ENABLEMENT EXPERIENCE DESIGN CHECKLIST

The Know – Feel – Do Framework

Purpose:

Use this checklist to intentionally design enablement experiences that remove friction, build trust, and drive real behavior change—not just content completion.

This worksheet should be completed before you create:

- Training programs
- Onboarding journeys
- Sales kickoffs
- Tech rollouts
- Internal comms or newsletters
- Enablement sessions or workshops

How to Use This Checklist

- Work top-down: Know → Feel → Do
- Be specific—vague answers = weak adoption

If you can't clearly answer all three, pause and redesign

SECTION 1: KNOW

What must they clearly understand?
If this isn't crystal clear, confusion becomes friction.

Objective
Define the minimum knowledge required for someone to succeed in the moment of work.

Ask Yourself:
- What information is absolutely essential right now?
- What context explains why this matters to them?
- What can we safely remove or delay?

Fill This In:
By the end of this experience, participants should KNOW:
1.
2.
3.
4.
5.

Why this matters to their job (not leadership's):

What they do not need to know right now:

Quality Check
- Knowledge is role-specific
- Language matches how users talk about their work
- No "nice-to-know" content included
- Directly tied to real workflows

SECTION 2: FEEL

How should this experience make them feel?
Behavior doesn't change unless emotion changes first.

Objective
Design for psychological safety, confidence, and momentum—not compliance.

Ask Yourself:
- How do we want them to feel during this experience?
- What emotions will reduce resistance to change?
- Where might anxiety, overwhelm, or distrust show up?

Fill This In:
During this experience, participants should feel:
(Select 2–3 max)
- Confident
- Supported
- Curious
- Safe to try and fail
- Respected
- Excited
- Relieved
- Motivated

What might cause fear or resistance here?

How are we explicitly addressing that emotion?
(e.g., peer examples, reassurance, tone, facilitation style)

Quality Check
- Tone matches the emotional state of the audience
- Peer voices are included (not just leadership)
- Experience feels like a *safety net*, not a test
- No shame, pressure, or forced compliance signals

SECTION 3: DO

What exactly should they do next?
If action isn't obvious, adoption will stall.

Objective
Drive immediate, observable behavior—not future intent.

Ask Yourself:
- What is the very next action after this experience?
- Can they do it immediately in their workflow?
- Is the action easier than doing nothing?

Fill This In:
Immediately after this experience, participants should DO:
Primary action:

Where this action happens (tool, system, workflow):

Time required:
- < 1 minute
- 1–5 minutes
- 5–10 minutes
- More than 10 minutes (⚠️ reconsider)

Reinforcement Plan
- Where can they access help *at the moment of need*?
- What reminder or nudge reinforces this action later?
- How will success be recognized or reinforced?

Notes:

FINAL DESIGN CHECK (Do Not Skip)

Before launching, confirm:
- I can clearly explain the **Know–Feel–Do** in one sentence
- The experience removes at least one real friction point
- This aligns with how people actually work today
- Adoption is easier than avoidance
- If I were the user, I would trust this