

The Enablement Readiness Checklist



Build your enablement charter

An Enablement charter serves as your business plan and strategic roadmap for the year. It ensures that Enablement becomes a mission-critical part of your organization rather than the “fire department” that takes care of everything and everybody.

Use the below checklist to ensure you identified all important components that should be covered in your charter when developing it for the very first time.

The Checklist

VISION AND GOALS

**Check all that apply*

<input type="checkbox"/>	Create vision for Enablement team
<input type="checkbox"/>	Create 3-4 goals that align to your vision

ENABLEMENT AUDIENCE

<input type="checkbox"/>	Identify which internal teams the Enablement team serves
<input type="checkbox"/>	Determine which particular roles within each audience you will serve

TEAM RESPONSIBILITIES

<input type="checkbox"/>	Determine 3-4 responsibilities of your team
<input type="checkbox"/>	Assign clear responsibilities to each team member

TEAM STRUCTURE & ROLES

	Define Enablement team structure (by audience, domain expertise etc.)
	Align team structure to fundamental and ad-hoc Enablement efforts
	Assign clear responsibilities to each team member

OBJECTIVES AND KEY RESULTS

	Define 3-5 clear objectives aligned to overall company objectives
	Decide on 2-3 measurable key results for each objective (# \$ %)
	Build a weekly Plan-On-A-Page with milestones and action items to ensure you are hitting your objectives

ENABLEMENT BOARD & ADVOCATE TEAM

	Identify which executives should join your quarterly Enablement Board meeting
	Add your Enablement executive champion to the board
	Define objectives for the Enablement board
	Identify Enablement advocates across all audiences you enable
	Pay attention to choose advocates with different tenure/different roles, that are comfortable with change and are performing well in their current role
	Establish a quarterly communication schedule for both your Enablement board and Enablement advocate team

BUSINESS COLLABORATION

	Decide which business teams you need to drive a close partnership with
	Identify key players on each team you will collaborate with on a regular basis
	Establish a monthly communication schedule



Charters are a team effort

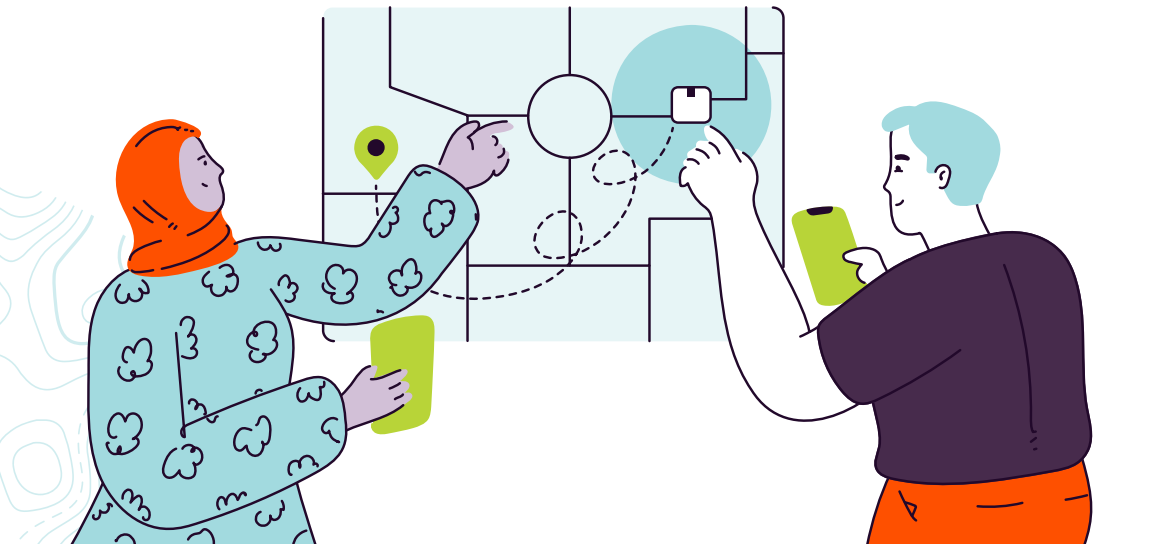
If you have a great Enablement team around you, make sure you are building your charter together with the team leader providing **guidance and advice** as you move through the activity.

Building a charter for the first time takes a little effort, so don't rush it. Block **a couple of days** with your team to discuss the charter layout as well as its components and then break up into teams to tackle each section over **the course of weeks**.

Once your charter is finalized, it is absolutely critical that you communicate it to the executive team, different business teams, the audience you serve and of course, the rest of the organization.

Understand each audience and determine **who needs to know what and how much detail**. Tailor your communication plan accordingly.

A clear and concise Enablement charter will entirely change the way you define Enablement for your organization!



Want step-by-step guidance on how to create a charter? See our eBook [Power Sales Enablement with a Charter](#) →

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