

2022

templet.

Enablement Program Comms

blueprint



WHAT IS THIS AND WHY DOES IT MATTER TO ME?

Our enablement program comms blueprint is our **design and process guide** for enablement programs. It summarizes our **best practices** and shares recommendations around **what good looks like** in this type of enablement initiative. It should **help you refine your own program scope** and more clearly **articulate** your specific set of requirements.

Properly executed
enablement program
comms deliver

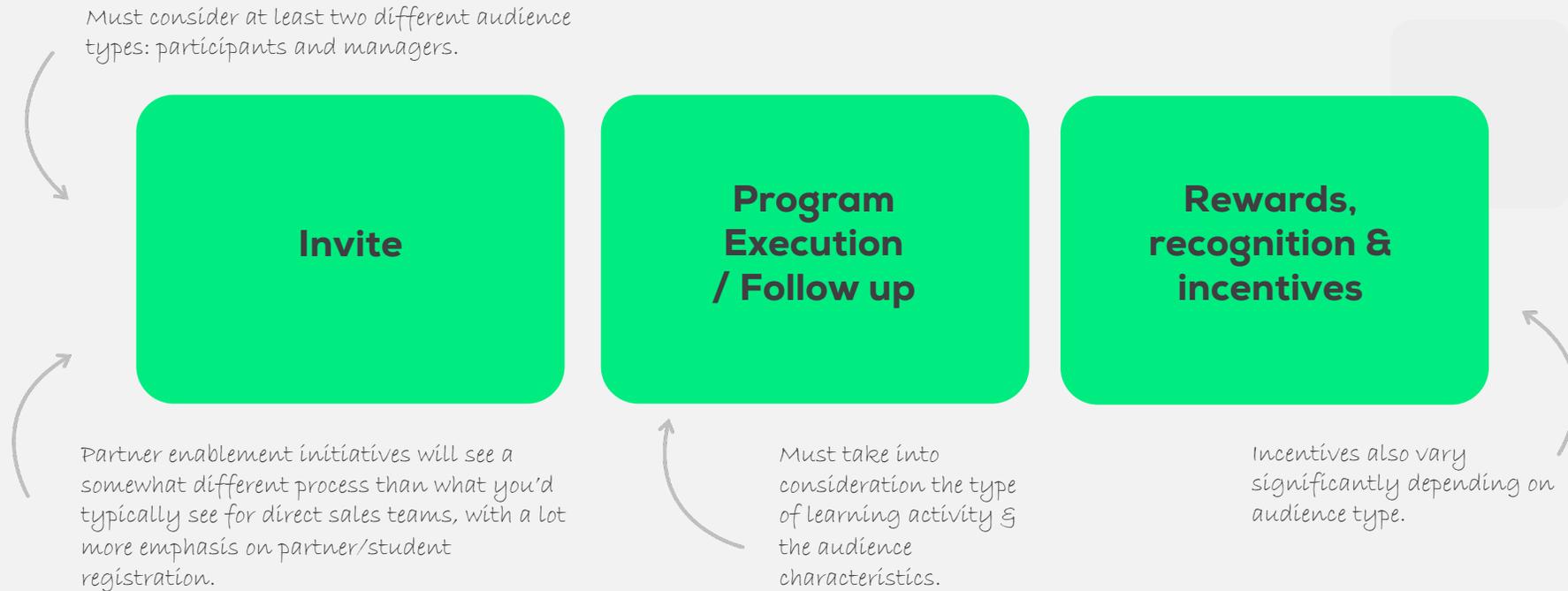
8X
attendance

Note: This is for you if you have a fully defined enablement program, that includes multiple learning activities. For the sake of simplicity, we are limiting the scope of this blueprint to one-and-done types of programs. We do have another blueprint for recurring enablement programs. This blueprint considers only the communications, follow up and accountability components of that enablement plan. We also must assume that you have the toolset and team required to communicate with potential participants. If you are thinking about your first Enablement Program, contact us to provide further advice.

THE THREE COMPONENTS OF AN ENABLEMENT PROGRAM'S COMMS

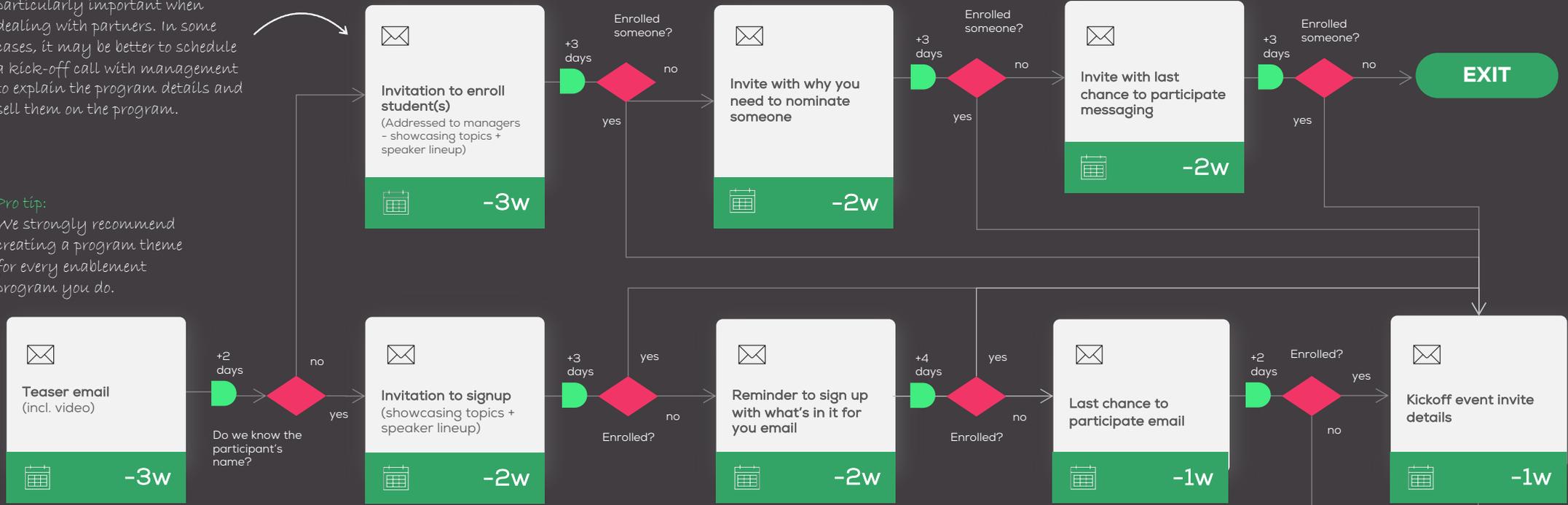


Over the next few pages, we will share recommendations for each of the following



This part of the process is particularly important when dealing with partners. In some cases, it may be better to schedule a kick-off call with management to explain the program details and sell them on the program.

Pro tip:
We strongly recommend creating a program theme for every enablement program you do.



Sending out an outlook invite is probably the best practice once participation has been confirmed.

Optimization tip:
It doesn't matter if the invitee is already an employee. All participants should be prompted to confirm their participation in a learning program. It helps create accountability and enables you to anticipate issues going forward that may make the follow-up process unnecessarily complex.

EXIT

All upcoming sessions should be scheduled in Outlook for convenience. However, if your program will last more than four weeks or will see more than four training sessions is probably better not to send all invites at once.

MOVE TO EXECUTION PHASE

Thank you for coming + program page + scheduled events

Sorry we missed you + recordings + scheduled events

Kickoff call
Join us today
d0

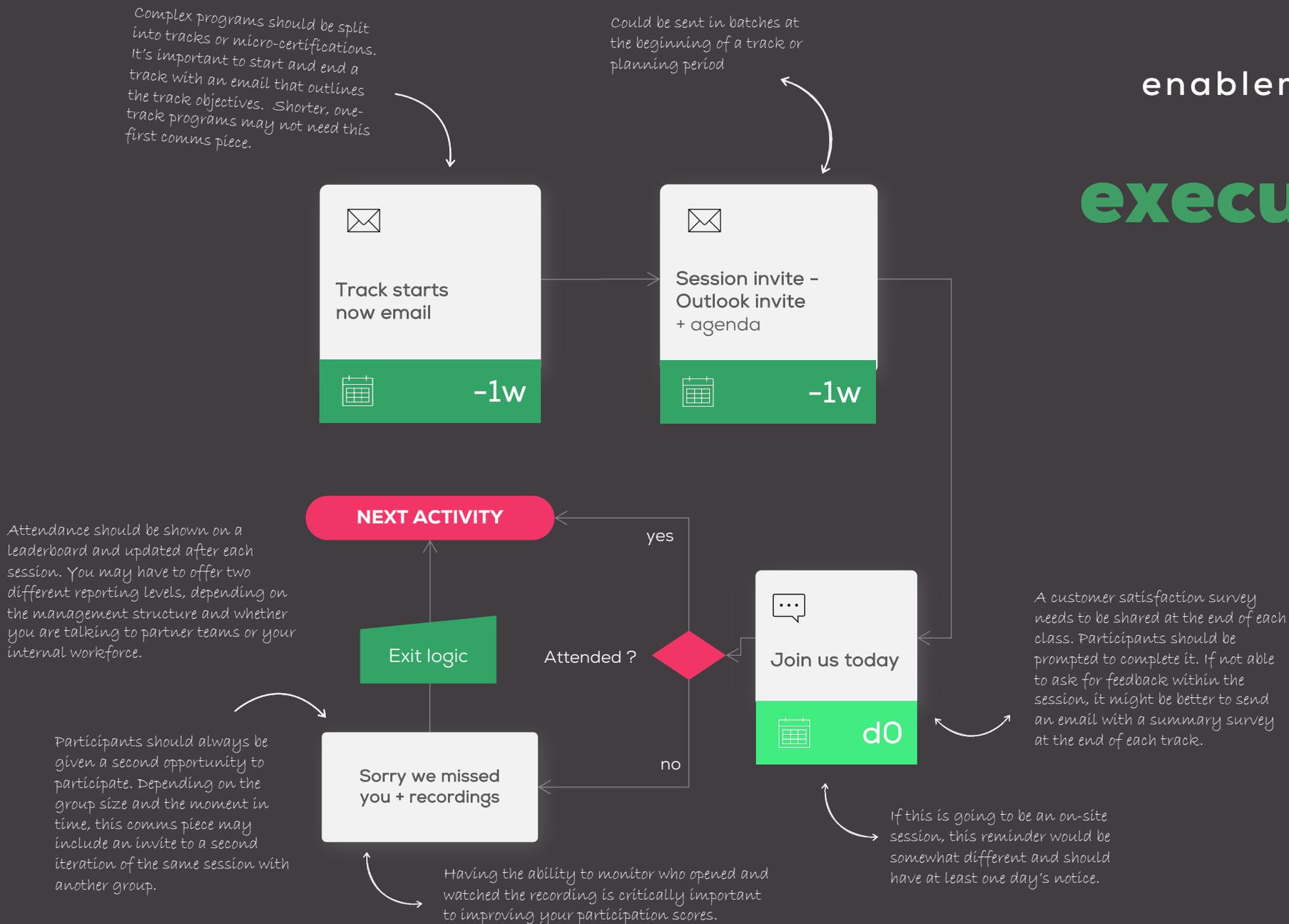
enablement program comms invite phase

enablement program comms

Program execution phase

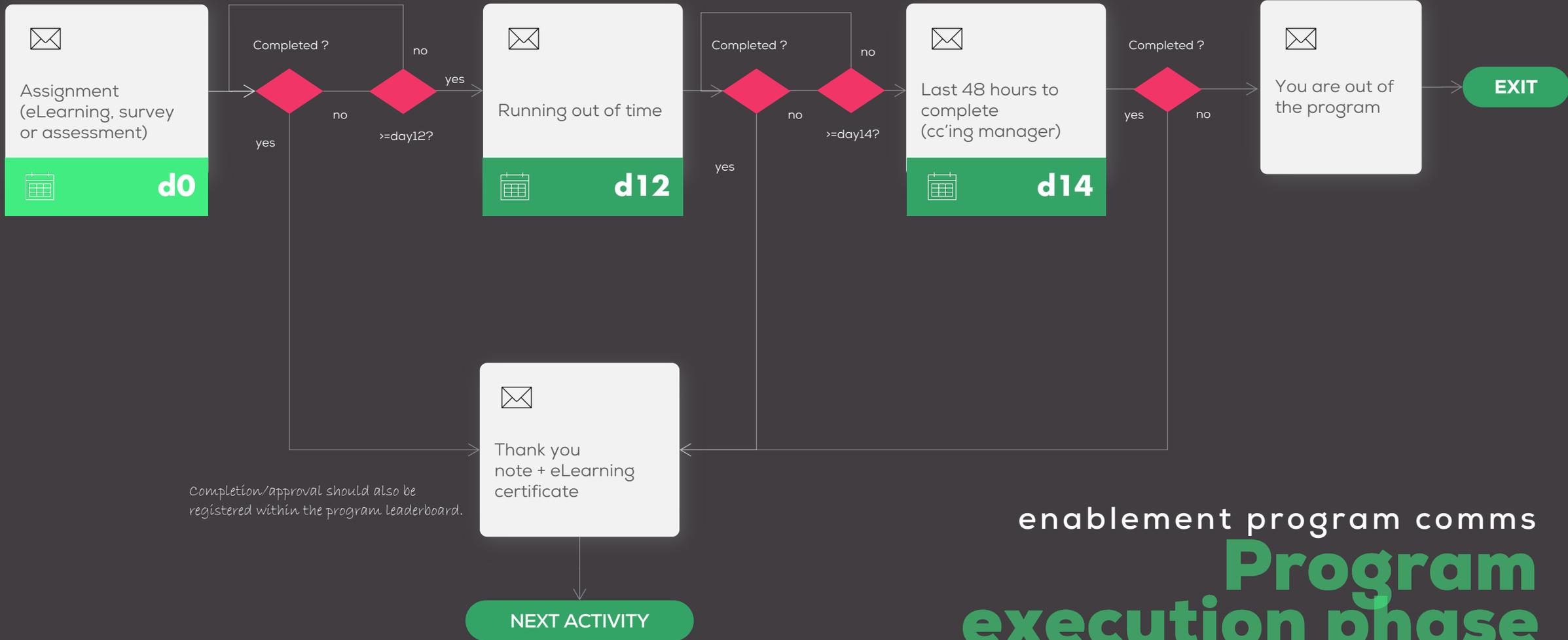
(LIVE SESSIONS)

You will have to do this for every session in your program.



SAVING TIP:

When planning training delivery for a large number of participants, it's ideal to split the audience into groups. When scheduling training sessions for different groups, try to create a delay of at least a week between groups and use that to your advantage. Offer participants in group 1 who didn't get to attend to their scheduled sessions, the opportunity to participate in the same session in the following week.

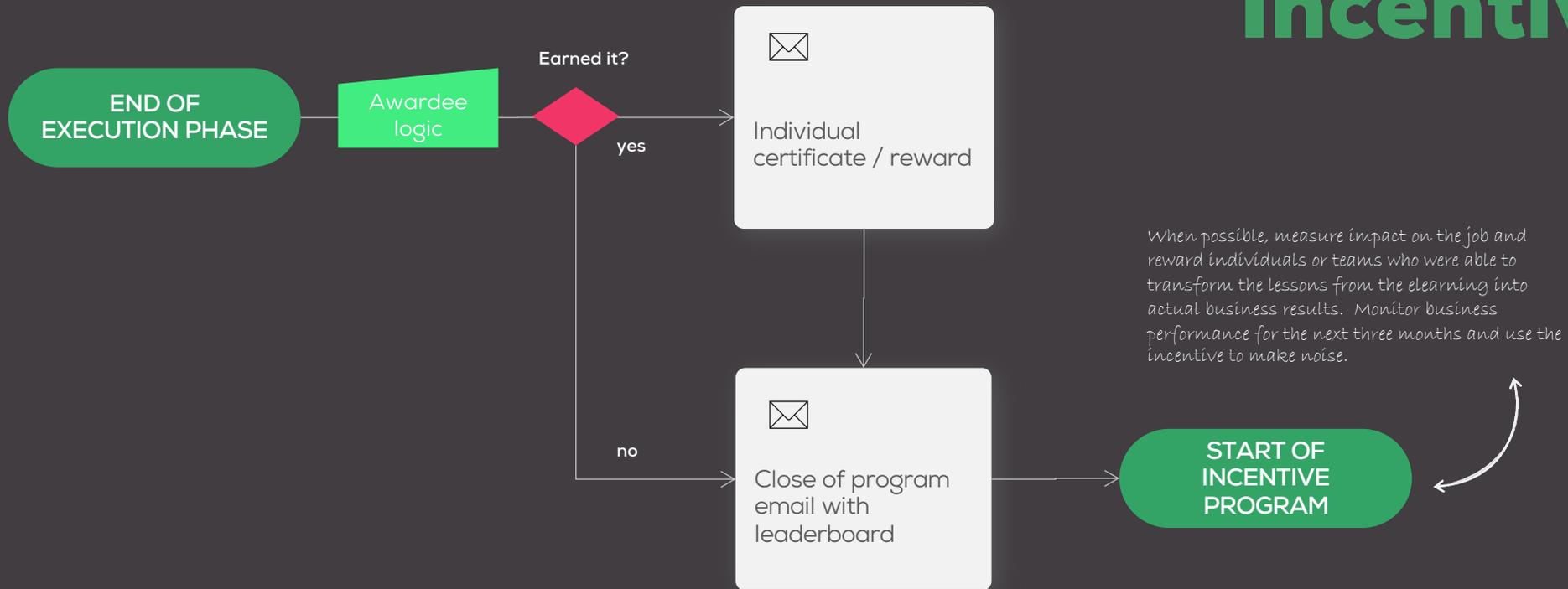


Completion/approval should also be registered within the program leaderboard.

enablement program comms
Program execution phase
 (eLearnings, surveys or assessments)

enablement program comms

Rewards, recognition & Incentive phase





Enablement program comms **checklist**

What you need to ask for / consider

Quantities may change
depending on final scope

		#
INVITE	Program theme design	1
	Invite Emails	8
	Teaser video	1
	Program page	1
DELIVERY	Session invites (as many as learning activities)	--
	Sorry we missed you email (as many as learning activities)	--
	Recording edits (as many as learning activities)	--
	Zoom Backdrops	2
	Leaderboard	1
	Post event survey	1
	Follow up on participation	1
RECOGNITION & INCENTIVES	Certificate page	1
	Recognition email (individual + group wise)	2
	Prizes	
	Incentive program Deck	1