cohesive approach that supports your organization's strategic goals.

> "With Seismic's Enablement Value Chain model in place – it really puts enablement as the Rosetta Stone of any GTM Organization."
>
> **Matt Schalsey**
> Founder & CEO, Kaius.co

Our EVC Service Offerings:

01 **Change Management**

Provides frameworks and strategies to drive effective adoption and sustain transformation within your enablement landscape.

02 **Strategic Enablement Charter**

Establishes a formalized enablement charter to align your organization's strategic objectives and support long-term growth.

03 **Content Governance Strategy**

Creates a comprehensive content governance framework to maintain relevant, compliant, and strategically aligned content.

04 **Enablement Analytics Program**

Establishes an analytics framework to measure, analyze, and demonstrate the value and ROI of enablement initiatives.

05 **Enablement Talent Strategy**

Assists in designing and structuring an effective enablement team tailored to support your company's strategic priorities.

**06** **Fact-Based Coaching Methodology for GTM Leaders**

Introduces a coaching methodology for GTM leaders to enhance team performance and drive successful enablement outcomes.

07 **Skill Development Program**

Delivers a tailored skill matrix and training guidance to elevate the capabilities of your GTM roles aligned with organizational goals.

08 **Role-Based Onboarding Program**

Develops a structured onboarding path for GTM teams to reduce ramp-up time and align with organizational objectives.
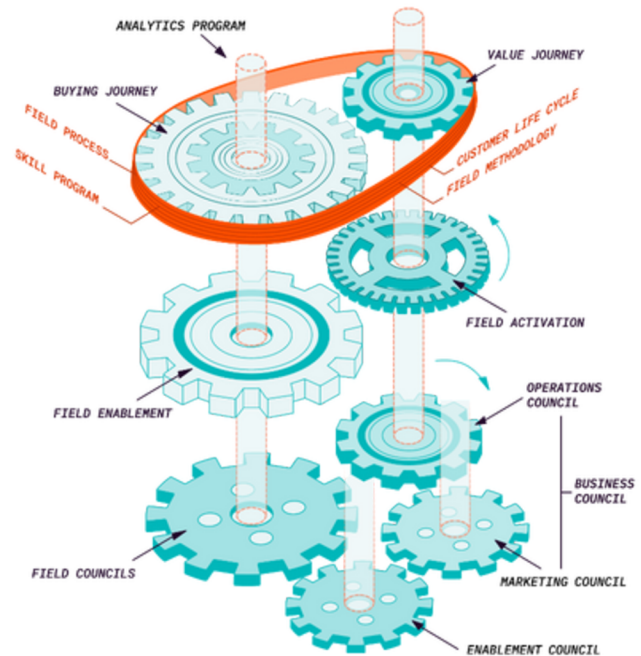
> "The Enablement Value Chain is an incredible framework that harmonizes our approach, bringing together strategy and tactics to create a scalable and effective enablement experience."
>
> **Lindsay Wolff**
> Head of Enablement, Torq

Why Seismic?

Many consulting firms take a broad, generalized approach that often stops at the planning stage. But enablement is not one-size-fits-all and it requires specific knowledge and skills to see it through to maturity. Not only do we craft strategies, we also execute them, from implementation to ensuring you see measurable business outcomes.

Make enablement the **competitive advantage** it should be.

Speak with our team today →

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