Spekit

Learning at Work is Broken

Introducing: Just-in-Time Enablement

👋 **Good Afternoon, Lucia!**
How can I help you today?

You got it! Here's messaging to a RevOps buyer in Stage 2 asking about CMS functionality, incorporating insights from the your knowledge base:

Hi [Head of RevOps],

It was great speaking with you!

••• Searching internal knowledge

⟳ Recent calls   3
No next steps   2 unanswered questions

✈ Content to share with buyers   4
Most relevant   Pricing   Business case
Send with trackable link or add to Deal Room   ⇄ •••

📄 Why Traditional Enablement is Broken

📊 Business Case Template (to customize)

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We are a multinational company engaged in advanced digital solutions. We have served various clients from various countries. We deliver results that exceed our clients' expectations, and we are committed to providing

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Introduction

Work has entered a new phase. Change once arrived in cycles where teams had time to absorb updates, adjust processes, and rebuild confidence before the next shift arrived. That rhythm shaped how companies trained, enabled, and supported their people. **Today, change behaves differently.**

Products evolve constantly. Markets shift quickly. Buyers arrive informed and decisive. AI has accelerated how information is created, accessed, and distributed across organizations. But the results haven't kept pace with the investment.

In 2025, companies poured resources into AI experimentation, automation, and tooling. Yet according to **Gong's 2026 analysis** of nearly 4,000 companies, average revenue growth decelerated to 16%, and only 46% of reps hit quota. Salesforce found that despite years of AI adoption, reps still spend only about 30% of their time selling (up just two points from 2022).

The information gap has evolved to become an execution gap.

AI introduces a quieter layer of work alongside its promise: configuration, context management, governance, and constant upkeep. Teams are maintaining more systems, reconciling more answers, and carrying more cognitive load while trying to perform in real time.

Traditional approaches still matter. They build shared understanding and long-term capability.

What's changed is the margin for error. In a world where information updates daily and buyers expect relevance immediately, delayed guidance creates real revenue risk. When teams rely on static training, disconnected content, or AI systems that improvise answers, mistakes compound quickly.

This is where just-in-time enablement enters the story.

In this guide, we'll explore how just-in-time enablement supports teams operating in a world of constant change. You'll hear from enablement and learning leaders at organizations like Demandbase and Databricks who use it as a practical, everyday part of execution. If you're ready to support teams who operate under pressure and make decisions in real time, read on.

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Everything you need to know
about just-in-time enablement

The way we work today reflects a turning point. Over the last few years, the day-to-day life for an employee has endured more change than many organizations have in decades. Hybrid environments became common. Tool ecosystems expanded. Expectations for speed and precision increased. AI entered daily workflows, reshaping how information appears and how quickly it must be used.

Enablement leaders felt this shift early. The volume of updates grew while the distance between decisions narrowed. Teams needed clarity during execution, not only preparation beforehand.

> **"It's a new way of training your team to be successful that's all about meeting your employees where they are. I pictured a better way of helping people find information the moment they need it."**

When Melanie Fellay co-founded Spekit, she did so with a clear vision: enablement needed to evolve alongside how work actually happens.

Just-in-time enablement became that reality, supporting revenue teams as they moved through their day rather than pulling them away from it.

"Just-in-time enablement is a more agile approach," Melanie explains, "making it easier to drive change when and where people need it."

The world surrounding work continues to move. Enablement that adapts in real-time keeps employees ahead as expectations rise.

WHAT WE KNOW ABOUT THE SCIENCE OF LEARNING

Experts studying the science of learning know the way we were taught to learn is out of date. **According to the National Education Association,** these researchers suggest a few key changes:

- Learning spaced over time strengthens retention

- Interleaving, or bouncing your focus between topics, helps with linking concepts and processes together

- Connecting learning to real life makes it more memorable

- Combining text with visuals like videos or graphs makes learning more concrete

Everything you need to know
about just-in-time enablement

People learn while doing, but they also decide while doing. In modern revenue environments, learning and execution are no longer separate phases. They happen at the same time, under pressure, with real consequences attached.

Guidance that arrives too early is forgotten. Guidance that arrives too late creates rework. But, guidance that arrives in context becomes execution fuel.

Just-in-time enablement brings these principles together. Answers arrive in bite-sized pieces, resources connect to real work, and reinforcement happens naturally as tasks repeat and evolve.

"Just-in-time enablement is a workflow-embedded approach to learning and performance that delivers the exact knowledge, content, and coaching someone needs at the moment they need it, inside the tools where work happens, using context and reinforcement to help people apply it immediately and build real capability over time."

JUST-IN-TIME ENABLEMENT USE CASES

- **Just-in-time process guidance**: Guide reps step-by-step through any process or workflow, ensuring adherence to best practices without ever leaving their active task.

- **Just-in-time knowledge:** Deliver instant answers and information to reps in the moment they need it, preventing time-consuming searches and ensuring they always have answers at their fingertips.

- **Just-in-time sales content:** Equip reps with the perfect sales collateral and marketing materials at the precise moment they need to engage a buyer or move a deal forward, without disrupting their workflow.

- **Just-in-time sales coaching:** Provide real-time, actionable feedback and guidance to reps, helping them master critical sales skills and improve performance based on insights from their sales tools.

Leaning on traditional approaches looks like:

Content that's quickly outdated

As markets and products evolve quickly, guidance requires regular updates to stay aligned with reality. Enablement content that remains static struggles to reflect current context. Teams invest time creating materials that fail to support execution when conditions change. Most enablement leaders feel this gap firsthand. A majority report that large portions of their content require constant refreshing, and only about half say they trust the guidance their teams rely on today. Just-in-time enablement supports continuous alignment, allowing guidance to evolve as work does.

Difficulty finding the right information right when you need it

Imagine you're in the zone, working in Salesforce, inputting data and cleaning up opportunities. Suddenly, you can't remember the criteria for converting an opportunity from Stage 1 to Stage 2. To get that answer, you're forced to leave your flow state and dig through a lengthy document, review an old training session, or ping a colleague.

When you're in the flow of work and need a piece of information to continue, nothing breaks down efficiency like having to context-switch into various different tools to try to find what you need. When information is hard to find — especially when it only exists in the brain of another coworker — that's when bottlenecks happen, and bottlenecks aren't compatible with today's pace of business. "The main thing is that information is accessible when and where you need it," says Melanie, "whether that's embedded or a click away."

THE COST OF CONTEXT-SWITCHING

Context-switching happens when you jump between tasks, tools, or projects, and it's a time thief. People take **almost 10 minutes** to get back into a flow when context-switching between apps. **A study** of 20 teams across three Fortune 500 companies found "that workers toggled roughly 1,200 times each day." That adds up to four hours each week or four weeks in a year spent simply reorienting yourself.

⟳ A lack of reinforcement

Processing information is not and has never been "one-and-done." True understanding requires ongoing reinforcement that meets the user where they are. "There's a limit to how much information you can take on at once," says Melanie. "In order to remember something, it needs reinforcement. If you're communicating something once in an email or a webinar, people are not retaining that information." Just-in-time enablement provides consistent reinforcement inside the workflow, supporting retention as work unfolds.

Learning at work has been slower to catch up to other business areas because learning hasn't always had a seat at the table. In today's job market, where budgets are tight and staff numbers are diminishing, companies must maximize their investment by helping employees learn and become more effective and productive.

"I think for a long time, training was really seen more as an HR function," says Melanie. "But in the last few years, training and operations teams really rose to have a much more important role — we started to see them as a way to multiply efforts and see more results."

40%
Stale

48.8% of enablers believe that 40-100% of their content needs a refresh

74.1%
Flying Blind

75% of enablers don't get the visibility they need into content gaps

Impact of *enablement*

2025 REPORT

sec Sales Enablement Collective   ⟲Spekit

How just-in-time enablement drives rep acceleration

🧠 Ramp fast

Just-in-time enablement accelerates ramp by aligning trusted knowledge with live execution. New reps build confidence through real scenarios, guided by clear answers and next actions inside the tools they use every day. Learning unfolds alongside selling, keeping momentum intact from the start.

⏱ Stay fast

Speed compounds when guidance becomes part of routine work. Just-in-time enablement provides consistent reinforcement that adapts as deals progress. Knowledge remains current through governance that maintains clarity and reliability. "If you need something in the moment," Melanie notes, "reducing friction keeps momentum intact."

🎯 Win more

Outcomes strengthen when context, content, and action converge during execution. Just-in-time enablement supports sharper preparation, clearer follow-through, and more relevant buyer engagement by surfacing what matters most in each moment. Activity connects directly to progress, and confidence carries through the deal cycle.

Keep reading to learn four truths about the modern, fast-paced workplace and what they mean for teams expected to ramp fast, stay fast, and deliver results through constant change. Just-in-time enablement helps revenue teams keep momentum intact while building a more supportive environment where people can move with confidence, without pausing to search, guess, or escalate.

"I think this paradigm shift needs to happen," says Melanie. "Are you trying to track whether someone is checking a training box, or whether someone can apply the knowledge when it counts, in the moment, to move deals forward?"

That's where just-in-time enablement comes in.

The pace of business has changed — learning must keep up

The pace of business now moves at the speed of intelligence. Revenue teams feel this shift every day. Markets adjust faster, buyers arrive informed, and decisions compress into tighter windows.

Recent data reflects this acceleration clearly. The **average revenue growth slowed to 16%** in 2025, and sales productivity leveled out across teams. Fewer opportunities reached each rep, even as deal complexity increased. Growth now depends less on expansion and more on how effectively teams operate with what they already have.

Work picked up speed, and expectations rose with it: Deals move faster and time-to-value shrinks. Teams balance more tools, more data, and more variables inside each interaction.

Competition has expanded across every deal: Markets grow more crowded as new entrants, adjacent solutions, and evolving categories reshape buying decisions. Understanding the competitive landscape becomes an ongoing effort rather than a periodic exercise.

Products and services continue to multiply: Organizations introduce new offerings to differentiate and keep pace. Each addition brings new messaging, positioning, and knowledge that teams must absorb.

The number of delivery methods is up: Information lives across CRM systems, Slack, email, call intelligence platforms, and more. Employees move fluidly between these, losing valuable knowledge and insights along the way.

AI plays a defining role in this environment.

What began as experimentation now shapes daily workflows. Teams rely on AI to surface insights, support decisions, and maintain momentum through complex deals. The context AI is using to deliver those insights matter now more than ever.

Organizations who embed AI into core workflows report significantly higher revenue growth and stronger commercial impact than teams running limited pilots.

Gartner's Magic Quadrant for Revenue Enablement Platforms includes a clear expectation for where this is heading: "by 2030, agentic AI will automate 70% of routine sales enablement tasks," and deliver "personalized content and training directly within rep workflows."

Getting proactive in a reactive world

As the pace of business increases, teams naturally respond to what shows up first. Requests arrive quickly, priorities shift, and enablement programs often form around immediate needs inside the moment. That urgency feels productive but it also shapes how programs scale.

" When you're in reactive mode, just taking requests and creating programs based on those requests, you're always playing catch up. There's no longevity to the program. You're not sustaining the behaviors you need to sustain," says Nick Lawrence, Curriculum Design Manager for Learning Experience at software development company Snowflake. "

Because formal learning and training are so resource-intensive, it takes time, energy, and expertise to create. When the market moves as fast as it does, those traditional types of programs suddenly lack longevity. What help is a webinar about how to use a tool that's already being replaced by something better?

According to Nick, being proactive relies on the following:

- Understanding which outcomes you're trying to drive

- Creating clarity around competencies

- Intentionally providing resources to support the execution of those identified behaviors

When enablement anchors to outcomes and behaviors, teams experience steadiness even as the environment continues to change. Preparation becomes something people feel consistently rather than something they chase between shifts in priority.

With the right systems in place, enablement supports execution as it unfolds, helping teams move with confidence, even as expectations rise.

Meet employees where they are

Growth under pressure depends on people. Supporting them well means understanding the reality they operate in.

> **It's a highly competitive environment today, and more people are changing jobs than ever before.**

says **Kari Roberts,**
Revenue Operations
at integration platform Boomi.

Expectations come with that mobility. "They need the right tools," says Kari. "They can't do it without tools and technology these days. Supported employees feel grounded in their roles. That grounding translates into productivity and engagement. An Oxford University study found that happy employees are **13% more productive**, reinforcing the connection between confidence and performance.

Leadership plays a role here. Providing clarity and resources from the top down helps teams navigate increased responsibility without carrying it alone. "You have to do more with less these days," says Sheevaun Thatcher, VP of Revenue Enablement at Demandbase, "which means we have to be absolutely prescriptive on what we do; otherwise, the whole team is going to burn out."

Burnout carries a higher cost in environments shaped by tighter budgets and leaner teams.

Enablement that supports self-sufficiency helps organizations balance support with sustainability, allowing people to apply knowledge when it matters most.

"People are expecting more from companies."

KARI ROBERTS

SR. DIRECTOR OF GLOBAL DEAL DESK
AT BOOMI

Enablement follows the same principle as product delivery. Timing matters. "If you're training at the end of the quarter you're going to hear 'do not bother me,'" says Sheevaun. "But if you're providing support at the right time, there can be a lot of excitement around it. Then, they take it and embed it in what they're working on right now."

" **All learning should be measurable in some fashion (...) It must support productivity that affects either time, money, or resources. If outcomes aren't measurable you should ask yourself if they're worth the effort. "**

says **Sheevaun Thatcher,**
VP of Revenue Enablement at
Demandbase

Markets influence decisions quickly. That pressure can create the sense that organizations are responding rather than steering so measuring impact becomes essential for maintaining direction.

Sheevaun adds a reminder that guides modern enablement: "Be conscious of the amount of information you're trying to get them to consume, and ask yourself if that information is relevant to what they're doing right now."

This chapter reflects a shift many teams feel. The pace of business continues to increase, driven by technology, competition, and rising expectations. Enablement that aligns with execution helps people stay steady as change accelerates.

The chapters that follow explore how just-in-time enablement supports teams operating inside this reality, offering clarity, reinforcement, and confidence as work continues to move faster.

"Be conscious of the amount of information you're trying to get them to consume, and ask yourself if that information is relevant to what they're doing right now."

SHEEVAUN THATCHER

VP OF REVENUE ENABLEMENT AT
DEMANDBASE

Enabling remote learning is critical

Training has long been a shared experience.

It brought people into the same room. It created common language and built confidence through proximity. Much of what people learned happened informally. Questions were asked out loud. Answers were overheard. Context was absorbed simply by being nearby.

Remote and hybrid work changed that dynamic.

Teams rebuilt collaboration through screens, calendars, and digital tools. Learning and enablement followed, though without a clear blueprint for how reinforcement, engagement, and continuity would carry forward.

> **"How do you create engaging experiences How do you maintain everyone's attention? And how do you create a sustainability plan around whatever it is you're trying to teach?" asks Garrett Rafols, Former Revenue Enablement Leader at Gympass & LinkedIn. "These are things that I think no one has really perfected."**

Distributed work expanded flexibility and reach but it also shifted how knowledge travels.

In physical offices, reinforcement often happened naturally. A phrase repeated in a meeting, a manager offering feedback in the moment, or a teammate sharing context across a desk. Those small interactions compounded over time.

In distributed environments, reinforcement depends more heavily on systems. Knowledge needs to persist across tools, time zones, and shifting priorities. Today, enablement carries a larger role in helping people feel connected to what they need, when they need it.

The power of personalized, on-demand learning

Every tool we use in the rest of our daily lives is personalized to us and at our fingertips, so why should learning at work be any different? Social media algorithms feed us ads that suit our tastes, and you can teach yourself how to do anything online exactly when you need it. That's what just-in-time enablement understands — that how we learn everything else in life is also how we should learn in the workplace.

"And that's really important, especially for salespeople — they're extremely busy, they're already only spending like a third of their time on revenue-generating activities, and the last thing they want to do is watch an hour-long, e-learning course on something that might apply in the future."

We're used to learning like this now: in the moment, in the thick of it, with information that's accessible and easy to find. We're not memorizing the manual on day one, especially not as companies offer more products and services than ever before.

I think, initially, when going remote, folks had to figure out how to focus. It's too easy to get up from your chair, wander around the house, and get distracted, so there is a distinct lack of patience. says **Sheevaun Thatcher**

"People are not prioritizing long learning sessions anymore. They're prioritizing just-in-time learning because 'this is what I'm dealing with right now. This is what I need you to help me solve."

Of course, some new information requires a longer format or even a company-wide gathering. What's important is to consider the format of the information you want people to put into practice from day one. "It's got to be in small, almost instantaneous bites," says Sheevaun. "And it matters where I get it, when I need it, and in what format. I need it where I am."

"In my free time, I don't watch videos on how to fix my dishwasher in the event that it breaks. I only watch that video if the dishwasher actually breaks."

NICK LAWRENCE

MANAGER OF GLOBAL SALES
ENABLEMENT AT DATABRICKS

Creating an environment of self-sufficiency

"People are being tasked to do their jobs completely alone," says Garrett. "It's not as easy as just turning to someone — you have to be a bit more motivated to have to put in a ticket. So you need to be a lot more independent."

That independence now extends far beyond where people sit or how teams are structured. As work accelerates, roles expand, and AI becomes embedded across daily workflows, employees are increasingly expected to navigate complexity, make decisions quickly, and move forward with confidence, often without the luxury of pausing to seek confirmation or clarification.

Managing this shift requires a careful balance. Organizations want teams to operate with autonomy and speed, while still ensuring that people feel supported, capable, and aligned as expectations evolve. This tension defines modern enablement. Information is more accessible than ever. AI can surface answers, summarize content, and accelerate discovery. Yet understanding still develops through guidance, repetition, and application within real scenarios.

"It still needs to be coached, they still need learning through instruction, they still need guidance, and these are the things that are hardest to do in a remote work environment."

What Garrett describes reflects a broader challenge shaped by constant change rather than location alone. As the volume of information employees must process, the risk shifts from not having access to knowledge to not knowing which guidance to trust, when to apply it, and how to carry it forward into execution.

Experts like Garrett have found that the right systems can close this gap by supporting independence without creating isolation. "Giving people tools to be more efficient at work has never been more important because we are remote," he says. "These tools, these systems, these things that make our job easier continue to make us productive."

When self-sufficiency is supported by enablement that stays close to the work itself, teams move with greater consistency. Employees spend less time searching for answers, managers spend less time answering questions, and organizations reduce the friction that quietly erodes momentum as complexity increases.

Just-in-time enablement plays a critical role in creating this environment. It allows guidance to surface alongside the sellers day-to-day workflow, reinforcing best practices in real-time. In a world shaped by continuous change, self-sufficiency supported by trusted, contextual guidance becomes one of the most reliable ways teams sustain performance.

Driving productivity in a world of constant change

Teams today navigate expanding toolsets, constant communication, and a growing volume of knowledge spread across systems, documents, and conversations. Each source contains value, yet the ability to access the right information at the right moment increasingly determines how effectively that value translates into action.

Productivity now depends on how smoothly people move through their workday. How often do they have to pause to search for answers? How much of their attention is spent navigating work rather than doing it?

Sheevaun Thatcher has four pillars she applies to sales enablement to ensure everyone is working at their full potential:

1. Ensuring a common understanding of the go-to-market strategy across the board

2. Aligning all the assets — scripts, websites, decks — and verifying there's only one version of each that everyone's referring to

3. Delivering information via just-in-time enablement

4. Conducting gap analysis to learn what is and isn't working

For her, making sure everyone comprehends the plan, is given the correct assets to do their jobs, and delivering that knowledge with the least friction possible has made all the difference to her team's success.

> **"You need to make sure that everything you have on the enablement side of the business is available, accessible, and in the modality that is the most useful,"** she says.

The cost of context-switching

When information lives outside the moment where it's needed, people are forced to leave their work to find it. In modern environments, that detour often leads through multiple tools, tabs, and messages, each competing for attention.

Psychologist and computer scientist **Gerald Weinberg** found in his research that productivity is killed by up to 80% when you're attempting various tasks at once. His study shows that once a person's focus is split, even just between two different contexts, 20% of your productivity evaporates altogether, with the other 80% split between your tasks.

When doing deep work, like learning something new or programming code, this distraction creates a time debt that adds up quickly. **A survey** found that it took 10–15 minutes for programmers to resume editing code after an interruption and that uninterrupted blocks of time were scarce to begin with.

Bringing guidance, answers, and coaching into the flow of work reduces that friction. Information surfaces where decisions happen, allowing attention to remain anchored to the task itself.

Time spent seeking equals time lost working

Delivering information in the flow of work saves time, saves focus, and, therefore, saves money. A Cornell University study found that people were wasting **59 minutes per day** attempting to seek information scattered across different tools and documents. In today's competitive market, those lost time equals lost revenue.

> **There are a lot of different tools out there, and one of the biggest things that I see as a problem is access to the content within the tool that you're in.**
>
> says **Kari Roberts**

> **"Half the time the battle is that the documentation does exist, but they don't know where."**

The **2025 Impact of Enablement report** reinforces this connection between access and performance. According to the research, teams with this level of higher enablement maturity are significantly more likely to meet or exceed quota, driven by faster access to trusted knowledge embedded in daily workflows.

As those 59 minutes per day tick away, scaled up to entire teams of people, lost productivity quickly turns into lost revenue. "Time kills deals," says Kari. "Whenever we can eliminate that time it's usually a very positive outcome. Simplicity is a huge element. The simpler we can make the process the better. The more you can automate and not require them to seek information across systems — all of those things can greatly improve salespeople's ability to get their deals done faster."

The flow state describes a condition of focused immersion where effort feels purposeful and progress feels continuous. **According to McKinsey and Company**, "Individuals who frequently experience the state of flow are more productive and derive greater satisfaction from their work than those who don't." They even found executives were 500% more productive when in flow.

"It's all about making sure that when each person has a learning need, you're going to have the learning available to them," says Melanie.

Being able to provide that kind of optimization tool yields benefits across the board and creates a consistent expectation that, because information will be where they need it when they need it, they can more easily slip into a flow state at work. Creating more space for your team members to experience intense focus and immersion in their most pressing projects will also increase satisfaction at work. And that leads to creative problem-solving that the fragmented mind wouldn't be able to achieve.

> **"That's really the benefit of just-in-time, it's really about meeting your employees where they are — not just in their workflow, but in their journey as an employee."**
>
> **MELANIE FELLAY**
>
> CEO AND CO-FOUNDER OF SPEKIT

The shift from onboarding to everboarding just makes sense

Have you ever started a new job and learned everything you needed to know in the first week? Of course not, and no one expects that to happen. Even in the most thoughtful onboarding programs, early learning only covers what's most essential. The rest unfolds gradually, shaped by real scenarios, evolving responsibilities, and the pace of change around the role.

As work continues to accelerate, learning at work has become an ongoing process by default. The shift from onboarding to everboarding reflects that reality. It recognizes that readiness develops over time, supported by reinforcement, context, and guidance that keeps pace with how roles actually evolve.

Everboarding offers a more holistic view of learning. It treats enablement as a continuous layer of support rather than a single moment of instruction. While constant learning can sound overwhelming, this approach allows learning to become part of the rhythm of work. Information appears when it is useful, not all at once, helping people build confidence through application rather than overload.

"It's really about recognizing the fact that there's a certain amount of information that's going to be really valuable in getting someone confident, comfortable, and energized about their role," says Melanie. "But the reality is that most of your learning will happen as you come across all these different scenarios."

That reality reshapes how teams think about structure. Instead of front-loading everything into the first weeks, everboarding creates space for guidance to unfold over time. Learning becomes something people return to as their work changes, as products evolve, and as expectations rise.

> **"It can no longer be, 'hey, let's have everyone go through all these courses in the first 30 days like a boot camp, and then it's trial by fire,'" says Melanie. "What if it looked more like ongoing support?"**

The shift from onboarding to everboarding just makes sense

This is where structured reinforcement begins to matter. And why leading Revenue Enablement Platforms like Spekit have introduced specific features like Learning Paths to support everboarding at scale. These paths create role-based journeys that guide people through what matters most at each stage of their work, drawing from the same living content teams already rely on day to day. As that content evolves, the learning adapts with it, helping ensure that onboarding flows naturally into ongoing reinforcement rather than drifting into fragmentation.
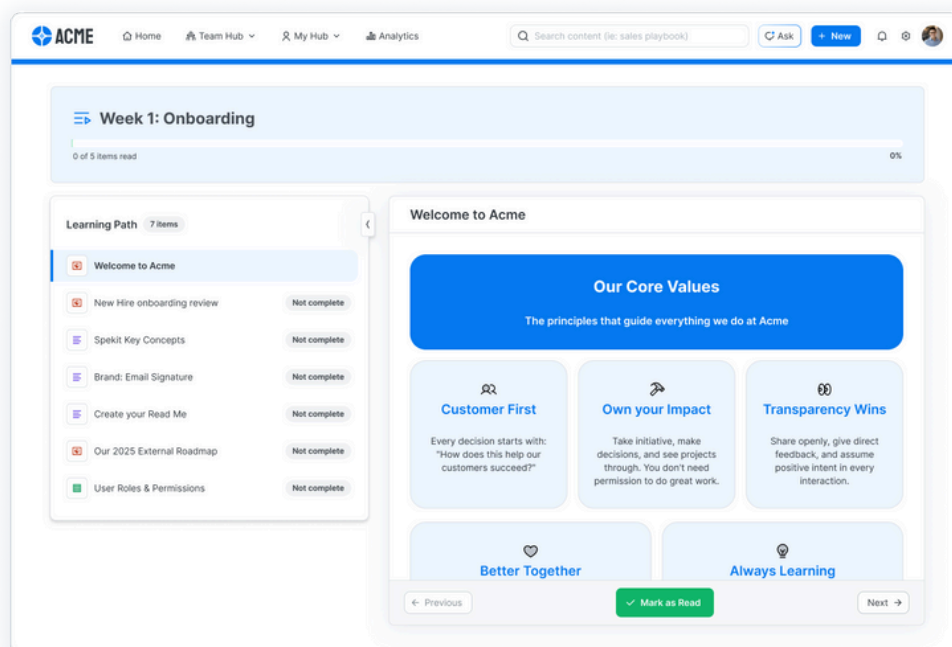
Enabling this constant state of learning reflects a broader shift in change management. The world continues to move quickly, shaped by new technology, new workflows, and changing market conditions. Leaders carry the responsibility of supporting their teams through that change, providing access to guidance that remains relevant as priorities shift.

Everboarding and Learning Paths answer that question. They reflect how people learn under pressure, how work actually unfolds, and how enablement continues to evolve as a steady presence throughout the employee journey.

Learning by doing

To make the leap from absorbing information to becoming knowledgeable, there needs to be a certain amount of participation from the learner. When Nick Lawrence designs curriculum for enablement teams, he keeps that in mind.

"People have to be, and have to want to be, active participants in their learning. Learning rarely happens from the outside in, where information is being pushed at someone,"
says **Nick Lawrence**

"Oftentimes, true learning comes from being an active participant, figuring it out yourself. It always comes from the actual application—from doing it."

Of course, anyone who's ever read instructions and given something new a shot knows you don't always get it on the first try. "Then it's about being constantly exposed to it and learning to retrieve that knowledge from memory when you need it," says Nick. It's common to require a reference point even the fourth or fifth time you try something. That's all part of building up a pattern of doing and recalling that transitions the action into knowledge. Having a tool that can guide you in that process, rather than a human manager or colleague, takes the pressure off both the knowledge-seeker and their trainer.

Consistent access to information is the best way to empower employees, and just-in-time enablement gives employees the confidence to reference a guide or cheat sheet as often as they need until it becomes natural to them. Then it will be onto the next new operation or platform, and the cycle of learning by doing begins again but this time, it's a positive habit.

Reinforcement and the forgetting curve

Maybe you've heard of the **forgetting curve**: it's a theory that says without reinforcement, the average person will forget anywhere between half and up to 90% of what they learn in less than three weeks. That's because so much of what we absorb we do so temporarily. But **studies have shown** that if you review the information you've learned for 10 minutes within the first 24 hours of learning, your retention will be almost 100%. As days go on, you'll require less and less time to get back up to speed (only two to four minutes of review at the 30-day mark) because you're creating a pattern of reinforcement in your brain.

> **"This is why everboarding is absolutely crucial," says Sheevaun Thatcher. "We have goldfish memories. You have to have the ability to trickle training out and reinforce it. When you don't have reinforcement, that's when people fall back to old ways."**

Science bears out, but the solutions don't meet people where they are. Rather than reinforce with ongoing half-day training sessions or weekly mandatory webinars, why not put that reinforcement directly into the flow of work?

When people are seeking the information they need and can't find it, they start to flounder, (…) And when people flounder, if they can't get access to the process, they make up their own. says **Kari Roberts**

Everboarding using just-in-time enablement is a scalable way to keep learning at the forefront of employees' minds so that seeking answers doesn't become an entire task on its own that derails a day's work. By providing the information you know your people need right where they're already working you can ensure the processes you've strategically put in place will be followed to the letter. And that your teams will feel empowered and confident in their daily roles. This will, in turn, increase productivity and performance and accelerate revenue generation.
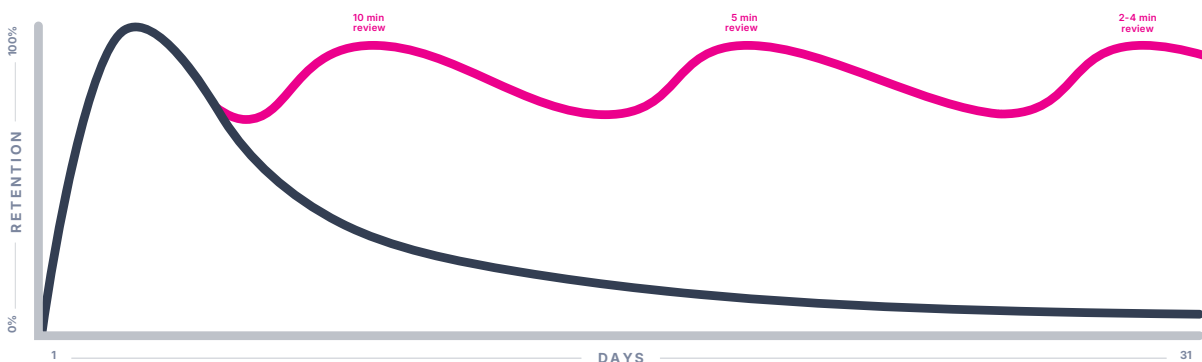

Figure 1. Forgetting curve

Spekit

Conclusion

The challenges businesses have faced in recent history have resulted in a lot of growing pains—but growth is happening, and it's making workplaces better as a result. As employees learn their worth and demand more from organizations, company leaders must meet those challenges with the kind of support that will earn loyalty.

Spekit is a great way to get there. The number one-ranked just-in-time learning platform is founded on principles that directly address current business challenges.

By surfacing learning in the tools your team uses every day, it closes the gap between learning and doing. Spekit helps companies boost productivity, improve the adoption of key business investments like Salesforce, drive change across remote organizations, and makes training easy and accessible. Spekit's just-in-time learning platform delivers bite-sized knowledge when and where your employees need it so they can excel at their jobs and build real business outcomes.

"Training is a strategic lever inside an organization to actually help make a difference," says Sheevaun. "It helps us change the status quo." In a time of shifting business needs, one big shakeup can lead to many positive outcomes, from revenue growth, to simplicity of scaling, to employee retention.

Imagine how your team could look if the gap between having questions and getting answers was eliminated. Imagine how your business would succeed.

Learn more about Spekit and request a demo today.

REQUEST A DEMO

About Spekit

Spekit is the Rep Acceleration Platform for high-growth revenue teams. It connects trusted go-to-market knowledge with live deal context, then delivers guidance, coaching, and actions inside the tools reps use every day.

Spekit acts as your GTM Brain and real-time coach. It keeps knowledge current and approved, then brings the right answer, talk track, and next step to the moment of execution so reps move faster with confidence.

Teams ramp faster, increase rep capacity, improve win rates, and strengthen forecast confidence.

Enablement and sales leaders get governance and analytics that show what's used, what works, and what needs updating so readiness holds across teams, territories, and change cycles.

Learn how companies like ZoomInfo, Southwest Airlines and iHeartRadio are accelerating rep execution at spekit.com.

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