



Zimmer, Erica
GTM Readiness Manager, Instructional Design

Manager: Match Bradford (48488)
Evaluated by: Match Bradford (48488)

Year-End Assessment 2024
Organization: GTM Operations (Match Bradford (48488))
Location: Remote Location - US - Vermont
01/01/2024 - 12/31/2024

Acknowledgement

Employee			
Entered by:	Erica Zimmer (43844)	Date:	03/04/2025
Status:	Received & Reviewed		
Comment:			

Goals

1.00 Broader Impact Goal: The support and/or advancement of initiatives and work items outside of an individual's core accountabilities or job requirements but are in service of the enterprise strategic priorities and/or the advancement of our company culture.

q2
Finished the ID Sharepoint Site
Set up MindMixer schedule
Hosted a Happy Hour with Kaili

Completion Date:
Category: 2024
Supports: 1.00 Broader Impact Goal (Archived)

Manager	Employee
Assessment: Accomplished	Assessment: Accomplished

Goal 1: Develop audience relevant enablement that drives revenue and/or increases customer satisfaction and consistently results in positive end user feedback and scoring.

Quarter 2
Survey Monkey Results for:

Tech Stack Overall Rating: 4.5
Sample Comments:
"It was probably the best course i have seen at Equinix. Well Done!"

"This course is awesome. I wish we could have all the courses / trainings like this, having comparisons, schemes, visuals, data etc. Thanks for the prep!"
"As a lot of the concepts are extremely relevant and helpful to open doors within a customer interaction, it would be absolutely valuable to have this content on PPT with notes. A large chunk of the content could be extremely useful in many customer conversations"
"just would love to have some of the content in a customer facing deck as a finished product of the training so we can take our knowledge on the road"
"I would like to do Sales Hour Trainings where the whole sales team is on a call on a Monday morning and then gets trained by our trainer...then we can all take the test after. Computer training is good though...so thank you!!!

"The first section which was all reading is not as effective as the combination of reading + audio"

7taps Leap Bytes

'CAS Refresh 54 learners, 33 recommends to friend or colleague, 0 does not - this means not everyone is getting to the end where the resources are

CAS Discovery - 32 took it, 24 completed. 24 took the survey. 21 yes, 3 no

Storage on Metal overview - 52 took it, 31 completed. 31 yes, 1 no

SD WAN Discovery - 39 learners, 21 completed, 19 yes, 2 no

Multicloud networking - 38 learners, 19 completed, 20 yes 1 no

Fabric Cloud Router - 57 learners, 38 completed, 37 yes, 2 no

Other projects:

Q1

GCCX - CPM Smartsheet Basic Training

Pooled CSM Pilot Training

Q2

GCCX - CSM - Welcome Message from Ly Vulgamore

GCCX: CSM - How to Access Fabric Portal (Internal View)

CE Fabric Product Training

Completion Date:

Category: 2024

Supports:

Manager

Assessment: Accomplished

Employee

Assessment: Accomplished

Goal 2: Consistently follow instructional design operating model processes to deliver quality work on time.

- Create a Trello board for each project, tracking tasks and milestones throughout the project lifecycle.
- Follow the ID process, planning and executing our standard milestones using the established templates, checkpoints and review process.
- Actively manage the development timeline and review cycles to keep projects on track and when there are issues impacting the timeline raise the flag early.

Q2

Each project was different and did not follow all the steps in the process due to either a quick turnaround or not needing every step.

Completion Date:

Category: 2024

Supports:

Manager

Assessment: Accomplished

Employee

Assessment: Accomplished

Goal 3: Develop and maintain strong stakeholder relationships throughout the instructional design lifecycle.

- Clearly and proactively communicate with BP and stakeholders, modeling cross functional collaboration, driving alignment, and setting clear expectations with reviewers regarding area of focus and deadlines.
- Come to meetings prepared with your own knowledge/research on the enablement topic.
- Seek to understand, lead with curiosity and assume positive intent.

Completion Date:

Category: 2024

Supports:

Manager

Assessment: Accomplished

Employee

Assessment: Accomplished

Goal 4: Develop and apply business acumen to increase enablement relevance.

- Continue to hone instructional design acumen with a focus on creating simple, actionable and engaging learning.
- Develop own foundational knowledge for each enablement project so you can play a consultative role.
- Grow Equinix acumen and demonstrate foundational knowledge of the Platform, value we deliver to customers, and our routes to market.

Completion Date:

Category: 2024

Supports:

Manager

Assessment: Accomplished

Employee

Assessment: Accomplished

Goal 5: Professional Development Goal: Explore advanced tools for creating video content and becoming more proficient in video creation at a high level.

q2 Explored After effects. Learned how to make a rotating graphic. After effects works best with Premier Pro as it is difficult to export the graphic not in Premier Pro. I might focus on Premier Pro next quarter.

Q3 I tried out a couple of other platforms for video creation, but based on the rapid turn around and amount of video projects it didn't lend me to learn premier pro. I tried out other tools like making videos in Canva and InVideo but in the end, Camtasia is still more functional and faster. I do make some custom animations in Canva that I can import into camtasia.

Completion Date:

Category: 2024

Supports:

Manager

Assessment: Accomplished

Employee

Assessment: Accomplished

Comment: Erica consistently delivers high-quality training courses and has been a great resource for her peers, always willing to help. I see her growing into a leader on the team and trust her as a sounding board for ideas. Erica has gone the extra mile by maintaining our SharePoint site and has improved her ability to handle challenges objectively. She should continue to deepen her understanding of the business and other departments to better meet their needs. Overall, Erica's performance has been exceptional, and I have confidence in her continued success.

Comment: Throughout the year, I focused on developing audience-relevant enablement that drives revenue and enhances customer satisfaction, achieving an average score of 4.6 out of 5 from users. I consistently followed the instructional design operating model to deliver high-quality work on time, utilizing Trello boards to track tasks and milestones for each project. I adapted processes as needed, ensuring flexibility without compromising the integrity of project outcomes. I maintained clear and proactive communication with business partners (BPs) and stakeholders, fostering cross-functional collaboration and alignment. Additionally, I remained committed to my growth, deepening my instructional design skills and Equinix acumen to provide valuable insights and support to my peers and the projects I led.

Equinix Values

Employee exemplifies the Equinix culture & values.

Manager

Assessment: Almost Always

Comment: I agree with Erica's self-assessment. She is always willing to help someone out or brainstorm ideas and is a thought leader on the team. With all the changes this year, Erica has maintained a positive attitude, showing growth in her ability to look at things objectively.

Employee

Comment: **Open Your Mind, Open Your Heart:** I demonstrated respect and empathy towards peers facing challenges with a difficult manager, providing a supportive space for them to express their concerns and feel heard.

Be an Energy Supplier: I bring positive energy to my role by coaching others and sharing my passion for instructional design theory and principles, helping to inspire and uplift my colleagues.

Development Actions