

HAMMERS AND NAILS

*A New Way to Think About Educating
Your Team*



AUDIENCE

Who are you talking to?

WHO'S OUR AUDIENCE



WHAT DOES AN AUDIENCE LOOK LIKE?

Who are they?

Why are they here?

What frustrates them?

What does an audience look like?

- Everyone in the organization
- C-level Execs
- The sales team and sales engineers who support our new software product

FIND THE PURPOSE



CLARIFY YOUR PURPOSE

WHAT IS THE WHY BEHIND EVERYTHING THEY DO?

Don't talk courses; talk about problems.



What does a goal look like?

- We need sales training.
- Our sales team will know all the new features of our new software.
- 70% of our salespeople will complete the sales training course by next quarter.
- Our inbound calls will increase 3% by the end of the quarter as we host more webinars.

A black and white aerial photograph of a suspension bridge, likely the Golden Gate Bridge, spanning a body of water. The bridge's towers and cables are prominent against the sky. A multi-lane highway deck runs across the bridge, with several cars visible. The water below shows small waves.

**BRIDGE THE
GAP**

BRIDGE THE GAP



WHAT IS HOLDING US BACK?

What have we tried before? Has it worked?

How can we tie it back to the business?

Why aren't people doing it?

Is it a new process?

Are there environmental or culture barriers?

Is your team "in it to win it"?

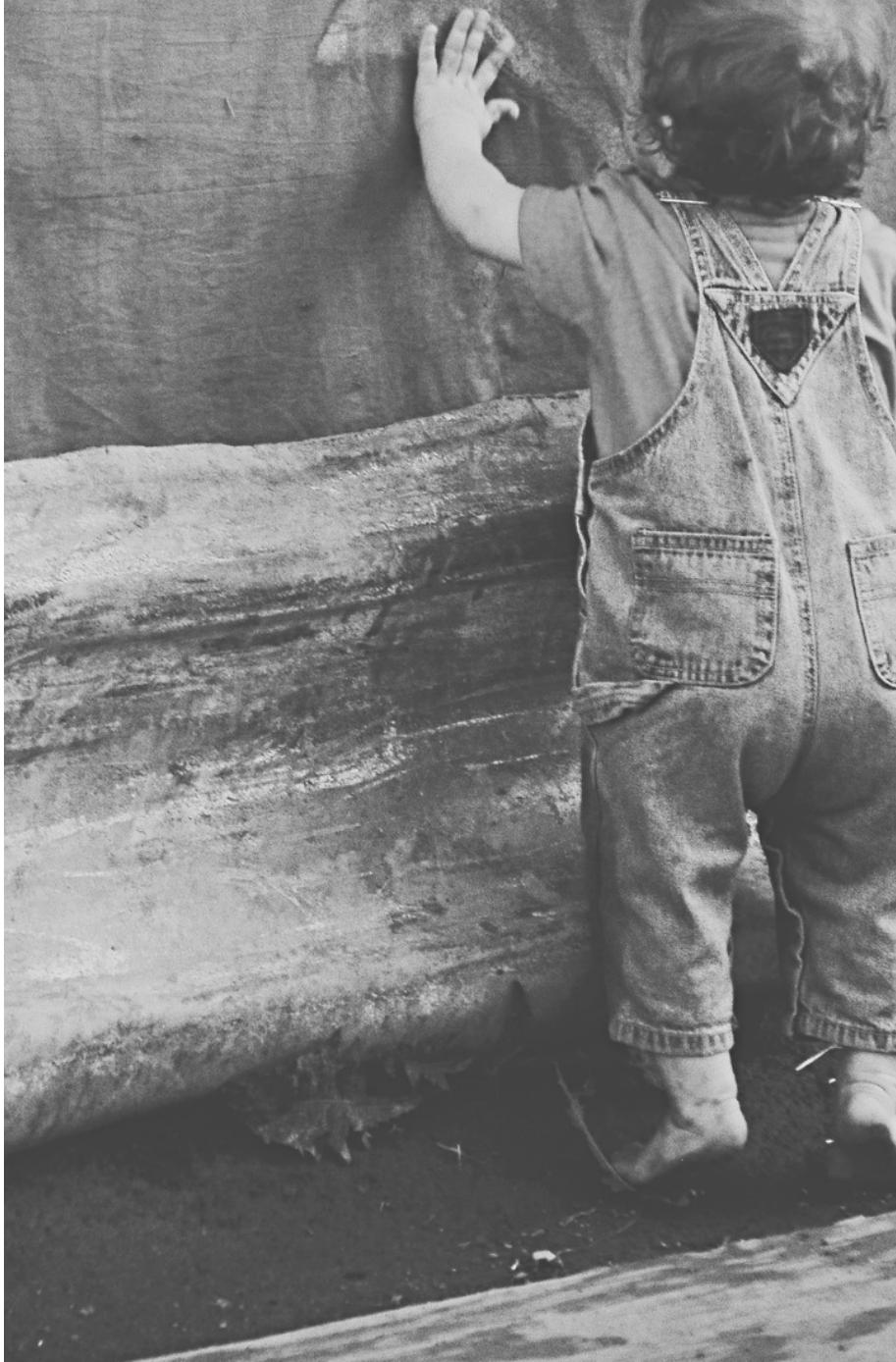
Past attempts?

MEASURE SUCCESS

How do you know you did it?



BRIDGE THE GAP



WHAT DOES SUCCESS LOOK LIKE TO THE BUSINESS?

How are we measuring now?

Performance vs. CYA

What does success look like?

- Let's not reinvent the wheel. Use established measurements for success.
- It needs to be S.M.A.R.T.
- Don't forget about the audience- ask them!

EXECUTING THE PLAN



Where can you start?

How to start

- Read Sprint by Jake Knapp
- Get a whiteboard
- Brainstorm
- Write down everything- there is no wrong answer

THANK YOU

Questions?



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