

Executive-ready enablement brief template

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1. Header

- Title of Initiative / Program
 - Date
 - Author / Owner
 - Version (if iterative updates are shared)
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2. Executive summary (1-2 paragraphs max)

- What is the initiative?
- Why does it matter right now?
- High-level expected impact.

(Tip: Write as if this is all they'll read. Keep it at the "airplane view.")

3. Business impact

- **Primary objective:** (e.g., increase win rates, reduce ramp time, shorten sales cycles)
- **Key metrics impacted:** (list 2-3, e.g., pipeline velocity, MRR growth, renewal rate)

- **Expected outcomes:** (quantifiable if possible, e.g., “15% faster onboarding,” “\$3M pipeline influenced”)
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4. Alignment with revenue goals

- **Strategic priority addressed:** (tie to company OKRs, annual revenue targets, or board-level priorities)
 - **How it supports sales org:** (briefly outline support for AEs, SDRs, CSMs, etc.)
 - **Cross-functional alignment:** (how this connects to marketing, product, or customer success)
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5. Current progress snapshot

- **Stage:** (planning / pilot / rollout / complete)
 - **Timeline:** (key dates, milestones)
 - **Early wins / data points:** (if any exist – keep this to bullets)
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6. Resource needs

- **Budget required:** (high-level figure or estimate)
- **Headcount / time commitment:** (e.g., enablement manager, sales trainer, rep hours)
- **Tools / tech support:** (CRM, LMS, AI tools, etc.)

(Frame as investment vs. cost – execs want to see leverage, not line items.)

7. Risks & mitigation

- **Risk factors:** (list top 2–3, e.g., adoption, bandwidth, competing initiatives)

- **Mitigation plan:** (how you're addressing each risk proactively)
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8. Call to action / executive ask

- **Decision needed:** (approval, budget, headcount, greenlight, feedback)
 - **Next step for leadership:** (e.g., "approve \$X investment this quarter," "endorse rollout at SKO")
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9. Appendix (optional)

- Additional data, charts, or supporting detail (only if requested – this keeps the main brief lean).