

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:

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:

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:

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:

KPIs:

KPIs:

KPIs:

KPIs:

TIP: Your KPIs should all be linked

How to do it:

How to do it:

How to do it:

How to do it:

Useful Technology (optional):

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