

Partner Activation Workflow Diagnostic

Find the workflow worth fixing first.

Campaign execution. Partner enablement. Co-marketing and MDF. Visibility and follow-up.

How It Works

- 1** Choose one real partner campaign or program.
- 2** Rate the friction for each item from 1 to 4.
- 3** Add the four scores in each section.
- 4** Start with the section that has the highest total.

Score Guide

1 Works well

The process is clear and consistent.

2 Mostly works

A few manual steps get in the way.

3 Often difficult

The process is inconsistent or hard to see.

4 Major friction

The process is manual, disconnected, or unclear.

This is a decision tool for your team, not an industry benchmark.

Campaign Execution

How much friction shows up when partners try to launch?

SCORE EACH STATEMENT 1-4

1 = Works well 2 = Mostly works 3 = Often difficult 4 = Major friction

1	Finding the right campaign and resources.	1 ☐	2 ☐	3 ☐	4 ☐
2	Preparing or co-branding campaign materials.	1 ☐	2 ☐	3 ☐	4 ☐
3	Moving from setup to launch without constant reminders.	1 ☐	2 ☐	3 ☐	4 ☐
4	Seeing where a launch is ready, delayed, or blocked.	1 ☐	2 ☐	3 ☐	4 ☐

Campaign Execution Score

0 / 16

What Your Score Means

4-7	LOW FRICTION	This workflow is working.
8-11	SOME FRICTION	Manual steps or visibility gaps slow it down.
12-15	LOW FRICTION	A strong candidate for a focused workflow review.

Partner Enablement

How much friction shows up when partners need guidance?

SCORE EACH STATEMENT 1-4

1 = Works well 2 = Mostly works 3 = Often difficult 4 = Major friction

1

Finding the right resources and instructions.

1☐**2**☐**3**☐**4**☐**2**

Understanding the next action.

1☐**2**☐**3**☐**4**☐**3**

Knowing what good execution looks like.

1☐**2**☐**3**☐**4**☐**4**

Getting support without your team rebuilding it every time.

1☐**2**☐**3**☐**4**☐**Partner Enablement Score****0 / 16**

What Your Score Means

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This workflow is working.

8-11**SOME FRICTION**

Manual steps or visibility gaps slow it down.

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Co-Marketing and MDF

How much friction shows up when money, approvals, and proof enter the process?

SCORE EACH STATEMENT 1-4

1 = Works well 2 = Mostly works 3 = Often difficult 4 = Major friction

1

Connecting the program or funds to the right campaign.

1

☐

2

☐

3

☐

4

☐

2

Managing approvals without chasing updates across systems.

1

☐

2

☐

3

☐

4

☐

3

Tracking activity and collecting proof.

1

☐

2

☐

3

☐

4

☐

4

Knowing who owns the next action.

1

☐

2

☐

3

☐

4

☐

Co-Marketing and MDF Score

0 / 16

What Your Score Means

4-7

LOW FRICTION

This workflow is working.

8-11

SOME FRICTION

Manual steps or visibility gaps slow it down.

12-15

LOW FRICTION

A strong candidate for a focused workflow review.

Visibility and Follow-Up

How much friction shows up after partners start taking action?

SCORE EACH STATEMENT 1-4

1 = Works well 2 = Mostly works 3 = Often difficult 4 = Major friction

1	Seeing partner participation and campaign activity.	1 ☐	2 ☐	3 ☐	4 ☐
2	Keeping campaign, contact, and lead context together.	1 ☐	2 ☐	3 ☐	4 ☐
3	Knowing which signals deserve follow-up.	1 ☐	2 ☐	3 ☐	4 ☐
4	Getting useful context to the right marketing or sales owner.	1 ☐	2 ☐	3 ☐	4 ☐

Visibility and Follow-Up Score

0 / 16

What Your Score Means

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Final Results

Review each section score and see what your total score means.

WORKFLOW	FINAL SCORE
Campaign Execution	0 / 16
Partner Enablement	0 / 16
Co-Marketing and MDF	0 / 16
Visibility and Follow-Up	0 / 16

START HERE

Highest-scoring friction workflow

Still waiting on all responses.

Statement Responses

0/16**16 - 28**

Low Friction

Your workflow is working consistently. Test whether it can hold up across more partners, campaigns, and teams.

29 - 45

Some Friction

The workflow works, but manual steps are probably being taken that's slows everything down. Take steps to improve.

46 - 64

High Friction

This is a strong candidate for a focused workflow review. Bring the current process, the right owners, and one example program.

Next Step

Once you complete the diagnostic, connect with GlassHive to review your results. We'll work with you to identify opportunities to strengthen your partner program, improve engagement, and drive greater partner activation.

[Request a Workflow Review](#)