

THE ENABLEMENT PRIORITIZATION PLAYBOOK

with Ashton Williams

Map, Balance, and Justify Your Strategic Focus

Introduction

Enablement professionals often face a tidal wave of initiatives with unclear priority. From executive mandates to team-level fire drills, how do you choose what to focus on—and justify what to not do?

This framework helps you:

- Filter, categorize, and prioritize initiatives in alignment with business strategy
- Balance execution in the now with planning for future scale
- Clearly communicate trade-offs to stakeholders with a strategic POV

How to Use This Worksheet

1. Fill out each section using a current or upcoming enablement initiative.
2. Use the tables and prompts to pressure-test each idea.
3. Present this worksheet to leadership to align on what's worth doing (and what isn't).

Step 1: Anchor to Strategic Bets

Objective:

Connect enablement initiatives to the business's core bets or GTM strategy.

Questions to Answer:

- What is our company betting on this quarter or year? (New product? New segment? Geography?)
- Which enablement work is tied directly to this bet?

Initiative	Strategic Bet it Supports	Impact on GTM	Priority Level (H/M/L)

Step 2: Cover the Always-On Enablement Work

Objective:

Ensure you support essential activities like onboarding and ramp-up, regardless of strategic shifts.

Questions to Answer:

- Are we hiring, re-skilling, or expanding into new roles?
- What do we have to do to keep reps productive?

Program or Workflow	Audience	Stage (Onboarding, Ramp, Ongoing)	Risk if Ignored	Owner

Step 3: Build Infrastructure for Scale

Objective:

Invest in foundational systems that will enable faster iteration and smoother rollouts in the future.

Questions to Answer:

- What's currently slowing us down? (Ex: tech debt, poor content org, lack of metrics)
- What could we build now that will save us time and headaches later?

Infrastructure Project	Problem it Solves	Time Savings/ROI	Required Support

Step 4: Evaluate Trade-Offs & Communicate Risks

Objective:

Make explicit the choices being made and their consequences—so stakeholders align with your direction.

Fillable Prompts:

- *If we focus on [INSERT INITIATIVE], we are choosing not to prioritize [OTHER INITIATIVE].*
- *The risk of not doing [DEFERRED INITIATIVE] is...*
- *We'll re-evaluate this in [TIMEFRAME] or if [TRIGGER CONDITION].*

Step 5: Prioritization Scorecard

Use this weighted rubric to decide what stays and what goes.

Initiative	Strategic Bet (1-5)	Urgency (1-5)	Effort (1-5, reversed)	Total Score

Final Output: Enablement Focus Map

Sketch or list your current top 3 enablement priorities and how they fall into these categories:

- Now (Quarter Focus)
- Next (Next Quarter or H2)
- Scale (Infra Projects to Build)