

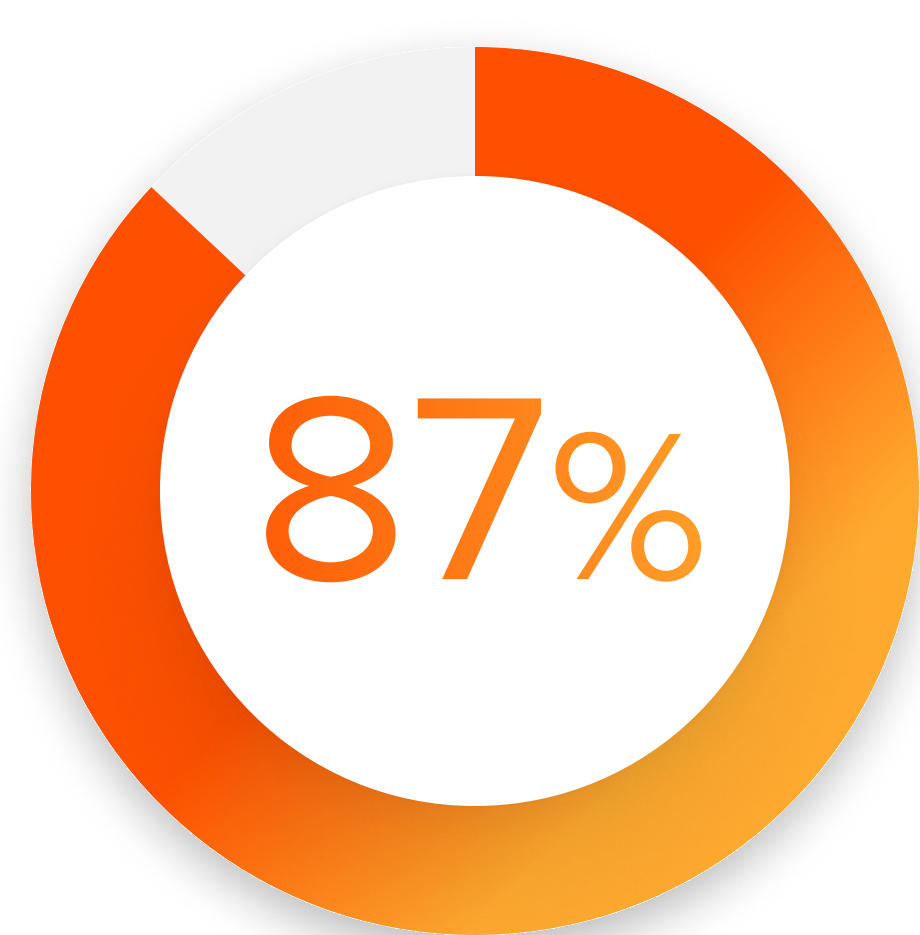
REPORT HIGHLIGHTS

Generation Enablement: Driving Strategic Change with the Power of AI

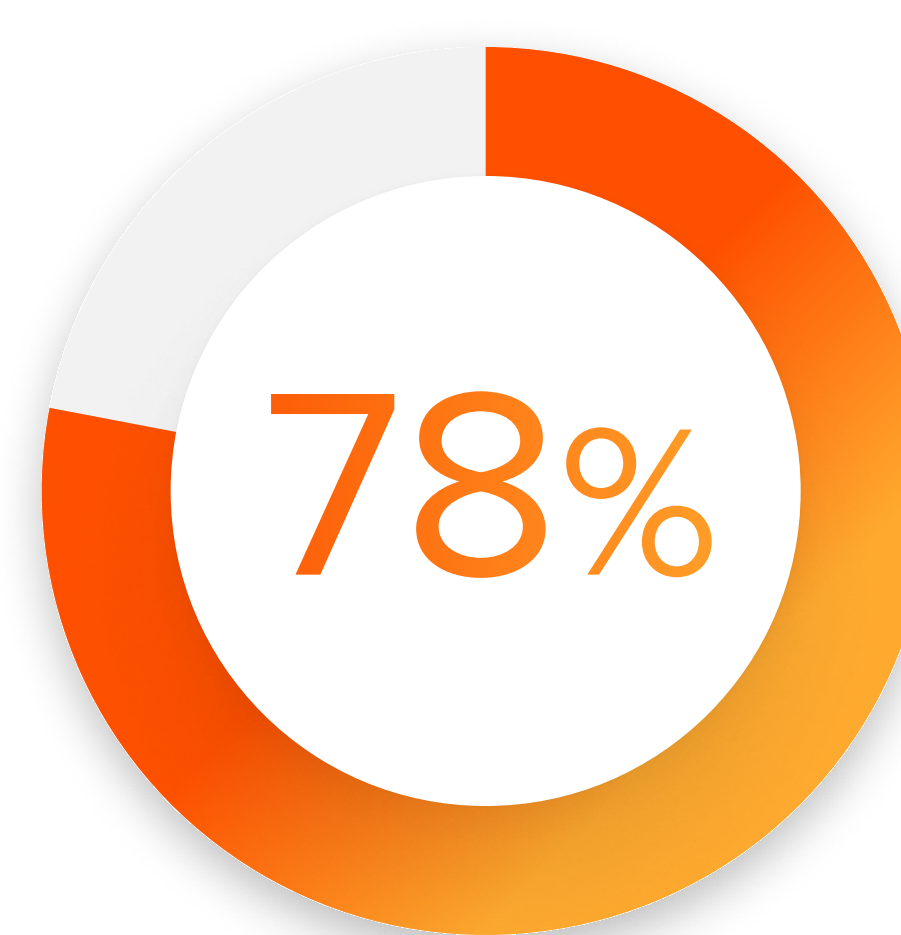


This is a quick snapshot of the findings in our report, Generation Enablement: Driving Strategic Change with the Power of AI. Here's what we learnt about how organisations practise enablement, invest in enablement tech, and leverage their software to drive organisational change.

Enablement is taking on a more strategic role in organisations worldwide.

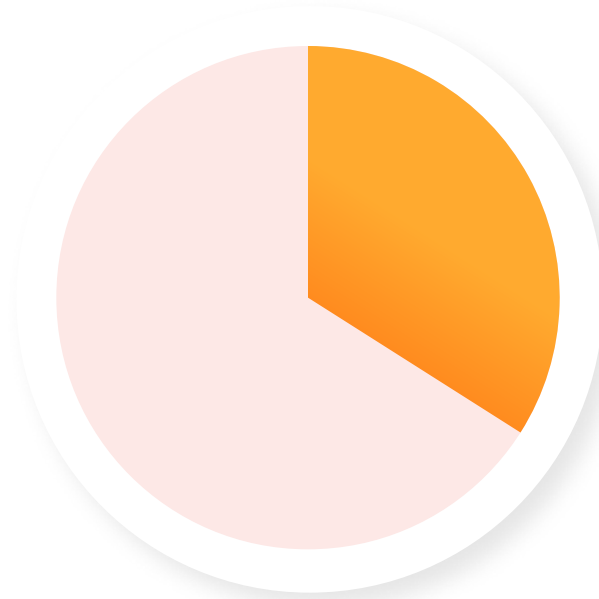


87% of respondents say their enablement leaders **prioritise defining a long-term enablement strategy**.



Another **78%** believe that enablement leaders at their company **have driven strategic change** in the past year.

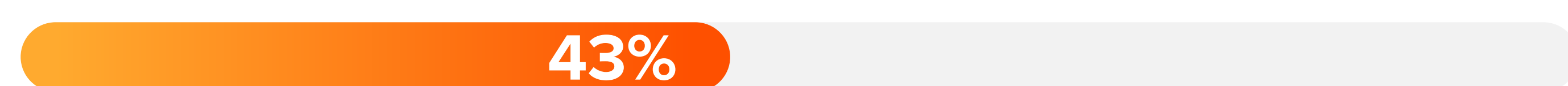
The initiatives driven by these teams are large scale.



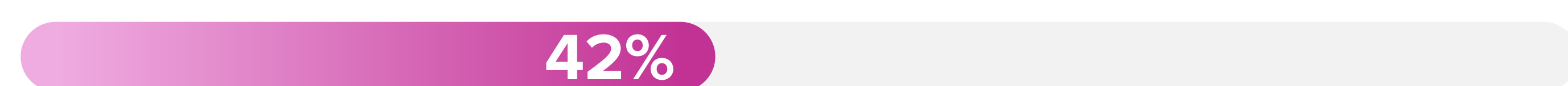
34% of GTM professionals stated that their enablement teams **manage long-term projects** like business transformation.

While enablement practitioners set their own objectives, **34%** of respondents reported that their enablement teams are **entrusted with plans and projects set by others in the organisation, too**.

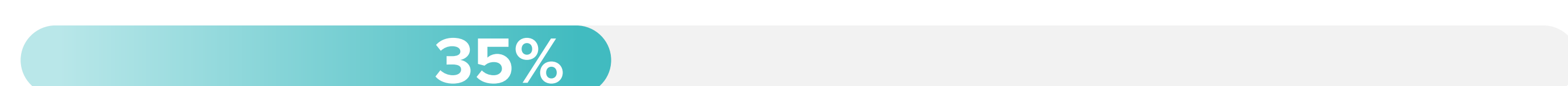
With the increase in power comes added responsibility.



43% have monthly **strategy and planning sessions**.

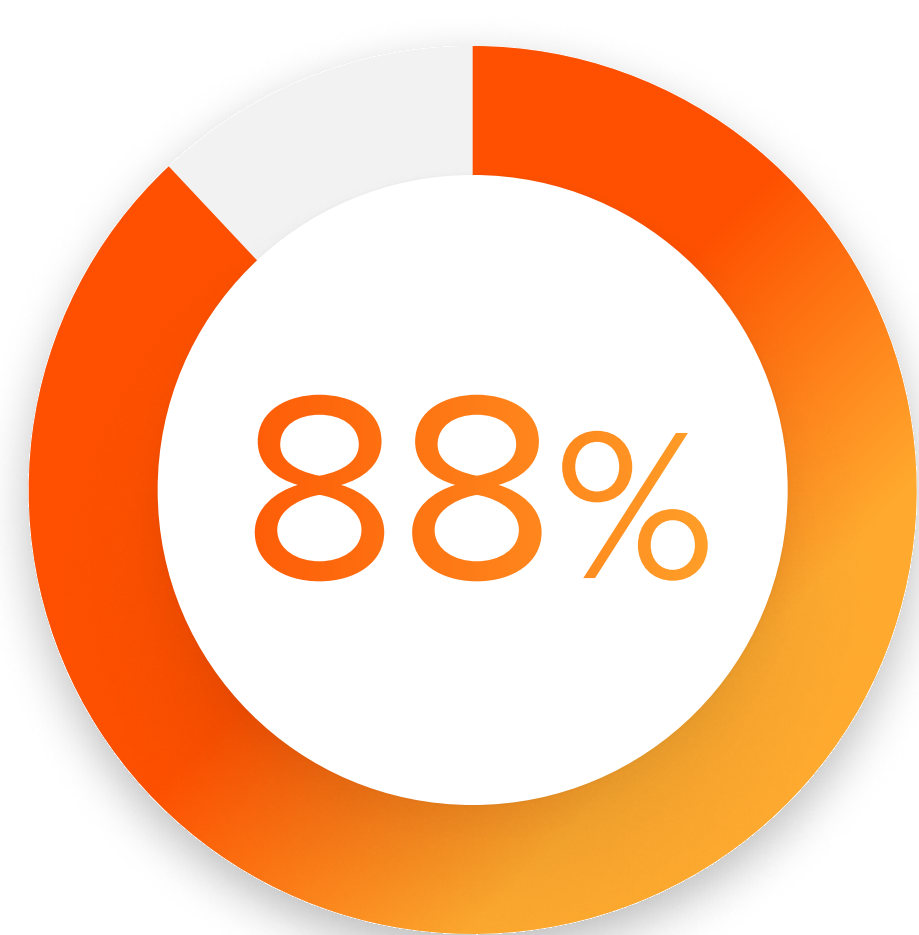


42% have monthly meetings with **go-to-market leadership**.

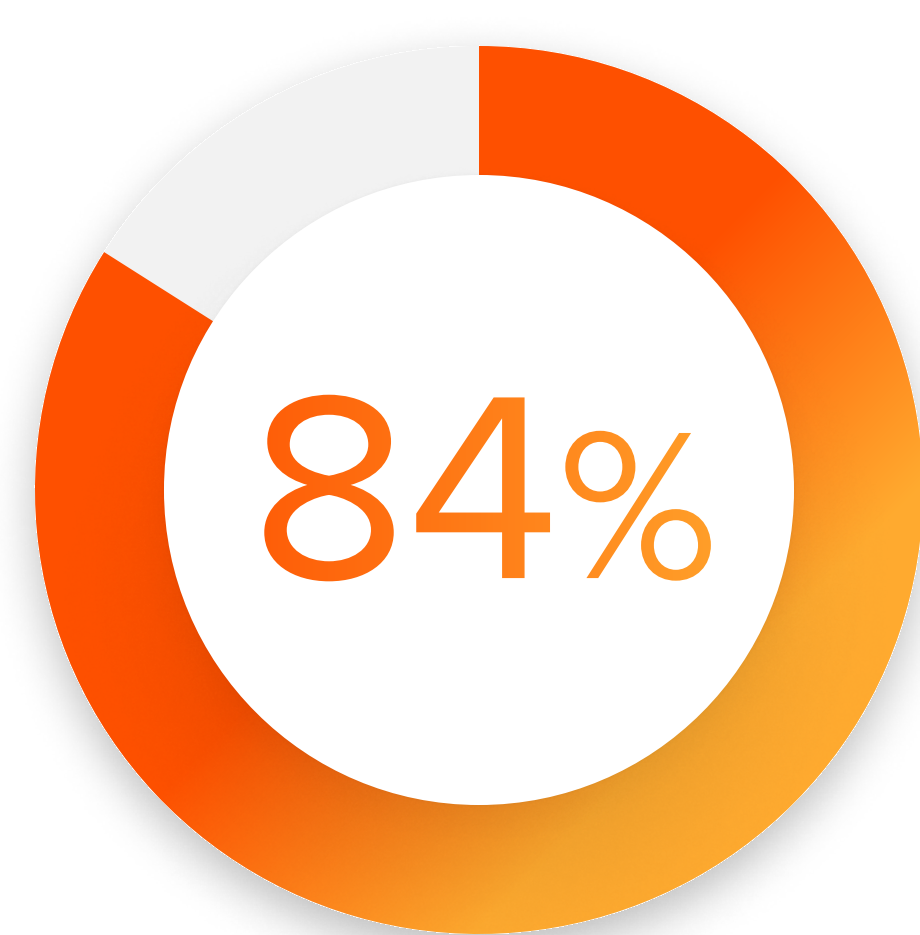


35% have monthly meetings with the **C-suite**.

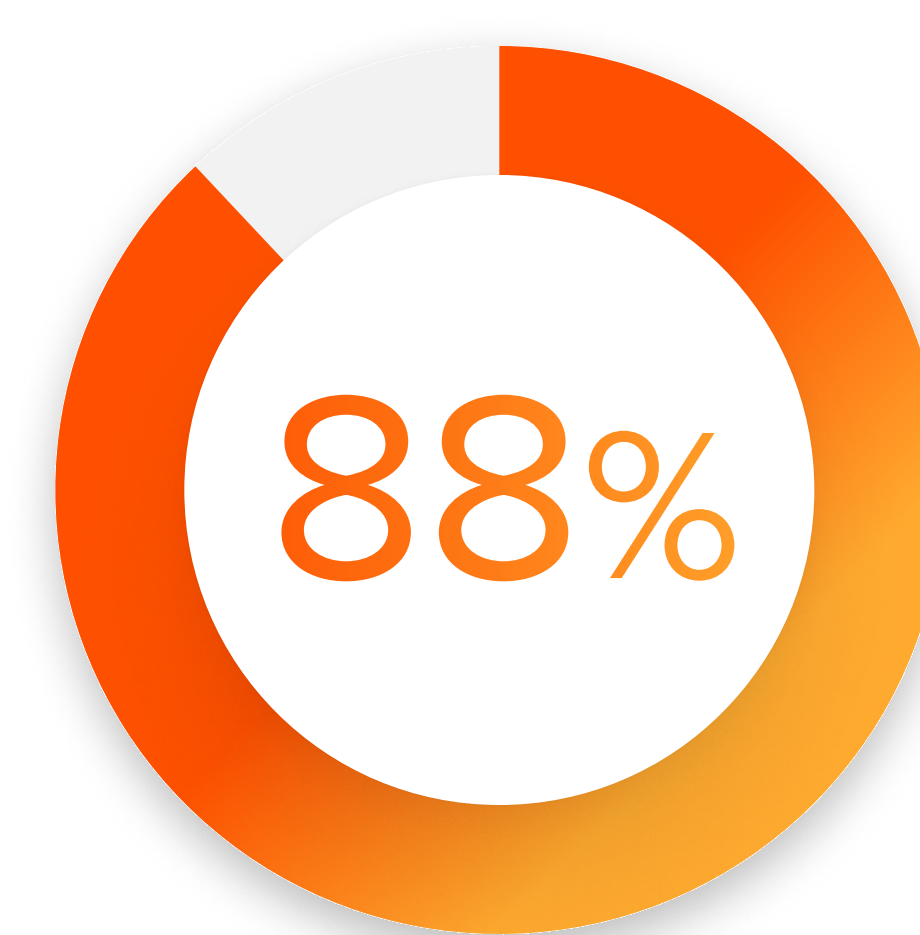
Organisations will continue to invest in enablement technology to improve enablement's impact.



88% want the **ability to gain new insights** throughout the enablement lifecycle.



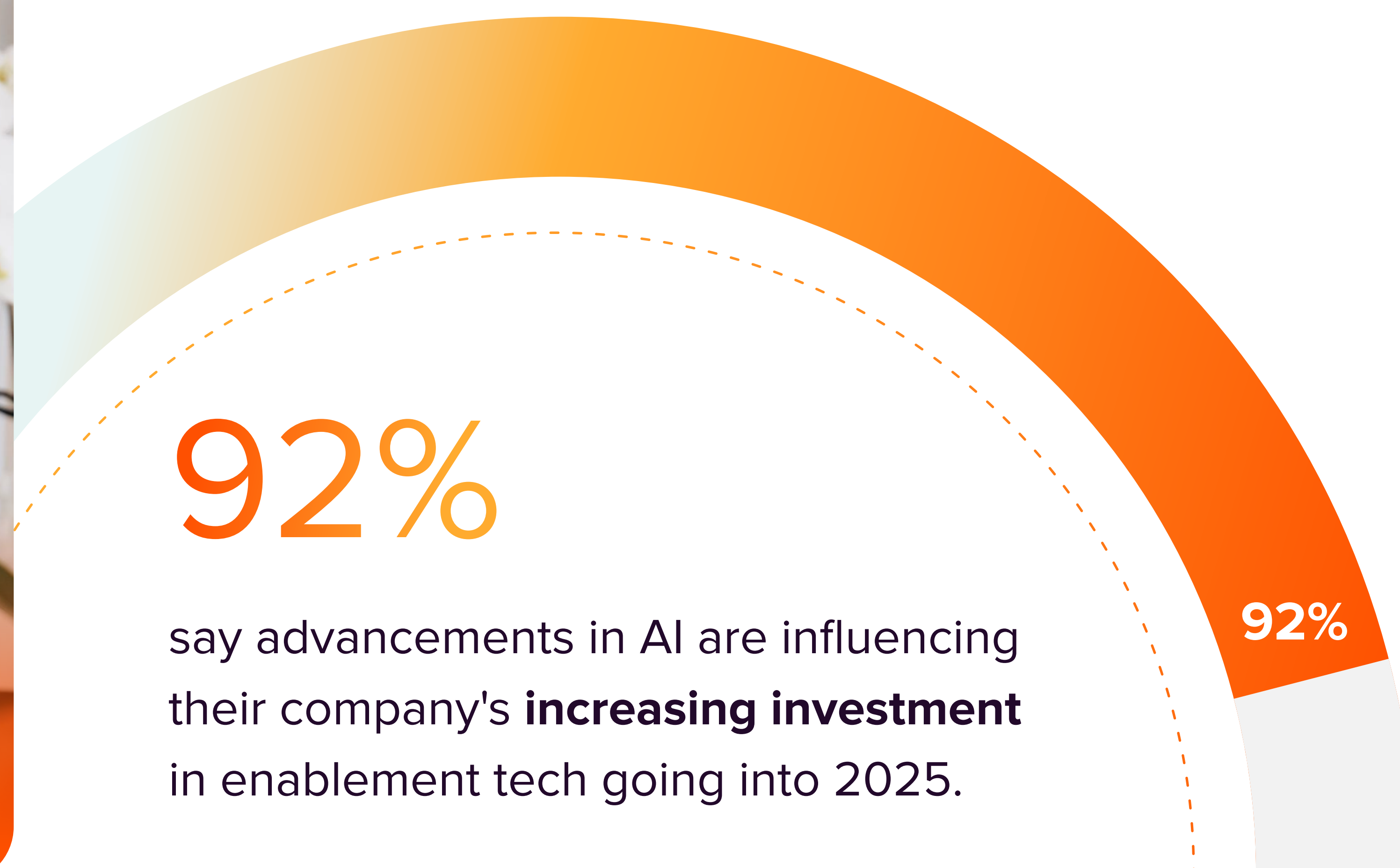
84% want the **ability to ensure consistency** between leadership's strategy and activity in the field.



88% want an **increased ability to show clear ROI** from enablement initiatives.



Enablement leaders are deepening their investments in AI technology.



92% say advancements in AI are influencing their company's **increasing investment** in enablement tech going into 2025.

To prepare for this AI-centric future, GTM professionals are planning to strengthen their digital skills and AI literacy.



77% of companies have launched **AI-focused training programmes** for current employees.



81% of respondents are **prioritising the digital development** of their workforce.



96% say they need to learn new skills to **keep up with AI** advancements.

Too short, need more?
[Download the full report here](#)

