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Trellix

Inside Track

Cyber Training

01

Q How do you measure training effectiveness and ROI?

A Training effectiveness: time spent consuming content plus feature adoption in our tools. ROI: creation costs versus user engagement, then tracking renewal/expansion rates among trained customers.

02

Q What’s your biggest challenge in cyber training?

A Allowing people to learn how they want to learn, not how we want them to learn. SOC analysts won’t sacrifice screen space, so training must be mobile-first and instantly searchable.

03

Q What technologies are essential for delivering effective cyber training?

A Three essentials: labs for hands-on practice, a website for content delivery, and video for overviews. They must be able to play in virtual environments to truly learn.

04

Q How do you connect training outcomes to broader business objectives?

A Three metrics: ARR comparing trained vs untrained customers, gross retention rates, and net retention/expansion rates. Track training impact on renewal decisions at 3, 6, and 9-month intervals.

05

Q What advice would you give to somebody starting out in customer education?

A Capture data first: customer profiles, purchase amounts, support tickets, knowledge base usage. Then connect training outcomes to what the business cares about. Without data, you’re just a cost center.

06

Q How do you tailor training content based on where someone is in their customer journey?

A Map your customer journey first. Prospects get awareness content, exploring customers get deeper information, new customers get onboarding, existing customers get expansion training. Tailor content to their stage.

07

Q What's your approach to turning trained customers into advocates for your solutions?

A Find the “aha moments” in your product. Create experiences around them—workshops, events, competitions. When energy is high, provide platforms for customers to share their excitement on social media.

08

Q How do you design training that makes people feel empowered rather than overwhelmed?

A Move away from product features. Focus on use cases and scenarios that help them succeed at their jobs. Users don't care about your product—they care about being successful with it.

09

Q What role does timing play in delivering effective training?

A Timing determines the educational experience. First-time organizational implementation requires more handholding than onboarding individual users to established systems. Context shapes the entire training approach and duration needed.

10

Q How do you address different learning motivations across your audiences?

A Through persona, role, use case, and scenario. Admins need different content than analysts. Match training to their specific work context—don't teach tropical climate solutions to users in cold climates.



About CloudShare

CloudShare is the market-leading virtual hands-on lab for software training, sales demos, and POCs, replicating real-world scenarios in safe and secure “play & break” environments. Our solution has been delivered to millions of users worldwide by customers automating environment creation at scale.

With a proven track record of technological excellence and innovation, CloudShare provides a fast and easy way to spin up wonderfully collaborative sales, training, and innovation experiences in minutes. We proudly serve global software companies such as Salesforce, Atlassian, Motorola, Palo Alto Networks, Ping Identity, and more.

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