

Dictionary of Terms

Chapter 1



We offer some new ideas for the enablement world in this book. Use this resource to help you organize any unfamiliar terms.

BUSINESS COUNCILS.

Cross-functional engagements with teams like Operations and Marketing that occur on a regular basis to review the Enablement Analytics Report and take action.

BUYING JOURNEY.

Formerly known as the “presales journey,” the Buying Journey acknowledges buyers who are on their purchasing path.

ENABLE.

The second stage of the Enablement Effectiveness Circle, in which the actual enablement delivery occurs.

ENABLEMENT AMBASSADOR.

Contributing via the Field Enablement Team, Ambassadors are responsible for driving enablement efforts for business-objective-level initiatives, addressing ongoing needs specific to their audience, and providing feedback loops to shape and understand the current business reality. They are responsible for running Tiger Team meetings with individual contributors as well as monthly frontline manager engagements.

ENABLEMENT ANALYTICS PROGRAM.

The backbone of the Enablement Value Chain (EVC), this program delivers insights on field performance on a regular cadence and is used at every interaction in the EVC to drive mutual action items and forward progress.

ENABLEMENT ANALYTICS REPORT.

The output of the Enablement Analytics Program, a detailed report outlining enablement engagement, adoption, and the impact on business outcomes.

ENABLEMENT COUNCIL.

A regular meeting between enablement leadership and Enablement Ambassadors to review the Enablement Analytics Report, brainstorm action items coming out of the report's findings, and share feedback from the front line of the field.

ENABLEMENT EFFECTIVENESS CIRCLE.

A four-step enablement strategy based on the principles of *Plan, Enable, Engage,* and *Improve.*

ENGAGE.

The third stage of the Enablement Effectiveness Circle, where the Field Activation Team takes a proactive role in tracking adoption and behavior changes through skill enhancements.

EVC.

The Enablement Value Chain is a method to establish end-to-end value-based enablement across an organization.

EVC STRATEGY & EXECUTION.

One of three responsibilities of Field Activation, this team manages field communications, events, and the formulating and refining of strategic programs on the Enablement Team.

FIELD.

Denotes all customer-facing roles in an organization.

FIELD ACTIVATION.

A new function for Enablement Teams, Field Activation is responsible for delivering the Enablement Analytics Program, field plays, and EVC strategy and execution. Its mission is to increase confidence in all field employees hitting their goals, no matter what these are.

FIELD COUNCIL.

Owned by Field Activation, the Field Council brings together senior field leadership (those that report to the C-suite) and the Enablement Leadership Team every six weeks to review the Enablement Analytics Program and mutually agree to action items coming out of the report.

FIELD ENABLEMENT.

One of two functions on the Enablement Team, Field Enablement is responsible for delivering the programming to the field. The team is inclusive of Ambassadors who act as a bridge between the Enablement Team and the front line of the field.

IMPROVE.

The fourth stage of the Enablement Effective Circle led by the Field Activation Team, with Field Enablement actively involved in building action plans informed by the findings.

METHODOLOGY MOMENTS.

The intersection of process and customer life cycle, where your field teams have an opportunity to influence the customer experience.

OPERATIONALIZING OUTCOMES PROGRAM.

The annual program created at Seismic that aligns initiatives to customer value realization. By focusing efforts on equipping teams to provide an impactful customer experience, the “steel thread” guides the go-to-market teams to deliver on customer outcomes.

PLAN.

The first stage of the Enablement Effectiveness Circle that involves understanding key business goals, aligning the annual enablement program with those goals, and planning the program execution.

STEEL THREAD.

The act of weaving outcomes throughout the customer journey to provide a cohesive experience. This typically appears in the form of information about a customer’s desired outcomes digitally traveling with a customer throughout their life cycle in a contextual workspace that centralizes all outcome-related information.

TIGER TEAM.

A structured way to work with your audience and gain valuable insight into the realities of the field.

VALUE JOURNEY.

Formerly known as the “post-sales journey,” the Value Journey recognizes customers who are on a path to value realization with an organization.