**Mike Kasparian:**

Goal: How to drive sales productivity…

* Selling model stuff: a ton of staffing assumptions, where people spend their time… a ton of time spent by core sales reps and CSMs / CSSs aligning content to a person’s business initiatives
* If you know an area or topic that a person has an interest in, a visual way to see that mapping could be a form of content recommendation (saves them time from searching or pulling content to send to client)

Playbook view?

Business initiative taxonomy?

Kind of like playbooks (initiative-based approach)

The whole goal is to drive engagement and therefore retention

Visual/Functional:

No expectations

More concerned with solving the use case