LEAD

Leadership Enablement and Development

LEAD is a 10-week, hands-on program that equips aspiring and new enablement leaders with the strategy, tools, and confidence to run a high-impact, revenue-aligned enablement function.

Enablement Foundations

Move from reactive to strategic by shifting from ad-hoc requests to a clear, outcomes-driven operating model. Earn executive trust by speaking the language of the business, quantifying impact, and securing sponsorship. Scale with confidence by designing programs, processes, and rhythms that work across teams and growth stages.

Build Credibility & Drive Impact

Who It's For: Aspiring or early-stage enablement leaders, typically within twelve months of promotion or less than 18 months in role, who are navigating inconsistent engagement, limited manager buy-in, unclear metrics, and ad-hoc execution.

Where You'll Be After: Confident, credible, and equipped with a repeatable operating model that drives adoption, alignment, and measurable outcomes.

Program Snapshot:
Duration: 10 weeks
Time Commitment: ~2 hours/week (1 hour self-paced learning + 1 hour live cohort coaching)
Format: Weekly e-learning, live group coaching, and knowledge checks
Certification: Digital certificate + LinkedIn badge upon completion

What You'll Be Able To Do

- Design a strategic enablement plan tied to revenue outcomes.
- Stand up an Enablement operating model.
- Lead change using pragmatic, people-first methods that actually stick.
- Prove value with a simple, defensible metrics framework that executives will respect.

> "Strategy is only real when it changes behavior. LEAD turns enablement leaders into operators who drive outcomes, not activities."
>
> **Irina Soriano**
> VP, Strategic Enabelement Consulting and Author of
> "Tomorrow's Emablement for Today's Leaders"

Weekly Course Outline

Week 1: Strategic Enablement Planning & Business Alignment

Week 2: Cross-Functional Collaboration & Influence

Week 3: Leading High-Impact Enablement Teams

Week 4: Designing Scalable Enablement Programs

Week 5: Driving Change Through Enablement

Week 6: Strategic Communication for Enablement Leaders

Week 7: Executive Alignment & Advocacy

Week 8: Measuring Enablement Impact

Week 9: Enablement Operating Model

Week 10: Building a Scalable Enablement Function

Why LEAD

LEAD is built and delivered by Seismic's Strategic Enablement Services, seasoned operators who have designed and scaled strategic enablement programs, governance models, change initiatives, and analytics frameworks across global organizations. With decades of combined experience, our team has guided hundreds of enablement leaders through complex transformations across high-growth and enterprise revenue teams.

The program is grounded in practical, field-tested frameworks that are actively used with our clients today. Each cohort is supported by expert coaching tailored to your context, with weekly sessions that end in actionable takeaways you can apply immediately.

Cost & Enrollment

Investment: $3,900 per participant
Format: Virtual, cohort-based (limited seats for high interaction)

Reserve your seat!
Next cohort kicks off soon, limited spots.

Why Seismic?

Unlike traditional consulting firms that often stop at strategy and planning, Seismic brings deep, specialized expertise in enablement, built from years of hands-on experience guiding global organizations through change, growth, and scale. We don't just design enablement strategies; we execute them end-to-end, ensuring measurable business outcomes. Our approach blends proven frameworks with real-world application, giving you the tools, coaching, and confidence to lead enablement programs that drive lasting impact.

Make enablement the **competitive advantage** it should be.

Speak with our team today →

Seismic Strategic
Enablement Services