THE OUTCOMES → OUTPUTS → OBSTACLES FRAMWORK

With Nick Lawrence

Introduction

Build a Performance-First Enablement Strategy

This guide will help you define and operationalize a repeatable performance model based on Nick Lawrence's framework shared in The Adoption Curve Episode 10. Ideal for enablement, L&D, and customer education leaders, this worksheet shifts your focus from events and knowledge dumps to outcomes-driven execution.

"If we're not improving the performance of the target audience, why bother?" **— Nick Lawrence**

How to Use This Guide

1. **Use It Live:** Bring this to stakeholder meetings. Use the guide during discovery conversations with business leaders to capture and define key outcomes and outputs in real time.
2. **Make It Collaborative:** Turn it into a shared document. Co-design solutions with your team, business stakeholders, or cross-functional partners. Collaboration ensures everyone is on the same page and contributes to the final plan.
3. **Adapt It:** Tailor it to your organization's needs. Every organization has its unique voice, processes, and culture. Edit the prompts and language to ensure the guide speaks to your team's needs and resonates with your stakeholders.
4. **Archive & Track:** Save completed versions. As you complete the guide, keep track of each iteration. These archived versions will serve as valuable case studies for future reference, especially for understanding what worked and what didn't.
5. **Share It Across Teams:** Empower your team with a consistent model. Distribute the completed guide and its insights across departments to ensure alignment. This helps everyone stay on the same page and provides clarity when faced with vague or misaligned requests.

Step 1: Define Performance with Clear Outcomes

Goal:
Identify and align on the business outcomes your audience must achieve.

What to Do:
- Meet with business stakeholders to define top-line goals.
- Translate high-level objectives into measurable outcomes.

Business Goal	Target	Owner	Notes
Increase Pipeline	20% lift in qualified opportunities	VP of Sales	Tie to Q3 sales push

✅ **Outcomes should be measurable, time-bound, and business-critical.**

Step 2: Identify the Key Work Outputs

Goal:
Map the specific deliverables that your audience must create to hit those outcomes.

What to Do:
- For each outcome, identify 1–3 tangible work outputs.
- Define what "good" looks like (standards).

Business Goal	Work Output	Standard of Quality	Sample Artifact Needed? (Y/N)
20% lift in opps	Account Plan	Includes ICP, POV, Stakeholders, Timelines	Y
20% lift in opps	Discovery Summary	Tied to pain, clear CTAs	Y

✅ **Outputs must be inspectable, repeatable, and aligned to real work.**

Step 3: Diagnose Environmental Obstacles

Goal:
Ensure the systems and support structures around your reps enable these outputs.

What to Do:
For each output, assess the presence or absence of the following enablers:

Output	Expectations Clear?	Feedback Mechanism?	Right Tools?	Just-in-Time Resources?	Incentives Aligned?
Account Plan	✅ SOP in Wiki	⚠️ Manual review only	✅ CRM Plug-in	❌ None	❌ Not tied to comp

Use this table to prioritize intervention needs.
✅ **Think systems-first: Many performance gaps are environmental, not educational.**

Step 4: Layer in Enablement Solutions

Goal:
Map initiatives directly to output gaps—not general competencies.

What to Do:
- Avoid vague requests like “train the team.”
- Use the gaps you've diagnosed to decide what support is needed.

Output	Solution Type	Description
Account Plan	Microlearning	3-part video series on POV development
Account Plan	Task Support	Template + example in CRM
Discovery Summary	Peer Review	Peer checklist & async review workflow

✅ **You are enabling outputs, not abstract skills.**

Step 5: Measure Impact Thoughtfully

Goal:

Evaluate success by how well the work gets done—not just how much was trained.

What to Track:

- Quality of Outputs: Are Account Plans complete and strategic?
- Utilization: Are templates and tools actually being used?

Influenceable Metrics: Are reps contacting the right personas more often? Are call connections improving?

Metric	Baseline	Target	Notes
% Account Plans Completed	45%	90%	Audit weekly
% Meetings with ICP	52%	70%	Call data pull

✅ **Deconstruct large KPIs into components you can directly impact.**

BONUS: Success Case Method

After rollout, use this quick qualitative loop:

- Identify top performers.
- Interview them: "What helped you succeed?"
- Identify non-performers.
- Ask: "What was missing?"
- Synthesize and iterate.

Use quotes and examples in internal storytelling to build influence.