KRISTI FALTORUSSO

The CS Architect Workshop: a brief for CEOs

Your CS leader shouldn't have to build this *alone*.

What the workshop is, what your leader walks out with, and why $3,999 is some of the cheapest protection you can buy for your revenue base this year.

Jan 11
Cohort starts Monday, January 11, 2027

10
Live two-hour working sessions

12
Leaders per cohort, and that's the cap

$3,999
Per leader, everything included

Why I *built* this

Most companies hand Customer Success to a strong operator or their best CSM and say, "Go build it." They are smart and capable, and very few of them have ever designed a CS organization from a blank page, and nobody hands them one. So they learn by trial and error, and the company pays for every error in churn, missed expansion and forecasts nobody trusts.

I know because I've done it the hard way. Early in my career I joined a new company as its CS leader and brought my old playbook with me. Within 120 days I had redesigned almost all of it, because the product, the customers and the team were completely different. That detour cost time and money I'd love to give back.

I've now led Customer Success at five companies, and all five needed a different model. That's the whole point of this workshop. Your leader doesn't copy my playbook or anyone else's. They build the one your company needs, with me and eleven other leaders pressure-testing it every week.

Kristi

If you only read this box

Your CS leader spends ten live sessions building a documented CS blueprint for your company: segmentation, journey, onboarding, renewals and expansion, metrics, capacity and org design.

They finish with an operating plan built to be put in front of you.

One saved renewal or one expansion usually covers the cost.

What unstructured CS *costs* you

None of this shows up on day one. It piles up in the background of every busy quarter, and then it shows up in your renewal numbers.

You hear about risk at renewal
Problems get handled after they escalate, when the customer has already started looking around.

Time to value drags
Onboarding looks different for every customer, adoption stalls, and early churn creeps up.

You can't forecast it
Without a health model and a real scorecard, nobody can tell you what's renewing, what's at risk or where expansion is.

Nothing scales
Every account is handled differently, so each new hire and each new customer adds chaos instead of capacity.

A 5% increase in customer retention can increase profits by 25% to 95%.

Bain & Company, Frederick F. Reichheld. Your existing customers are the cheapest growth you have.

What your leader builds in ten *weeks*

Every session, your leader learns the framework live and applies it to your company before the next one. By session ten they present the full blueprint.

01 **Orientation and strategic foundation.** A clear mandate and a CS vision tied to company goals.

02 **Segmentation and coverage.** The right model: high-touch, tech-touch or hybrid.

03 **Customer journey architecture.** Kickoff to renewal, with owners, risk moments and expansion triggers.

04 **Onboarding as a revenue lever.** Onboarding designed around time to value.

05 **Adoption and value realization.** Moving from feature usage to business outcomes.

06 **Commercial strategy.** Renewal ownership, expansion philosophy and forecast discipline.

07 **Metrics, KPIs and forecasting.** A scorecard, a health model and executive reporting.

08 **Capacity planning and org design.** Workload models, role clarity and a hiring roadmap.

09 **Voice of the customer.** An operating rhythm that informs Product, Sales and leadership.

10 **Strategy lab and blueprint review.** Your leader presents the blueprint, gets feedback and refines it.

What you get *back*

This is a working cohort. Your leader does the work on your business, live, every week, so what comes out the other side is ready to use.

- **A documented CS blueprint built for your company.** Segmentation, journey, onboarding, renewal and expansion motions, health model, scorecard and org design, all in one place.
- **A CS vision tied to your company's goals,** so CS is measured on the same things you are.
- **An operating plan your leader can put in front of you** and your board.
- **Every CS Architect framework, plus my full template and guide library,** so nobody on the team starts from a blank page again.
- **20 hours of live working time with me,** plus 12 weeks of access to me in the cohort Slack, 15 or 30-minute calls with me whenever your leader needs one, and a private 30-minute blueprint review after the program.
- **A private cohort portal through June 27, 2027,** with every recording, resource, template and summary, plus the Win Wall, where the cohort celebrates progress as it happens.
- **A peer group of eleven other CS leaders** building the same things at the same time.

The investment

$3,999

per leader, everything included

If your average customer is worth $20,000 a year, saving one renewal returns five times the cost of the program. If your leader surfaces one expansion using what they build here, it pays for itself before the cohort ends.

The bigger cost is the 12 to 18 months your leader would otherwise spend figuring this out alone, one churned account at a time.

One saved customer covers it. Everything after that is upside.

The *details*

Dates	Ten Mondays, January 11 to March 29, 2027. Off for MLK Day (Jan 18) and Presidents' Day (Feb 15).
Time	12:30 to 2:30 pm ET
Format	Live, interactive working sessions with strategy labs and hot seats. Every session is recorded.
Cohort size	Capped at 12 leaders
Time with Kristi	20 hours live, 12 weeks of Slack access, on-request 15 or 30-minute calls during the 12 weeks, and a private 30-minute blueprint review
Built for	First-time CS leaders, and leaders building or rebuilding the CS function for the next stage of growth
Investment	$3,999 per leader
Applications close	Friday, January 8, 2027, or when the 12 seats are gone

What I'll ask of you

This works best when the CEO is in it too. Protect two hours on Monday afternoons for ten weeks. Ask to see the work as it takes shape. And put 30 minutes on your calendar after the last session so your leader can walk you through the blueprint. That's how a plan on paper becomes the way your company actually runs Customer Success.

About *Kristi*

I've spent more than 15 years in Customer Success, from CSM to Chief Customer Officer, and I've led the function at five companies. Today I advise B2B SaaS companies and venture portfolios on how to design CS organizations that protect and grow revenue. I've been named a SuccessCOACHING Top 25 Customer Success Influencer six years in a row, and I write After the Close, the customer revenue newsletter read by more than 20,000 leaders.

Ready to give your leader a *blueprint*?

Apply at kristifaltorusso.com/cs-architect-apply

Questions? Email me at kristi@kristifaltorusso.com.

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