

Outcome-Based Enablement Framework

Project:

Date:

1. Measure outcomes

Your outcome is the business impact that your program is going to have. In other words, it's the specific dial you're going to move to increase revenue or decrease cost.

Stakeholders:

Who needs to be involved?

2. Change habits

If you want to impact the business, you need to change how your revenue team is doing their job. What specific behaviours are you changing to achieve your specific outcome?

Stakeholders:

Who is going to drive your change, and who actually needs to change how they do their job?

3. Certify sellers

Certification is validating that the knowledge you're training on has been retained and, critically, can be deployed in a practice setting (e.g. a practice pitch room / stand and deliver).

Stakeholders:

Who's getting certified, and who's doing the certifying?

4. Build programs

Programs are the training you provide your revenue team, organized into an easy to understand list of tasks, activities, meetings, and content to be consumed.

Stakeholders:

Content stakeholders (creators, finders, organizers), program consumers.

KPIs:

What does success look like?
What are you measuring?

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TIP: Your KPIs should all be linked

How to do it:

How do you measure your outcomes, and how do you communicate that success to your stakeholders?

How to do it:

How do you measure your old way of doing things, your new way of doing things, and the delta? How do you link your new habits to your desired outcomes?

How to do it:

How are you going to track your certifications, and link it to your new way of doing things?

How to do it:

How are you going to track your programs, if they're being taken, how long they're taking to finish, and the level of comprehension?

Useful Technology (optional):

All programs start analog... but technology can make it a lot easier.

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