The 3 Core Pillars for **Best Partner Experience (PX)**

Get practical, real-world guidance from **Brian Tuomy** — a user engagement and partner experience specialist with over 20 years of expertise. Learn how the three core pillars of PX—**Curation, Enablement, and Onboarding**—can help you build clearer journeys, stronger relationships, and long-term partner success.

What's Inside This Guide

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What You Will Learn

This guide gives partnership professionals a practical, user-centered approach to improving the partner experience (PX) across their programs.

- Understand why "experience" is fluid, evolving, and rooted in user perception—not rigid systems or polished perfection.

- Learn the three foundational practices that shape a strong partner experience: **Curation, Enablement, and Onboarding**.

- Discover how to curate content and tools based on real partner needs, reducing noise and increasing relevance.

- Build a clear enablement strategy that supports both internal teams and external partners through governance, guidance, and confidence-building resources.

- Design onboarding flows that create early wins, reduce friction, and set the long-term tone for partner engagement.

- Explore how flexible onboarding journeys can support product launches, campaigns, certifications, and evolving business priorities.

- Adopt a mindset of continuous improvement—small, thoughtful changes that strengthen relationships and drive consistent engagement.

These takeaways will equip you with a grounded, adaptable framework to create partner experiences that are clear, meaningful, and built to grow over time.

Meet Your Expert Guide

Brian Tuomy

Principal Consultant at [Institutional Edge Consulting](#)

With over 20 years of experience in user engagement platforms, enablement, and engagement strategy, Brian has become a trusted guide for organizations looking to help their users do more — and feel more confident doing it.

He combines a rare blend of platform expertise, learning strategy, and hands-on execution that turns complex systems into clear, engaging experiences.

Brian has shaped programs across industries by serving as both a vendor SME and a User Administrator in partner relationship management (PRM) software. His work centers on building scalable solutions that meet users where they are, while aligning every initiative with the broader goals of the business.

From configuring and optimizing platforms to launching engagement campaigns that spark real adoption, Brian brings the steady, thoughtful leadership teams rely on to drive long-term value.

Learn more about Brian and the services he provides [here](#).

20+ Years	**Adoption & Value**	**Scalable Solutions**
User engagement and enablement expertise	Driving engagement through learning and communication	Turning user needs into practical, repeatable systems

Introduction

In partnerships, the word "experience" is often used, yet it's rarely defined. That's not an accident. Experience is inherently messy, rooted in perception, context, expectations, and timing. It's essentially different for every user, every partner, every interaction.

And yet, many organizations try to define it rigidly or engineer it perfectly. That usually backfires.

Experience isn't something you finish; it's something you evolve. In fact, striving for perfection often becomes the enemy of progress.

Instead, we should focus on improving the relationship between our platforms, people, and the partners we serve.

This guide, created by **Brian Tuomy**, Principal Consultant at **Institutional Edge Consulting**, introduces a practical framework based on three foundational practices:

1
Curation
Understanding your users and shaping experiences that meet them where they are.
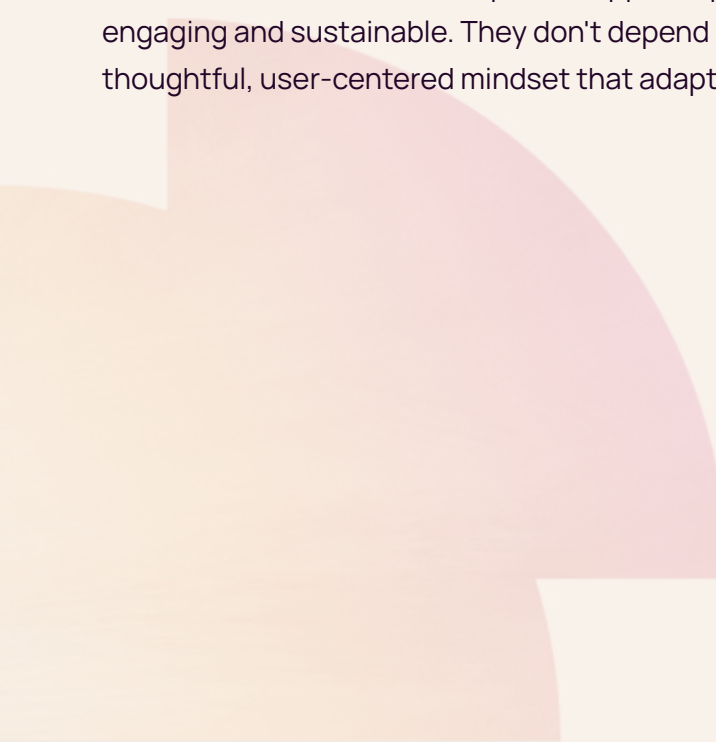
2
Enablement
Ensuring that everyone involved knows what to do, when to do it, and why it matters.

3
Onboarding
Reducing friction and helping users engage meaningfully from the start.

When done well, these three pillars support a partner program that is not only functional but genuinely engaging and sustainable. They don't depend on having a flawless system, but rather on having a thoughtful, user-centered mindset that adapts over time.

1. Curation

Curation is more than content management. It's about the relationship you build through content, tools, and touchpoints. It begins with a simple but powerful question: *What does a partner need to be successful in their relationship with you?*

To curate well, you must first understand who your users are.

- What are their goals?
- What challenges do they face?
- How do they work?
- And what kind of support do they actually want from you?

Start by getting granular. Different partner personas will have different needs. A salesperson in the field doesn't consume content the same way a technical integration lead does. One might need pitch decks and pricing sheets, while the other requires implementation checklists or API documentation. Neither needs to be buried in irrelevant files.

Mapping to Personas

Curating the experience also means mapping tools and workflows to these personas. Think about how your partners do business with you. Are they frequently jumping between your portal and other platforms? If so, consider whether you can embed tools natively or, at the very least, make those transitions seamless. Every unnecessary click or confusing link diminishes the experience.

Cutting Through Noise

One critical element is cutting through the noise. More content doesn't always mean better content. In fact, the most curated experiences often involve removing things—stale assets, duplicated messages, outdated workflows—hygiene matters. If partners can't find what they need quickly, they'll disengage just as fast.

This isn't theoretical. In one instance, Brian worked with a product marketing team that had invested heavily in video content for the sales team. The problem? It wasn't being used. The sales reps, often on the move and in the field, didn't have time to watch videos. They preferred one-pagers they could reference quickly. The solution wasn't more production—it was better alignment. They ran a content needs assessment, consulted the end users, and streamlined the content library accordingly.

Curation is where you demonstrate your understanding of the partner. It's not just about publishing; it's about aligning what you publish with how your partners think, work, and engage. That's the art. That's the business.

2. Enablement

If curation is about showing partners what they need, enablement is about showing them how to use it. It's the bridge between knowing something exists and knowing how to act on it. Without enablement, even the most beautifully curated portal will fall flat.

Effective enablement must reach both internal and external stakeholders.

1 **Internal Enablement**

Internally, the goal is governance and consistency. Who is responsible for maintaining the portal? Who creates content, and who approves it? Is there a clear process for surfacing feedback and improving materials over time?

Whether you opt for a centralized model or distribute responsibilities across teams, clarity is crucial. The team running the portal should be well-trained, aligned with the vendor if applicable, and aware of the best practices you want to maintain. Documentation, walkthroughs, and regular enablement sessions help ensure everyone knows their role and can fulfill it confidently.

2 **External Enablement**

Externally, enablement means that users can log in, navigate, and take action without frustration. This includes onboarding flows, help documentation, short video guides, and contextual tooltips. But more importantly, it means users understand why the platform matters to their work. For instance, if your portal features allow users to curate their own content, such as bookmarks or a "favorites" section, explain how to use them and why they will save users time.

The enablement experience itself should be thoughtfully curated. Separate instructional content about the platform ("how to use the portal") from field enablement or training content ("how to sell the product"). Mixing the two creates confusion, especially for new users who are already learning to navigate a new environment.

> 🗋 Good enablement doesn't have to be elaborate. Even a simple visual walkthrough or a PDF guide can go a long way—if it's accessible, understandable, and built on real user needs.

Ultimately, enablement is about empowering people. You're not just giving them tools; you're giving them confidence to use those tools effectively.

3. Onboarding

Onboarding is your first, and often best, chance to shape how users engage. It's where you demonstrate that the platform is more than a repository. **It's a partner in their success.**

Effective onboarding does more than welcome a user. It sets a tone. It introduces your program's priorities. It creates context, alignment, and early wins.

Most PRMs today, such as **Kiflo**, offer onboarding flows that can be triggered based on a partner's role, activity, or lifecycle stage. These flows can, and should, go beyond surface-level introductions. Use them to guide users through the process of selling a specific product line, exploring a particular vertical, or preparing for a campaign.

The beauty of onboarding flows is their flexibility. You can update them as your offerings evolve, reassign them to drive product adoption, and repurpose them to support initiatives like end-of-quarter pushes or certification programs. If your platform supports folder-based navigation, even better—you can organize onboarding assets for repeated access.

Planning for Success

But great onboarding requires planning. Start by defining what success looks like.

- What does this partner need to know?
- What should they be able to do?
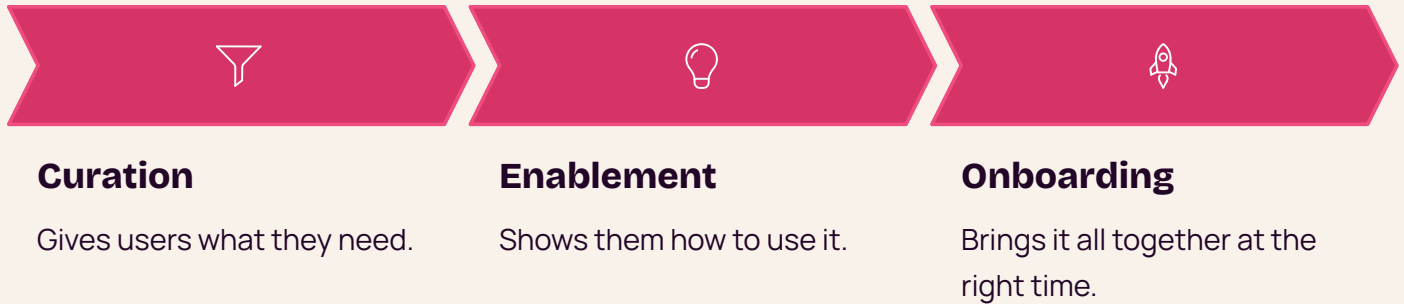- What's the go-forward mindset they should develop?

Then build backward from there. Identify gaps in your current content. Fill what you can. Launch with a minimum viable journey if necessary, and iterate as you learn. **The point isn't perfection. It's progress.** A good onboarding flow today is more powerful than a perfect one that launches six months from now.

> Done right, onboarding becomes a lever for momentum: getting partners engaged, oriented, and aligned from the very beginning.
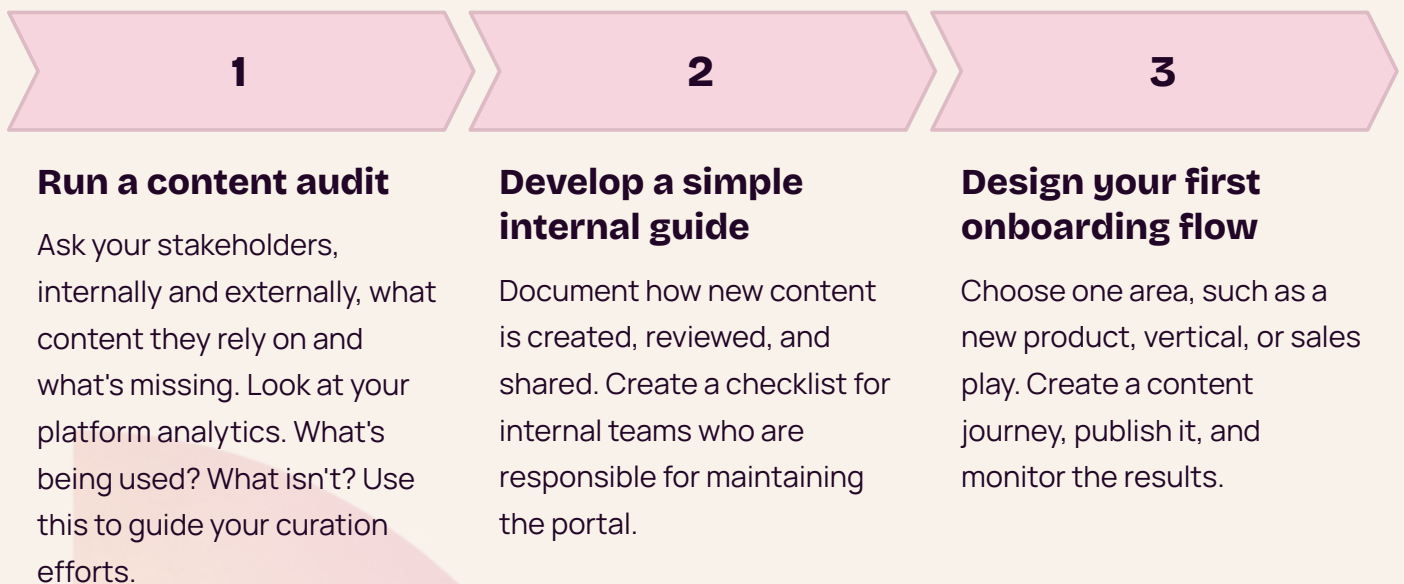
Conclusion

Experience is not a single moment. It's a continuum of interactions, perceptions, and evolving expectations. The organizations that succeed in partnership engagement are the ones that commit to developing, not perfecting, that experience.

Curation, Enablement, and Onboarding are not standalone efforts. They reinforce one another:

Curation	Enablement	Onboarding
Gives users what they need.	Shows them how to use it.	Brings it all together at the right time.

Together, these three pillars help you build a framework that is sustainable, meaningful, and outcome-focused. They ensure that your PRM not only functions, but also delivers value. And they remind your partners that your organization is thoughtful, responsive, and committed to mutual success.

If you're looking for where to start, try this:

1

Run a content audit

Ask your stakeholders, internally and externally, what content they rely on and what's missing. Look at your platform analytics. What's being used? What isn't? Use this to guide your curation efforts.

2

Develop a simple internal guide

Document how new content is created, reviewed, and shared. Create a checklist for internal teams who are responsible for maintaining the portal.

3

Design your first onboarding flow

Choose one area, such as a new product, vertical, or sales play. Create a content journey, publish it, and monitor the results.

None of this requires sweeping changes—just thoughtful ones. In the world of partnerships, thoughtful change is what transforms engagement into growth.

Optimize Your Partner Program Experience with Kiflo

You've read all the tips & tricks on how to find the right partners for your partner program. Now, see how Kiflo helps partner teams **measure, scale, and optimize** that impact across every motion: from onboarding to revenue.

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Gain full visibility into partner-sourced and influenced deals to understand your ecosystem's true impact.

Empower and Engage Partners

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Automate and Integrate Everything

Sync partner data with your CRM and streamline enablement, payouts, and reporting, all from one platform.

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