

PRIORITY-DRIVEN ENABLEMENT WORKSHEET

Based on insights from Tara Roe Medeiros on The Adoption Curve.

Introduction

Enablement teams today operate in constant demand.

New product launches. Sales plays. Leadership requests. Urgent deal support.

Everything feels critical—and it often arrives at the same time.

The result is a familiar pattern:

- Reactive, fire-driven work
- Competing stakeholder priorities
- Lack of clarity on what matters most
- Difficulty proving measurable impact

Over time, this leads to burnout, misalignment, and diluted outcomes.

This worksheet is designed to solve that.

It provides a simple, repeatable operating system for enablement teams to:

- Anchor work to real business priorities
- Evaluate requests objectively (not emotionally or politically)
- Shift from ad hoc execution to scalable programs
- Translate strategy into clear, actionable guidance for the field

How to Use

- **Follow the Flow** — Define priorities → Score work → Structure programs → Drive execution → Measure impact
- **Collaborate** — Build this with your team and stakeholders to create shared ownership
- **Use Real Work** — Apply it to actual initiatives so it drives real decisions
- **Revisit Regularly** — Quarterly reprioritize → Monthly track progress → Continuously adjust

STEP 1: Define Your Priorities

Objective: Establish what actually counts as a priority

Output: A Priority Triangle that anchors decisions

Identify Your 3 Core Inputs

Priority Input	Description	Owner
Business Goals	Revenue targets, company objectives	
Growth Drivers	Key initiatives, product focus	
Executive Focus	Leadership / board priorities	

Define Your Priority Triangle

- Business Goals: _____
- Growth Drivers: _____
- Executive Focus Areas: _____

If a request doesn't map here, it should be challenged.

STEP 2: Score & Prioritize Work

Objective: Evaluate requests consistently

Output: Clear decisions (prioritize, discuss, defer)

Score Each Initiative

Criteria	1 (Low)	2 (Medium)	3 (High)
Business Impact	Nice-to-have	Supports goals	Direct priority
Enablement Impact	Minimal	Some influence	Strong performance lever
Scalability	One-off	Partial reuse	Repeatable
Urgency	Flexible	Time-sensitive	Critical

Fill In

Initiative: _____

- Business Impact: ___
- Enablement Impact: ___
- Scalability: ___
- Urgency: ___

Total Score: ____ / 12

Decision Guide

- **10-12** → Prioritize
- **7-9** → Discuss / trade-offs
- **≤6** → Defer

Trade-Off

If prioritized, what gets deprioritized?

- Initiative Removed: _____
- Why: _____

STEP 3: Structure Programs

Objective: Move from ad hoc work to scalable programs

Output: Clear ownership and accountability

Define Your Program Pillars

Pillar	Description	Owner

Program Requirements

Each program must have:

- Single Owner
- Stakeholders
- Success Metric

Check

- Ownership is clear
- Work is program-based (not ad hoc)
- Success is defined

STEP 4: Drive Field Execution

Objective: Make priorities clear and actionable

Output: Field clarity on *what to do right now*

Program Execution Template

- Objective: _____
- DO (Required Action): _____
- AWARE (Informational): _____
- Deadline: _____
- KPI: _____

DO vs AWARE

Type	Meaning
Do	Requires action now
Aware	Informational only

Execution Checklist

- Clear actions defined
- Easy access to resources
- Measurement aligned
- Simple and focused

STEP 5: Measure Impact

Objective: Ensure enablement drives results

Output: Proof of performance improvement

Track Two Levels

Adoption Metrics

- Completion rates
- Participation

Performance Metrics

- Ramp time
- Win rate
- Productivity

Reflection

- Did behavior change? _____
- Did performance improve? _____
- Next step: Scale / Adjust / Stop _____

30-Day Quick Start

Week 1-2: Define priorities + gather input

Week 3: Build scoring + program structure

Week 4: Launch + track

Self-Assessment

Area	Score (1-5)
Clear priorities	
Structured programs	
Stakeholder alignment	
Field clarity	
Measurement rigor	

Biggest Gap: _____

First Action: _____