

Ambassador Metrics Coaching Document



Your Ambassadors have an important responsibility in the business. Use this coaching guide to hold them accountable to their actions while also providing them with clarity on their role.

METRIC	FREQ.	CADENCE	NOTES	DONE?	COMMENTS
Send weekly manager digest to the leaders of your audience	1	Weekly	Send via email.	<input type="checkbox"/>	
Number of manager engagements	1	Monthly	Monthly meeting to elicit feedback, seek solutions, influence the road map, and drive alignment and accountability.	<input type="checkbox"/>	
Number of Tiger Team engagements	1	Monthly	Live meeting to elicit feedback, seek solutions.	<input type="checkbox"/>	
Contributed to at least one team meeting per audience	1	Monthly	Examples: Delivering enablement road map, eliciting feedback, seeking solutions, “mini-enablement” (quiz, quick role-play, showcasing of a good deal). Must be a “value-added” approach, not a “check-the-box” exercise.	<input type="checkbox"/>	
Net Promoter Score from facilitation delivery at least 3.8 (scale of 6)	1	Quarterly	The goal is to ensure that what we are preparing is relevant and timely.	<input type="checkbox"/>	
Close 60% of ad hoc tickets submitted quarterly	1	Quarterly		<input type="checkbox"/>	
Delivered manager enablement	1	Quarterly		<input type="checkbox"/>	
Delivered individual contributor enablement	1	Quarterly		<input type="checkbox"/>	
Dry runs	2+	Quarterly	One for manager, one for individual contributor (as needed within quarter).	<input type="checkbox"/>	