

CAREER ACCELERATION BLUEPRINT

Premium Edition

30-Day Strategic Repositioning System
for Senior Customer Success Leaders

Includes: Frameworks • Workbook Worksheets • Before/After Examples • Checklists • Templates

How to Use This Guide

This blueprint is designed to be worked through week by week, in sequence. Each week builds directly on the last. Do not skip ahead — the power of this system is the compounding effect of each layer of strategic clarity.

Each week contains three components:

- **FRAMEWORK** — The strategic concept you need to understand
- **WORKED EXAMPLES** — Real before/after transformations so you know exactly what good looks like
- **WORKSHEET** — Fillable exercises to apply the framework to your own situation

Set aside 60–90 minutes per week for deep focus work. The daily prompts at the end of each section take 10–15 minutes.

IMPORTANT

Print this document or use a PDF annotation tool. The worksheets are designed to be completed by hand or with digital annotations. Writing activates different cognitive processes than typing — use whichever method helps you think most clearly.

WEEK 1

Strategic Narrative Architecture

Translate your impact from operational to enterprise-level language

The Framework

Most high-performing CS leaders stall not because of performance gaps, but because they frame their impact operationally. You are evaluated at the level you communicate — not at the level you operate.

The Strategic Narrative Framework rewires how you describe your contributions using four layers:

LAYER	WHAT IT CAPTURES
1. Context	The business problem or opportunity that existed
2. Decision	The strategic choice you made (not just the task you completed)
3. Commercial Outcome	The revenue, retention, or cost impact — in numbers
4. Org Impact	How this changed how the business operates, not just what you delivered

Worked Examples

Study each transformation below. Notice how the "After" version signals leadership readiness — the same facts, told at a different altitude.

Example 1: QBR Process Improvement

<p>✗ BEFORE</p> <p><i>Led QBR process improvement initiative. Standardized templates across the CS team and trained 12 CSMs. Completion rates improved significantly.</i></p>	<p>☑ AFTER</p> <p>Identified that inconsistent executive touchpoints were creating churn risk in our enterprise segment. Redesigned the QBR motion to shift conversations from product usage to business value, resulting in a 31% improvement in renewal rates on accounts over \$200K ARR and reducing executive escalations by 44% in Q3.</p>
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Example 2: Onboarding Overhaul

<p>✗ BEFORE</p> <p><i>Overhauled the customer onboarding program. Reduced time-to-value from 90 days to 45 days. Received positive customer feedback.</i></p>	<p>☑ AFTER</p> <p>Diagnosed that slow time-to-value (averaging 90 days) was the primary driver of 6-month churn in our mid-market segment. Rebuilt onboarding from a project management model to a value realization model, compressing time-to-first-outcome to 38 days — contributing to a 22% reduction in 6-month churn and protecting ~\$1.4M in ARR annually.</p>
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Example 3: CS Team Expansion

<p>✗ BEFORE</p> <p><i>Managed hiring and onboarding of 6 new CSMs as the team scaled. Developed training materials and ramped the team quickly.</i></p>	<p>☑ AFTER</p> <p>Architected the hiring, role design, and enablement framework for a 6-person CS expansion in advance of a new product segment launch. Established segmentation criteria and coverage models that reduced average ramp time by 35% and positioned the team to cover \$8M in net-new ARR within 8 months of launch.</p>
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Your Worksheet: Strategic Narrative Rewrite

Complete this exercise for your 3 most significant recent initiatives. Use the four-layer framework for each.

INITIATIVE 1

Name of Initiative / Project:

Current way you describe it (your 'before'):

1. Context — What business problem existed?

2. Decision — What strategic choice did you make?

3. Commercial Outcome — What was the measurable financial/retention impact?

4. Organizational Impact — What changed in how the business operates?

INITIATIVE 2

Name of Initiative / Project:

Current way you describe it (your 'before'):

1. Context — What business problem existed?

2. Decision — What strategic choice did you make?

3. Commercial Outcome — What was the measurable financial/retention impact?

4. Organizational Impact — What changed in how the business operates?

INITIATIVE 3

Name of Initiative / Project:

Current way you describe it (your 'before'):

1. Context — What business problem existed?

2. Decision — What strategic choice did you make?

3. Commercial Outcome — What was the measurable financial/retention impact?

4. Organizational Impact — What changed in how the business operates?

Your 60-Second Executive Introduction Draft

Using your rewritten narratives as source material, draft a 60-second introduction that you would deliver to a VP or CRO. Focus entirely on enterprise-level signal.

Draft:

Week 1 Completion Checklist

- | | |
|--------------------------|--|
| <input type="checkbox"/> | I have rewritten all 3 initiatives using the 4-layer framework |
| <input type="checkbox"/> | Each narrative includes a specific number tied to revenue, retention, or cost |
| <input type="checkbox"/> | I have removed phrases like 'managed', 'supported', 'helped' and replaced with decision language |
| <input type="checkbox"/> | My 60-second intro starts with business context, not job title |
| <input type="checkbox"/> | I could deliver this introduction confidently to a CRO without notes |

WEEK 2

Market Perception Engineering

Build a digital presence that signals strategic authority in 10 seconds

The Framework

Perception precedes opportunity. Before a hiring manager reads your resume, before a recruiter books a call, and before an executive champion advocates for you — they scan your LinkedIn profile. Most senior leaders lose opportunities before the conversation starts because their digital presence signals a level below where they actually operate.

The LinkedIn Headline Formula for Senior CS Leaders:

THE FORMULA

[Leadership Level] | [Strategic Domain] + [Commercial Indicator] Example: VP-Level Customer Success Leader | Driving Net Revenue Retention & Enterprise Expansion for B2B SaaS

Your executive summary must be cleared of tactical language. If your summary includes words or phrases from the list below, replace them before moving to Week 3:

REMOVE	REPLACE WITH
Managed a team of...	Scaled and led a CS organization of...
Responsible for onboarding	Architected the onboarding motion for...
Supported customers with...	Partnered with enterprise accounts to...
Helped improve NPS	Designed a retention strategy that...
Worked cross-functionally	Drove cross-functional alignment to...
Handled escalations	Built the escalation framework that reduced...
Passionate about customer success	Remove entirely — replace with outcomes

Worked Examples: LinkedIn Headline Rewrites

Example 1: Mid-Level to Senior Signal

✗ BEFORE	☑ AFTER
<i>Customer Success Manager 8 Years of Experience Helping SaaS Companies Grow</i>	Senior CS Leader Net Revenue Retention & Enterprise Expansion B2B SaaS \$50M+ ARR Managed

Example 2: Director to VP-Level Signal

<p>✗ BEFORE</p> <p><i>Director of Customer Success Team Leader NPS Improvement Onboarding Specialist</i></p>	<p>☑ AFTER</p> <p>Director of CS → VP-Ready Scaling Post-Sale Revenue Motions Churn Reduction & Expansion Strategy Series B–D SaaS</p>
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Example 3: Executive Summary Rewrite (First 3 Lines)

<p>✗ BEFORE</p> <p><i>I am a passionate customer success leader with 10+ years of experience managing teams and building strong relationships with customers. I have a proven track record of improving NPS and reducing churn.</i></p>	<p>☑ AFTER</p> <p>I build CS organizations that protect and grow revenue. Over the past decade, I have led teams managing \$80M+ in ARR, reduced annual churn by an average of 18%, and designed the onboarding and expansion motions that have contributed to 3 Series B and C rounds.</p>
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Your Worksheet: Digital Presence Audit

Step 1: Current Headline Audit

Write your current LinkedIn headline exactly as it appears:

Identify the weakest word or phrase in it:

Draft your new headline using the formula: [Level] | [Strategic Domain] + [Commercial Indicator]:

Step 2: Executive Summary — Tactical Language Audit

Paste or write the first 3 sentences of your LinkedIn summary below, then identify any words from the 'REMOVE' list above:

Your current opening (first 3 sentences):

Tactical words/phrases you identified to remove:

Your rewritten opening (3 sentences, outcomes-first, no tactical language):

Step 3: Three Positioning Misalignments

Review your full profile and identify three places where your current language signals a level below where you operate:

Misalignment 1 — Where it appears and how to fix it:

Misalignment 2 — Where it appears and how to fix it:

Misalignment 3 — Where it appears and how to fix it:

Week 2 Completion Checklist

- | | |
|--------------------------|--|
| <input type="checkbox"/> | LinkedIn headline follows the formula: Level Strategic Domain + Commercial Indicator |
| <input type="checkbox"/> | Executive summary opens with outcomes, not with 'I am passionate about...' or 'I have X years of experience' |
| <input type="checkbox"/> | I have removed all tactical language from my summary and replaced it with decision and impact language |
| <input type="checkbox"/> | My most recent role description reads like a case study, not a job description |
| <input type="checkbox"/> | I have identified and corrected all 3 positioning misalignments |
| <input type="checkbox"/> | Profile is viewable publicly and set to Open to Work (if active) with targeted settings |

WEEK 3

Strategic Opportunity Calibration

Stop reacting to job postings — start selecting environments aligned with your authority

The Framework

At the senior level, the difference between reactive and strategic job searching is stark. Reactive leaders respond to whatever is available. Strategic leaders define the environment they need to thrive — and pursue it with discipline.

This week, you will define your three non-negotiables across scope, authority, and compensation — and identify the five organizations most aligned with your next step.

Your Opportunity Criteria Framework

DIMENSION	MINIMUM ACCEPTABLE	IDEAL
Reporting structure	e.g., VP of CS reporting to CRO minimum	e.g., VP reporting to CEO with board exposure
Team size		
ARR under management		
Base salary		
OTE / Variable comp		
Equity expectation		
Company stage		
Industry / Vertical		
Work arrangement		

Target Organization Tracker

Identify five organizations you are actively interested in — not because they have an open role, but because they match your opportunity criteria. Strategic leaders build relationships before jobs are posted.

COMPANY	WHY THIS ORG	STAGE / SIZE	CONTACT INSIDE?	NEXT ACTION
1.				
2.				
3.				

4.				
5.				

Compensation Research Notes

Use Levels.fyi, Glassdoor, Payscale, LinkedIn Salary, and your network to research current compensation ranges for your target title. Record your findings:

TITLE / LEVEL	BASE RANGE	OTE RANGE	SOURCE / DATE

My compensation floor (the minimum I will accept) and my rationale:

Week 3 Completion Checklist

<input type="checkbox"/>	I have defined my minimum acceptable criteria across all 9 dimensions in the framework
<input type="checkbox"/>	I have identified 5 target organizations based on criteria fit — not on open roles
<input type="checkbox"/>	I know at least one person inside 2 of my 5 target companies
<input type="checkbox"/>	I have researched current market compensation for my target title using at least 2 sources
<input type="checkbox"/>	I have defined my compensation floor and I am prepared to articulate it without apology
<input type="checkbox"/>	I have a next action defined for each target organization (LinkedIn connect, intro request, etc.)

WEEK 4

Leadership Communication Calibration

Speak at the level you want to be evaluated — before the offer is made

The Framework

Senior-level advancement is decided by how you communicate under pressure, not just what your resume says. Interviewers at the VP and C-Suite level are listening for three things: commercial awareness, cross-functional influence, and long-term strategic thinking. Most candidates give answers that demonstrate execution competence. The ones who get the offer demonstrate leadership judgment.

The Executive Story Structure (use for every behavioral interview question):

STEP	ELEMENT	WHAT TO INCLUDE
1	Business Context	The company stage, market dynamic, or internal condition that created the challenge
2	Strategic Decision	The specific choice you made and why — not just what you did, but what you chose NOT to do
3	Measurable Outcome	The specific number: revenue retained, churn reduced, time saved, cost avoided
4	Strategic Shift	What this changed about how the business thinks, operates, or competes — the durable impact

Worked Examples: Executive Stories

Question: Tell me about a time you had to influence without authority

✗ BEFORE

I worked with the Product team to get some features prioritized for our top customers. I set up meetings, gathered feedback from the CS team, and presented it to the Product roadmap meeting. It took a few months but we eventually got the features in the roadmap.

☑ AFTER

At [Company], churn in our enterprise segment was being driven by a product gap, but Product was prioritizing SMB features due to volume metrics. I built a commercial case showing that the at-risk enterprise ARR exceeded the projected SMB revenue impact by 3.2x, then partnered with the CRO to present it at the quarterly roadmap review. The result: two enterprise-critical features were elevated to Q2 priority, reducing enterprise churn by 28% the following half — and the framework I used became the standard for CS-to-Product escalations going forward.

Question: How do you think about building a CS team from scratch?

✗ BEFORE

I start by understanding the company's goals and then hire for culture and potential. I build out playbooks and training programs so everyone knows what good looks like. I also make sure we have the right tools and metrics in place.

☑ AFTER

My first move is to diagnose the revenue risk profile — understanding where and why we're losing customers and what the cost of delay is. That shapes everything: segmentation model, headcount phasing, and how I structure the first 90 days for each CSM. At [Company], I inherited a flat CS structure with no segmentation. I introduced a tiered model that matched coverage intensity to ARR concentration, hired 4 senior CSMs for the enterprise tier, and built a data-driven health scoring system within the first quarter. Within 12 months, net revenue retention moved from 88% to 104%.

Your Worksheet: Build Your 3 Executive Stories

Develop three distinct stories using the 4-step structure. Choose stories from different domains (people, strategy, customer, cross-functional) to give interviewers a complete picture.

STORY 1

Suggested domain: Cross-functional influence or strategic decision-making

Headline (8 words max — what is this story about?):

1. Business Context:

2. Strategic Decision (and what you chose NOT to do):

3. Measurable Outcome (specific number required):

4. Strategic Shift (what changed durably as a result?):

STORY 2

Suggested domain: Building or scaling a team / function

Headline (8 words max — what is this story about?):

1. Business Context:

2. Strategic Decision (and what you chose NOT to do):

3. Measurable Outcome (specific number required):

4. Strategic Shift (what changed durably as a result?):

STORY 3

Suggested domain: Revenue impact or customer retention at scale

Headline (8 words max — what is this story about?):

1. Business Context:

2. Strategic Decision (and what you chose NOT to do):

3. Measurable Outcome (specific number required):

4. Strategic Shift (what changed durably as a result?):

Your 90-Second Strategic Positioning Statement

This is your answer to "Tell me about yourself." It is not a career chronology. It is a strategic frame that positions you as the solution to a VP or CRO's biggest CS challenge. Write it here:

STRUCTURE GUIDE

1. Current level + defining focus area (1 sentence) 2. The specific business problem you solve best (1 sentence) 3. Your most relevant proof point — with a number (1 sentence) 4. What you are looking for next and why it fits (1 sentence)

Draft your 90-second statement (aim for ~120 words):

Week 4 Completion Checklist

- | | |
|--------------------------|--|
| <input type="checkbox"/> | I have written 3 complete executive stories using all 4 steps |
| <input type="checkbox"/> | Every story includes at least one specific metric or number |
| <input type="checkbox"/> | Each story covers a different domain (not all 3 are customer stories) |
| <input type="checkbox"/> | My 90-second statement opens with my focus area, not my job title or years of experience |
| <input type="checkbox"/> | I have practiced saying each story out loud at least twice |
| <input type="checkbox"/> | I can deliver all 3 stories and my positioning statement without reading from notes |

30-Day Progress Tracker

Use this tracker to stay on pace across all four weeks. Check off each item as you complete it.

✓	TASK	TARGET DATE	COMPLETED
	WEEK 1: Strategic Narrative Architecture	Days 1–7	
<input type="checkbox"/>	Rewrite Initiative 1 using 4-layer framework		
<input type="checkbox"/>	Rewrite Initiative 2 using 4-layer framework		
<input type="checkbox"/>	Rewrite Initiative 3 using 4-layer framework		
<input type="checkbox"/>	Draft 60-second executive introduction		
<input type="checkbox"/>	Practice intro out loud 3 times		
	WEEK 2: Market Perception Engineering	Days 8–14	
<input type="checkbox"/>	Rewrite LinkedIn headline using the formula		
<input type="checkbox"/>	Remove all tactical language from executive summary		
<input type="checkbox"/>	Rewrite opening 3 sentences of LinkedIn summary		
<input type="checkbox"/>	Identify and correct 3 positioning misalignments		
<input type="checkbox"/>	Update LinkedIn profile and set visibility		
	WEEK 3: Strategic Opportunity Calibration	Days 15–21	
<input type="checkbox"/>	Define minimum acceptable criteria across all 9 dimensions		
<input type="checkbox"/>	Identify 5 target organizations (not open roles — companies)		
<input type="checkbox"/>	Research current compensation benchmarks from 2 sources		
<input type="checkbox"/>	Define and lock in my compensation floor		
<input type="checkbox"/>	Identify one contact inside at least 2 target companies		
<input type="checkbox"/>	Define next action for each of 5 target companies		
	WEEK 4: Leadership Communication Calibration	Days 22–30	
<input type="checkbox"/>	Write Executive Story 1 (cross-functional influence)		
<input type="checkbox"/>	Write Executive Story 2 (team/function building)		
<input type="checkbox"/>	Write Executive Story 3 (revenue or retention at scale)		
<input type="checkbox"/>	Draft 90-second strategic positioning statement		

<input type="checkbox"/>	Practice all 3 stories out loud (minimum 2 reps each)		
<input type="checkbox"/>	Practice 90-second statement until delivered without notes		

You have done the work. Now own the room.

The leaders who advance are not always the most experienced in the room.
They are the ones who communicate at the level they want to be evaluated.

— *Career Acceleration Blueprint, Premium Edition*

READY TO ACCELERATE?

Pause to Power

Strategic Leadership Acceleration for Senior CS Leaders

The Blueprint gave you the framework.

Pause to Power gives you the momentum.

This is a private 1:1 coaching engagement for Customer Success leaders who are ready to move — and want a strategic partner to help them do it with precision.

Most leaders who come to Pause to Power have done the self-reflection. They know what they want. What they need is someone in their corner who can help them close the gap between where they are and where they are headed — faster than they would get there alone.

What's included:

- Private 1:1 coaching calls tailored to your specific situation and goals
- Full LinkedIn and resume review with strategic repositioning feedback
- Interview preparation and executive story coaching
- Accountability check-ins to keep your momentum between sessions

Pause to Power begins with a no-pressure discovery conversation.

We will talk through where you are, where you want to go, and whether this program is the right fit for you. No commitment required.

To start the conversation, reach out directly:

beverly@beverlyhathornconsulting.com