

# Enablement Effectiveness Circle Details

## 1 | Plan

### Possible outcomes to track:

- ARR (annual recurring revenue)
- Pipeline
- Upsell/Uplift
- Churn
- ...and others

## 4 | Improve

### Possible outcomes to track:

- Price per seat
- Average net revenue for specific opportunities
- Competitive wins
- Cross-sell opportunities
- ...and others

## 2 | Enable

### Possible outcomes to track:

- Live session attendance, participation
- Lesson completion, certification scores
- Content engagement: views, downloads, etc.

## 3 | Engage

### Possible outcomes to track:

- External content shares
- Open rates, content engagement
- Social media posts, post activities
- Tracker usage during prospect/customer meetings
- Usage of externally facing content during meetings

