

# Example Enablement Charter





**Enablement team**



# The Key Players





# Roles and responsibilities

## Field Enablement

**The Field Enablement team is responsible for driving the annual enablement program and managing all enablement ad hoc requests.**

- Deliver program-specific live sessions, lessons/certifications, and content hubs/playbooks.
- Empower and assist managers in coaching their teams on all program initiatives.
- Provide support to the field team for ad hoc enablement requirements.
- Facilitate enablement for critical product launches and updates.
- Take ownership of the enablement tech stack and provide technology enablement to the field.

### GOAL

Equip the field with the necessary skills, knowledge, and processes to be successful in their roles.

## Field Activation

**The Field Activation team is responsible for activating the annual field enablement program and providing adoption and outcomes insights and guidance to Field Enablement and business partners.**

- Launch and activate field plays across verticals.
- Run field assessments and provide Enablement Analytics Report.
- Strategically communicate with field leadership and managers to help improve the enablement program engagement, adoption, and outcomes.

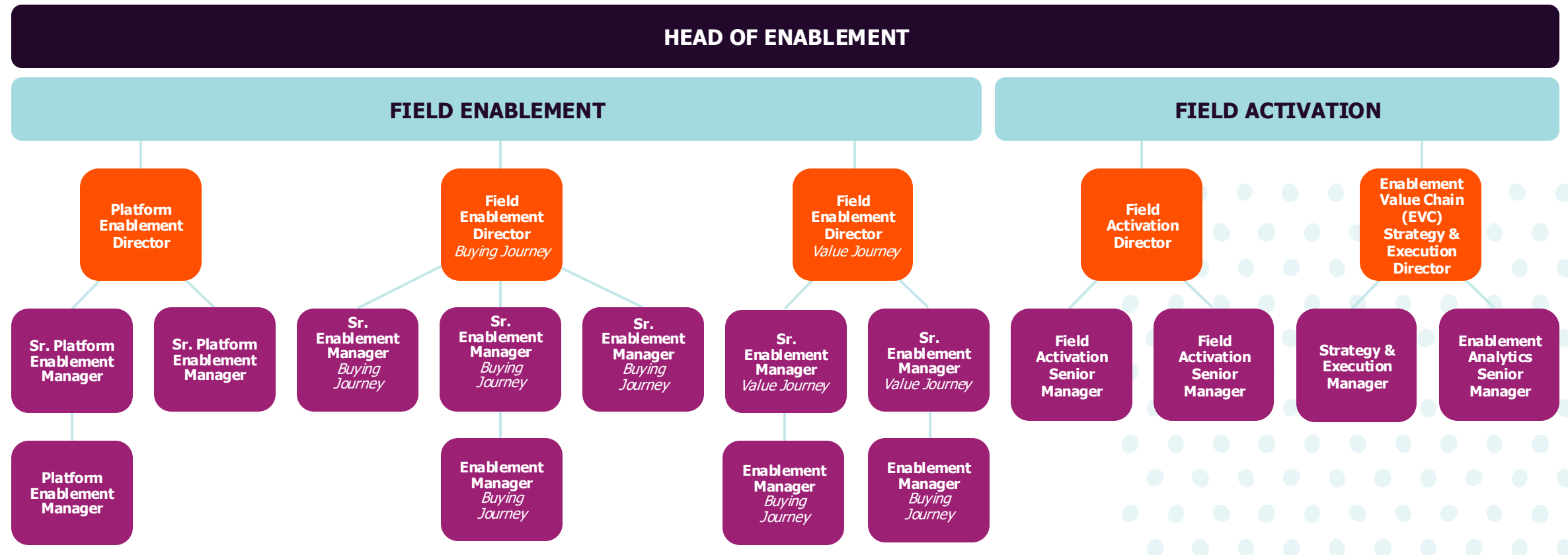
### GOAL

Help to build pipeline, close deals faster, and grow customer lifetime value.



# Enablement organizational chart

(add or remove roles as necessary)





# Our enablement ambassadors



**Tom Holt**

Global Success  
& Customer Services



**Tiffany Blake**

Account Executives  
& Business Development  
Representatives  
*(North America)*



**Frank Taylor**

Business Development  
Representatives  
*(International)*



**Tina Ferrow**

Sales Engineering



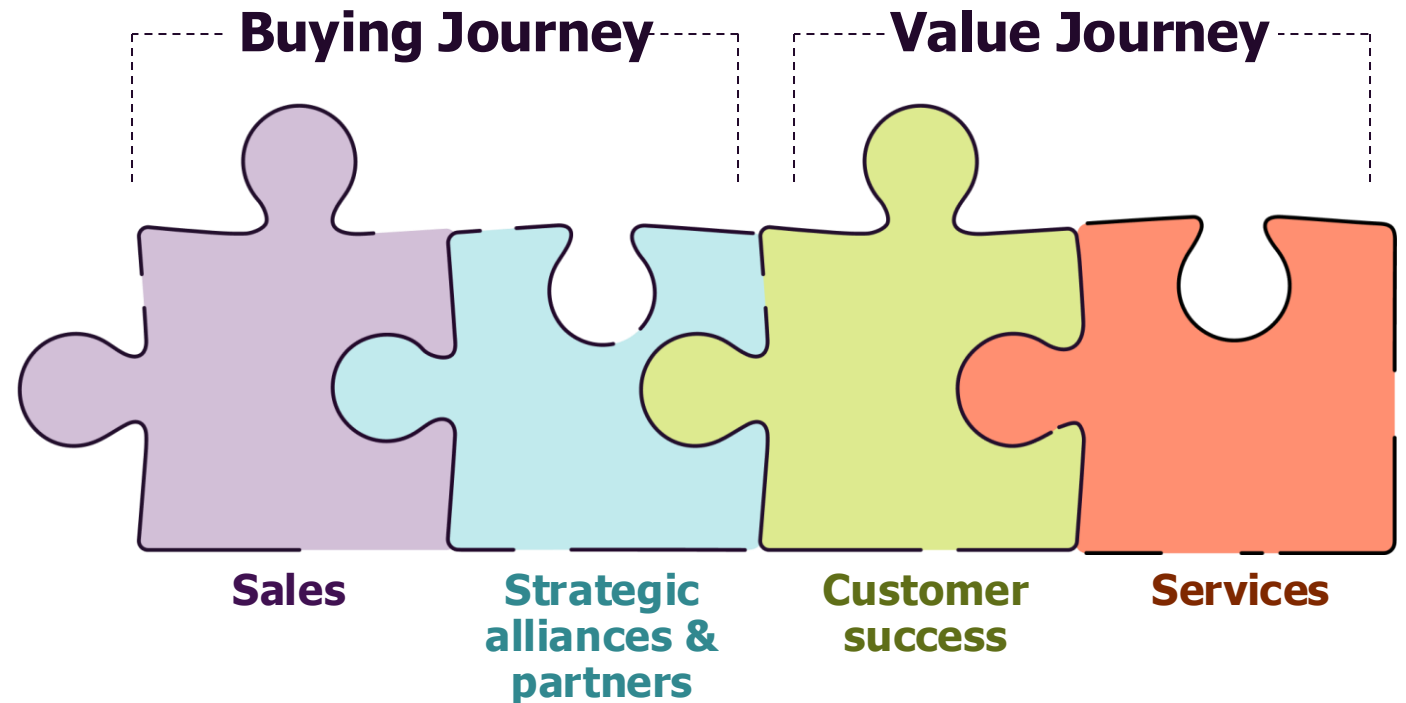
**Jodie Bowen**

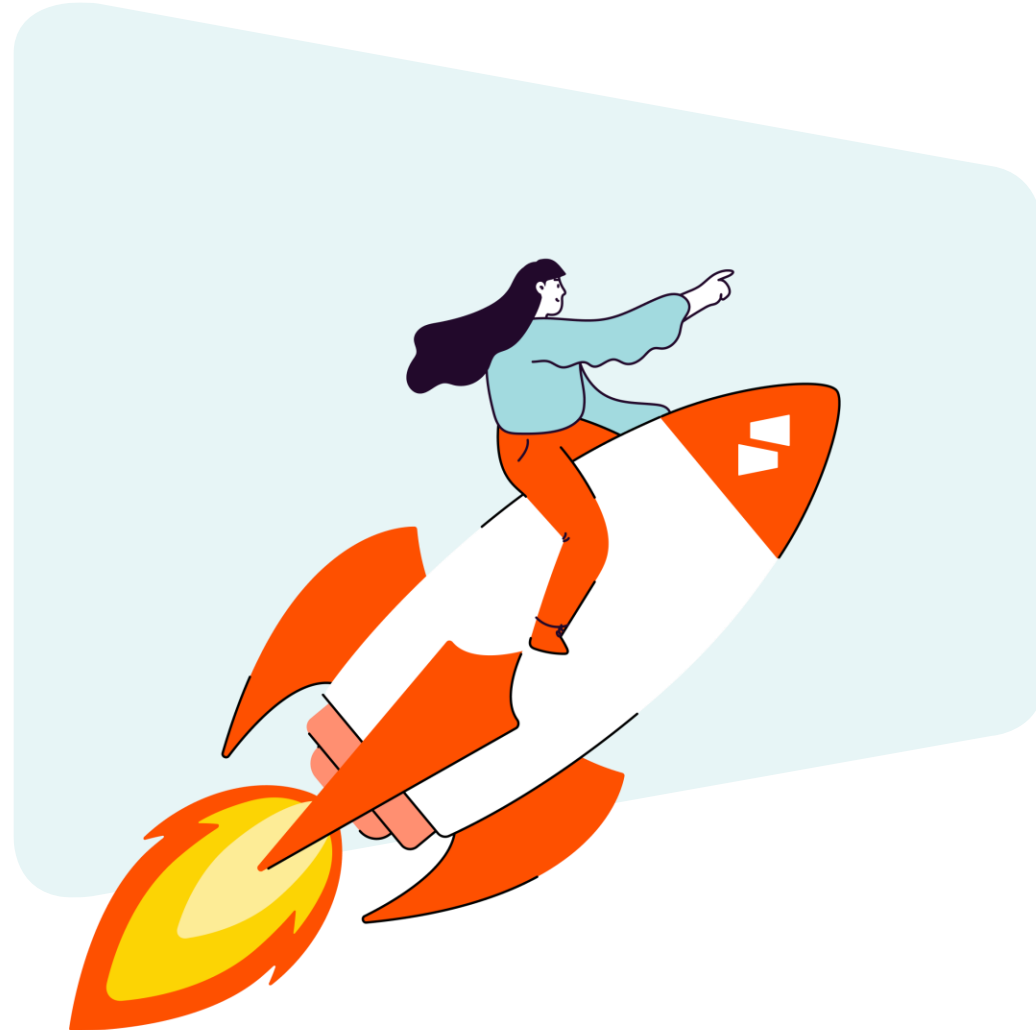
Strategic Alliances  
& Global Partnerships



# Our audiences

Our audiences span across all field teams. Our enablement efforts are focused on traditional sales roles (such as quota-carrying reps) and GTM roles that are directly or indirectly involved with buyer, customer, or partner interactions.





## Our **mission**

We enable our field teams to build **pipeline**, **close deals faster**, and **grow customer lifetime value**.

## Our **vision**

Through **inclusiveness**, **collaboration**, and **agility**, we are partners to the company and to each other to **ignite growth** at scale for our **GTM teams**, **customers**, and **partners**.





# Enablement responsibilities



## Enablement annual program & ad hoc enablement

Build, implement, and evaluate annual field enablement program as well as ad hoc enablement.



## Content

Design and develop enablement content and ensure assets are accessible to the field teams at the right point in time.



## Enablement tech stack

Roll out and manage field tools and platforms.



## Process

Design, implement, evaluate, and drive accountability around new processes for the field engine.

The annual program

# **Operationalizing outcomes program enablement**



# This year's Enablement Program

**Operationalizing Outcomes** is a field program with the goal to maximize customer value by delivering a consistent, "steel thread" throughout the customer journey focused on outcomes.

**We are driving two themes this year to help our field teams deliver on this goal**



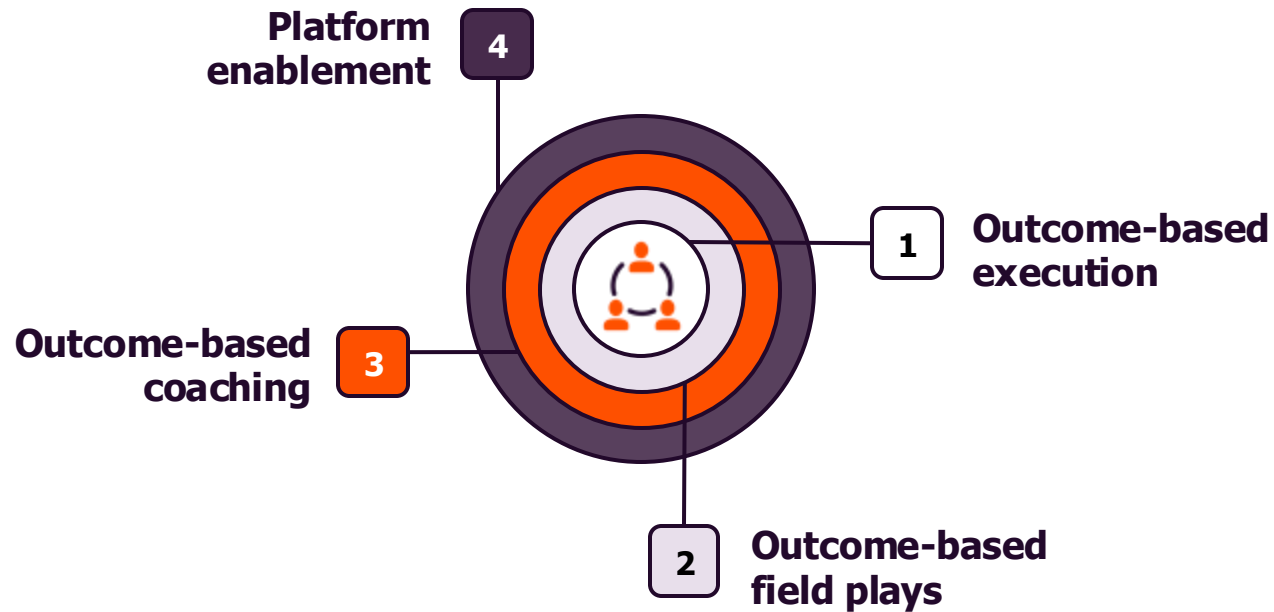
**MANAGER THEME**  
"The Year of the **COACH**"



**INDIVIDUAL CONTRIBUTOR THEME**  
"The Year of the **EXPERT**"

# Operationalizing Outcomes Program enablement

## Program pillars





Cross-functional partnerships

# **How we win together**



# Enablement ambassadors guide the way

## Who is your Enablement Ambassador?

People across our Enablement team who are assigned to individual(s) or teams in the field group to guide success.

## What do our Enablement Ambassadors do?

Our Enablement Ambassadors help you do more with less. They are the force multipliers that help enhance the value each team gets from our enablement program.



# How to work with your enablement ambassador



To accomplish our mutual business goals to build pipeline, close deals faster, and grow customer value, we ask for your partnership in the following ways:

- Coordinate with your **Enablement Ambassador** to identify which calls might be valuable for them to join regularly, so we can ensure full alignment and transparency.
- **Field leadership** reviews program outcomes and contributes new ideas for successful programming.
- **Managers and individual contributors** are expected to collaborate with Field Activation and Enablement Ambassadors on **program and initiative feedback**.
- **Field leadership** will actively promote and support team participation in enablement activities.
- **Field teams** will actively participate in **enablement-offered activities**.



# Questions?

Send us an email.

[enablement@companyabc.com](mailto:enablement@companyabc.com)