

A FOUR-ZONE SELF-ASSESSMENT

THE ENABLEMENT REFLECTION



A working template for Enablement leaders

Takes about 20 minutes — best run with your team

HOW TO USE THIS TEMPLATE

Most Channel Chiefs already do some version of this reflection informally — after a big training push, or at the close of an onboarding cycle, there's a moment of asking how it really went. This template just makes that moment a little more structured, and a lot more useful in your next team conversation.

Run it against any training program you're currently delivering. For each of the four zones on the following pages, answer one honest question: do you know this, or are you reading between the lines? Then mark your confidence and jot a quick note — whatever comes to mind first is usually right.

A few ground rules

1

There are no wrong answers — this maps visibility, it doesn't score performance.

2

Answer for one specific program, not your enablement function as a whole.

3

If you're unsure between two options, pick the more honest one, not the more flattering one.

4

Zones 1–2 tend to feel more familiar than Zones 3–4 — that's a completely normal finding.

REACH

Reach is about whether the right people actually got to the content — not just whether it was sent, but whether it arrived somewhere engagement was genuinely possible.

Which partners and roles actually accessed this training – and how do you know?

YOUR ANSWER

CONFIDENCE SCAN

- ☐ We track this directly
- ☐ We get a general sense from the relationship
- ☐ We're mostly inferring this





ZONE 02

ATTENTION

Attention is where most programs start to lean on judgment. A view count confirms the content opened; it doesn't confirm it held anyone's focus.

**How actively did partners engage with this content?
What tells you that?**

YOUR ANSWER

CONFIDENCE SCAN

- ☐ We track this directly
- ☐ We get a general sense from the relationship
- ☐ We're mostly inferring this

UNDERSTANDING

Understanding is the zone that matters most for field performance — and the one passive formats say the least about. Completion and comprehension are not the same thing.

Beyond completion, how do you know partners actually understood the material?

YOUR ANSWER

CONFIDENCE SCAN

We track this directly

We get a general sense from the relationship

We're mostly inferring this





ZONE 04

RETENTION

Retention lives in the gap between training and application — the stretch of time between a session ending and a partner actually needing it in front of a customer.

Do you have any visibility into whether the learning held after the session ended?

YOUR ANSWER

CONFIDENCE SCAN

- ☐ We track this directly
- ☐ We get a general sense from the relationship
- ☐ We're mostly inferring this

AT A GLANCE

A quick summary of where you landed. Most programs find Zones 1–2 covered by relationship instinct, and Zones 3–4 thinner — that's the most common pattern we see, not a red flag.

ZONE		TRACK	GENERAL SENSE	INFERRING
01	● REACH	☐	☐	☐
02	● ATTENTION	☐	☐	☐
03	● UNDERSTANDING	☐	☐	☐
04	● RETENTION	☐	☐	☐

One thing worth doing next

Which single program would benefit most from adding signal first?

YOUR ANSWER

TWO WAYS TO KEEP GOING

Review your full Enablement strategy

Not just one action but your full strategy and analyze it just as you did here. Try to find patterns and even ask your audience about the process, you might even be surprised with the results.



Book a review call

A 30-minute conversation with the Video2Market team. Bring this completed reflection, or we can run through it together , no agenda beyond figuring out where signal would help most.

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