

# Enablement Value Chain (EVC) Action Checklist

## Chapter 6



Every business is unique, and while these steps encompass the full execution of the EVC model, it's important to approach them with a sense of flexibility and allow yourself the grace to adapt and personalize their implementation.

Discover your own entry point within the EVC journey and begin from there, embracing the opportunity to tailor the process to your specific needs and circumstances.

## The Checklist

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

### CH. 1: MOVING FROM CHAOS TO TRANSFORMATION WITH THE ENABLEMENT VALUE CHAIN

	Establish relationships with operations, marketing, and executives.
	Complete the <i>Enablement Charter Checklist</i> , and review the <i>Enablement Charter Example</i> .
	Build the Enablement Charter with your team.
	Identify where you are in your maturity journey: Chaos, Impact, or Transformation.
	Get familiar with the <i>Dictionary of Terms</i> .
	Establish budget needs in your organization to fully build out the EVC.
	Find your executive sponsor, and nurture the relationship.
	Conduct the <i>EVC Gap Analysis</i> .

## CH. 2: DEMONSTRATING COMPREHENSIVE VALUE WITH 360° ENABLEMENT

Ensure adequate enablement coverage across Buying Journey and Value Journey enablement programming (360-degree approach).
Have a documented and agreed-to customer life cycle.
Ensure a solid sales process for Buying Journey teams.
Ensure a solid process for Value Journey teams.
Identify places to pull Value Journey teammates into the field process.
Know your “methodology moments,” the places where your field teams can impact the customer experience during the life cycle, and map them according to the <i>Mapping Your Methodology Moments</i> document.
Stand up your skills program using the <i>Skills Process Checklist</i> .
Identify the core skills that are agnostic of role across your field teams using the <i>Skills Matrix Template</i> as a starting point.
Align with your field leaders on a rating scale that you can use to ensure equity and consistency in coaching conversations.
Create a structure for your content pages and use our <i>Page Framework</i> as an example. (We recommend Know/Say/Share/Do.)
Select or build a methodology that fits your entire field team.
Establish one program in the organization.

## CH. 3: DRIVING OUTCOMES WITH THE NEW FRONTIER OF FIELD ACTIVATION

Complete the <i>Enablement Organization Gap Analysis</i> .
Align current teammates to either a Field Enablement or Field Activation role, as needed.
Hire additional roles to fill your teams, as needed.
Build a communication vehicle to stand up the weekly field news (i.e., content page, etc.).
Complete the <i>Field Play Guide Checklist</i> , and build your playbook with the Marketing team.

#### CH. 4: MEASURING IMPACT WITH AN ENABLEMENT ANALYTICS PROGRAM

	Conduct the <i>Enablement Analytics Gap Analysis</i> .
	Confirm that your enablement program is clearly aligned to established skills.
	Ensure enablement delivery includes at least two of the three: live session, lesson/certification, content pages.
	Meet with the program owner, and agree on adoption metrics and outcomes for your program and each initiative.
	Identify what data sources you need access to measure enablement adoption and outcomes, and understand who in the organization can support that access.
	Complete the <i>Enablement Analytics Program Checklist</i> .
	Connect the behavior and results, and build and the <i>Enablement Analytics Report</i> .
	Review results during the Field Enablement, Marketing, and Operations Councils to discuss proposed actions.
	Review Enablement Analytics Reports and action items during the Field Council.
	Review Enablement Analytics Reports and action item progress with the executive team.

#### CH. 5: MAXIMIZING PERFORMANCE WITH CROSS-FUNCTIONAL PARTNERSHIPS

	Establish a responsible, accountable, consulted, and informed (RACI) with your key stakeholders using our <i>RACI template</i> . <i>Need help? Check out the Leveraging AI to make RACI Documents tip sheet.</i>
	Provide an intake request process to your organization using our <i>Intake Request Form</i> as a springboard.
	Create your Ambassador model by aligning your Field Enablement teammates directly to your audiences.
	Communicate Ambassador metrics to Ambassadors, and hold them accountable to expectations through our <i>Ambassador Metrics Coaching document</i> . <i>Use our Tiger Team Resources packet to give your Ambassadors clarity on this part of their role.</i>
	Stand up your monthly Enablement Council cadence to connect enablement leaders with Ambassadors.
	Schedule and deliver Field and Business Councils meetings, and use our <i>Council Agenda Sample</i> handout.

## CH. 6: ACTIVATING THE ENABLEMENT VALUE CHAIN WITH EFFECTIVE CHANGE MANAGEMENT

Identify where you will begin your EVC journey.
Certify your Enablement team on your charter.
The Field Activation team prepares a monthly digest of needs and updates for the Field Enablement team.
Consider storytelling education for your team to help them artfully deliver the story of the data to their stakeholders.
Socialize the charter with senior leaders and business stakeholders.
Meet with your executive sponsor, and share the charter one on one.
Uncover any potential objections that may come from the executive team.
Secure budget for your EVC vision from your executive team.
Gain agreement with field leadership on information cascade expectations.
Use the <i>EVC Calendar</i> to establish the appropriate cadence for EVC deliverables in your organization.

