

Tiger Team Cheat Sheet

Chapter 5



Use this resource to help your Enablement team and your frontline leaders understand Tiger Teams.

WHAT IS A TIGER TEAM?

Tiger Teams are a structured way to work with your audience and gain valuable insight into the realities of the field.

WHY YOU NEED A TIGER TEAM

Formerly known as the “presales journey,” the Buying Journey acknowledges buyers who are on their purchasing path.

HOW TIGER TEAMS WORK

Tiger Teams rotate quarterly, with the start date on the first day of the quarter, and conclude a few weeks prior to quarter-end. Work with your frontline managers to identify 3–5 teammates who would be prime candidates to give feedback, identify gaps, and propose solutions. The criteria for being a Tiger Team member can be determined with your audience leaders, but generally speaking, they are teammates who are consistent performers, perhaps ready to explore some stretch projects, and are role models for your organization’s values, especially in their vulnerability and willingness to seek to understand.

EXPECTATIONS OF A TIGER TEAM MEMBER

Willing to meet live no more than 3X per quarter, for no more than 90 minutes in total. In the quarters where feedback opportunities are fewer, Tiger Team members should engage regularly in an asynchronous fashion to provide feedback, identify gaps, and propose solutions. Feedback should be given with a “share before ready” lens as well as the propensity for proposing solutions for consideration.

EXPECTATIONS OF AN AMBASSADOR RUNNING TIGER TEAM ENGAGEMENTS

Ambassadors should be teeing up very specific asks of the Tiger Team to make the most of their time and should plan ahead out of respect for the audience's scheduling needs. They need to own the agenda when the team meets live, demonstrate active listening, and synthesize what their audience is sharing into actionable intelligence.

Ambassadors should also be intentional about getting to know their audience and creating a regular cadence of connection with the Tiger Team teammates. Examples of these efforts can include reviewing key findings from the Enablement Analytics Report, providing feedback, listening to calls, teeing up value-added information, all in an effort to demonstrate clear partnership.



Tiger Team Invitation



When inviting a teammate to join the Tiger Team, here is the templated email that you can send out.

DEAR <INSERT NAME>,

Congratulations, and welcome aboard the Q<INSERT QUARTER> <INSERT TEAM NAME> Tiger Team!

In case you were not aware of the Tiger Team nomination, you were either nominated by a senior leader or self-nominated to join this group, which will influence the direction of our enablement strategy for this quarter and beyond.

As a member of this elite Tiger Team, we have a few expectations that should be easy to live up to:

- Provide timely feedback on the content we share with you.
- Display desired behaviors as early adopters.
- Participate in the enablement activities in Q<INSERT QUARTER>.
- Support the integration of this quarter's initiatives in your business unit once they roll out.

This commitment would be for this quarter, requiring roughly 90 minutes over 90 days. Most engagements would be asynchronous, with the first live meeting occurring soon. In that first meeting, I will share what's coming this quarter and get your feedback on what was launched last quarter.

Your participation is critical to ensure inclusivity and the field's perspective. Please reply to this email by <INSERT DATE> to confirm your interest.

I am excited to be your Enablement Ambassador. Let's make our partnership a success!

BEST,

<INSERT AMBASSADOR NAME>

Tiger Team Meeting: Sample Agenda



For your first Tiger Team meeting, the goal is to clarify the expectations, get feedback on the most recently launched initiatives, identify current blockers, and discuss what is coming.

We suggest the following agenda for the 30-minute meeting.

Prior to the meeting, share a few slides with the following information and ask for clarifying questions in advance of the meeting:

1. Tiger Team mission statement
2. Time commitment
3. Expected projects that they can provide feedback on (bonus points if you can share assets or learning briefs to get their thoughts)

In the initial meeting, we suggest covering the following:

1. Brief icebreaker and introductions.
2. 30 day look back: reflecting on the most recent enablement initiative
 - a. What is working well?
 - b. What is not working well?
 - c. Leverage the analytics report to review any relevant findings.
 - d. Ask for anecdotal feedback.
 - e. Gain clarity on any action items that you can take.
3. Current state
 - a. Identify any current blockers to achieving your audience's goals
4. 30 day look ahead: gathering feedback on next enablement initiative(s)
 - a. Gather initial reactions to the plan(s) from Field Enablement and Field Activation.
 - b. Source any ideas that they have.
 - c. If you have content prepared (i.e. live session agenda, learning objectives, etc), share it live or as post-work to your meeting.
5. Discuss any ad hoc needs that the Tiger Teams see currently.
6. Identify next steps and close.