

# The Enablement Readiness Checklist

## Chapter 1



### Build your enablement charter

An enablement charter serves as your business plan and strategic road map for the year. It ensures that enablement becomes a mission-critical part of your organization rather than the “fire department” that takes care of everything and everybody.

Use the below checklist to ensure you identified all important components that should be covered in your charter when developing it for the very first time.

## The Checklist

### VISION AND GOALS

*\*Check off your progress as you complete these tasks*

	Create a vision for the Enablement team.
	Create 3–4 goals that align to your vision.

### ENABLEMENT AUDIENCE

	Identify which internal teams the Enablement team serves.
	Determine which particular roles within each audience you will serve.

### TEAM RESPONSIBILITIES

	Determine 3–4 responsibilities of your team.
	Assign clear responsibilities to each team member.

## TEAM STRUCTURE AND ROLES

	Define Enablement team structure (by audience, domain expertise, etc.).
	Align team structure to fundamental and ad hoc enablement efforts.
	Assign clear responsibilities to each team member.

## OBJECTIVES AND KEY RESULTS

	Define 3–5 clear objectives aligned to overall company objectives.
	Decide on 2–3 measurable key results for each objective (i.e. Currency (Dollars/EUR), numbers, percentages.)
	Build a weekly plan-on-a-page with milestones and action items to ensure you are hitting your objectives.

## ENABLEMENT BOARD AND ADVOCATE TEAM

	Identify which executives should join your quarterly Enablement Board meeting.
	Add your enablement executive champion to the board.
	Define objectives for the Enablement Board.
	Identify enablement advocates across all audiences you enable.
	Pay attention to choose advocates with different tenure/different roles that are comfortable with change and are performing well in their current role.
	Establish a quarterly communication schedule for both your Enablement Board and Enablement Advocate team.

## CROSS-FUNCTIONAL PARTNERSHIPS

	Decide which business teams you need to drive a close partnership with.
	Identify key players on each team you will collaborate with on a regular basis.
	Establish a monthly communication schedule.



## Charters are a team effort

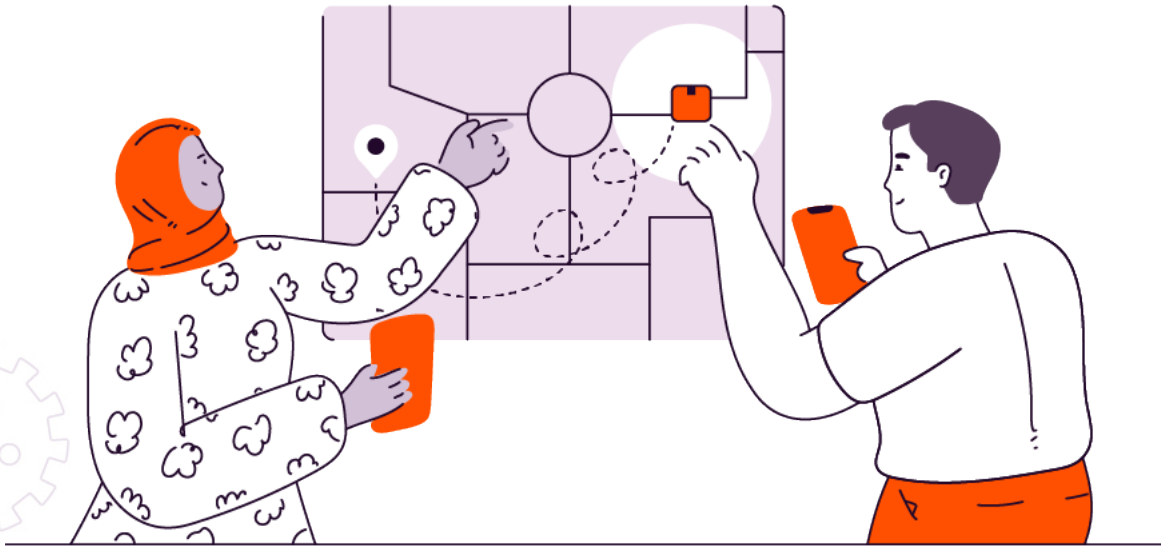
If you have a great Enablement team around you, make sure you are building your charter together with the team leader providing **guidance and advice** as you move through the activity.

Building a charter for the first time takes a little effort, so don't rush it. Block **a couple of days** with your team to discuss the charter layout as well as its components and then break up into teams to tackle each section over **the course of weeks**.

Once your charter is finalized, it is absolutely critical that you communicate it to the executive team, different business teams, the audience you serve, and of course, the rest of the organization.

Understand each audience and determine **who needs to know what and in how much detail**. Tailor your communication plan accordingly.

**A clear and concise enablement charter will entirely change the way you define enablement for your organization!**



Want step-by-step guidance on how to create a charter? See our eBook ***Power Sales Enablement with a Charter*** →

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