

Enablement Analytics Program Checklist

Chapter 4



This comprehensive checklist provides a step-by-step guide to establishing your analytics program, which serves as the catalyst to ignite your Enablement Value Chain (EVC).

Utilize the available resources and technology to bring this program to life, even without dedicated resources. Assemble a group of passionate leaders within your organization to collaborate and drive its success.

The Checklist

GAP ANALYSIS

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

	Conduct a thorough review to identify any existing gaps in your enablement program.
	Clearly define adoption metrics and expected business outcomes for the enablement program.
	Address all program gaps by providing additional enablement to the field teams, such as live sessions, certifications, and playbooks.

ENABLEMENT ANALYTICS PROGRAM STRATEGY

	Identify the personas who should receive the Enablement Analytics Report.
	Understand their reporting needs, and determine the specific analytics details to be shared.
	Designate owners within the Field Enablement and Field Activation team responsible for providing program-specific data.
	Establish clear timelines for reporting needs, enablement activities, and Business Council and Field Council dates, as well as executive reviews, ensuring a proper sequence.

CROSS-FUNCTIONAL PARTNERSHIPS

	Identify the relevant business partners who can contribute data or grant access to data.
	Build strong relationships with these business partners, and effectively communicate your vision for the Enablement Analytics Program.
	Clearly communicate expectations regarding the required data insights, and establish timelines with your business partners.

BUILD YOUR ANALYTICS REPORT

	Assemble your Enablement teammates for support, unless you have a dedicated head count on your team.
	Develop a standardized report outline and design.
	Customize the report for different audiences, such as business partners, executives, and managers.
	Prepare customizable communication materials to accompany the report.
	Block dedicated time in your calendar for data collection and report curation aligned with the reporting timelines, ensuring adequate protection of this time.

