

LEAD SCALE

THE CS ARCHITECTURE PROGRAM

A 12-Week Implementation Program to
Design the CS Org That Drives Real Results

Led by Angeline Gavino,
Founder & CEO, CS RevSpeak

Why Now Is the Time to Invest in CS Leadership

Customer Success is under pressure. Expectations are rising. Budgets are tightening. But most CS teams are still building without the foundations they need to succeed.

These stats tell the story:

75% of software companies have seen a drop in Net Revenue Retention (NRR) even after increasing investment in CS.

→ Strategy matters more than spend. L2S helps you build one that works.

37% of companies don't have a clearly defined CS strategy.

→ If you're figuring things out as you go, you're not alone. But it doesn't have to stay that way.

66% of CSMs spend a significant part of their day on repetitive admin tasks, instead of high-leverage work.

→ Without systems and structure, your team can't focus on what actually drives value. That's what L2S helps you build.

83% of businesses say leadership development is critical, yet fewer than 5% invest across all levels.

→ L2S fills that gap helping you step into the leadership your org needs now.

91% ROI is what a well-designed CS program can deliver over 3 years.

→ That impact starts with you. Let's build it deliberately, and with the right foundation.

What is **LEAD2SCALE**?

Lead to Scale [L2s]: The CS Architecture Program is a 12-week implementation program that helps you design a scalable, high-impact CS org tailored to your product, customers, and growth stage.

It's not *just* a course. It's not *just* a lecture series. It's not *just* group coaching.

It's a build-as-you-go, done-with-you program that gives you the strategy, structure, and support to lead your CS function with confidence.

You'll leave L2S with:

- A complete, custom CS operating model
- Clear strategic foundations you can communicate to your exec team
- Playbooks, processes, and rhythms that scale as your company grows
- The confidence to step fully into your role as a revenue-driving CS leader



Live Learning

You'll get weekly live sessions where we walk through each lever of building your Customer Success strategy and operating model.



Guided Implementation

This isn't just theory. You'll apply what you learn in real time using templates, tools, and practical exercises so you walk away with real deliverables.



Collaborative Coaching

You'll get direct feedback and coaching inside each session, plus support from a community of CS leaders building alongside you.

Why L2S?

Unlike traditional courses or passive content libraries, L2S is built for real execution.

You won't just learn frameworks. You'll actually build and test them, backed by expert coaching and real-time support.

This is the only program designed to meet you where you are as a CS leader whether you're building from scratch, scaling a growing org, or fixing what's not working.

What makes L2S different:

- ✓ **Built for action:** You'll leave each session with real deliverables, not just notes
- ✓ **Not just theory:** Everything is applied to your actual org, product, and customers
- ✓ **You're not alone:** Get direct coaching, peer feedback, and a powerful CS leadership network
- ✓ **Designed for impact:** Built by a CS operator who's done this across startups and scaleups



Who is L2S for?

L2S is built for high-performing CS leaders who are building and scaling their CS organization.

You'll feel right at home here if you're:

- ✓ A **first-hire CS leader** building the function from scratch
- ✓ A Manager or **Director** scaling a team that's outgrown early-stage hustle
- ✓ A **newly promoted leader** responsible for strategy but unsure where to start
- ✓ A **VP inheriting legacy systems** and high expectations
- ✓ A **CS leader in a startup** navigating fast growth without ops or enablement



If you're tired of guessing, firefighting, and flying solo, this program was built for you.



What You Get Inside L2S

L2S is a 12-week, hands-on program to help you build a high-impact CS strategy backed by expert support, practical tools, and a powerful network of CS leaders.



12 Weeks of Guided Curriculum

Step-by-step training to help you build a scalable CS strategy tailored to your org.



Weekly Live Coaching & Q&A

Join Angeline live each week for real-time support and answers to your most pressing questions as you build.



Templates, Tools & Proven Frameworks

Access templates you can immediately apply to your CS org as you build your strategy and operating model.



Personalized Feedback on Your Work

Submit your deliverables for review and receive tailored feedback to help you move forward with clarity.



Private Slack Community

Connect with other CS leaders. Share wins, swap ideas, and get support as you implement together.



Get L2S-Certified

Showcase your leadership and expertise in building and scaling Customer Success

What You'll Learn Inside L2S

Over 12 weeks, we'll walk through every building block of a scalable CS org. Each session blends live learning, practical application, and coaching so you leave with a strategy you can actually use.

Week 1	CS Org Design & Strategy Foundations Clarify the role of CS in your business, define what success looks like, and align on the core pillars of your strategy.
Week 2	Segmentation Create a smart, scalable segmentation model that aligns with revenue potential, complexity, and customer goals.
Week 3	Engagement Models & Coverage Define how CS delivers value across each segment from touch models to coverage ratios and resource planning.
Week 4	Value Realization Framework Design a repeatable way to define, deliver, and measure customer value aligned to both product and business outcomes.
Week 5	Cross-Functional Alignment Strengthen collaboration with cross-functional-teams. We'll tackle workflows, best practices, and shared accountability.
Week 6	Customer Journey & Process Mapping Map the full lifecycle and pinpoint where CS drives impact so you can build consistent experiences that scale.

What You'll Learn Inside L2S

Week 7	Team Capability & Enablement Assess team skill, will, and structure. Design a coaching and enablement plan that levels up your CSMs.
Week 8	Operating Rhythm Establish the cadences, rituals, and internal ops needed to run your CS org like a high-performing team.
Week 9	Data & Forecasting Track what matters. Build an early risk identification system and forecast retention with confidence.
Week 10	Techstack Review the essential tools that support your strategy and how to simplify and scale your CS systems.
Week 11	Leadership Tools Learn the key levers to influence cross-functional teams, lead strategic conversations, and drive company-wide change.
Week 12	Integration & Leadership Q&A We'll bring everything together in this final session. You'll have space to ask questions, pressure test ideas, and walk away with full clarity on how to lead your strategy forward.

Meet Your Coach

ANGELINE GAVINO

Founder & CEO, CS RevSpeak
CS Strategy Coach & Consultant

With **17+ years in B2B SaaS** and over a decade in Customer Success leadership, Angeline has built and scaled CS orgs across four startups from seed to growth stage.

She's led teams through it all: defining CS from scratch, owning revenue, fixing churn, and turning chaos into clarity.



As the Founder of CS RevSpeak, Angeline now works with CS leaders and execs to help them **design high-impact CS strategies** that drive revenue and build trust at the executive table.

Her approach is practical, strategic, and deeply grounded in real-world execution and is exactly the same proven frameworks you'll get inside L2S.

I didn't build L2S to teach theory.

I built it because I've lived the reality of leading CS at high-growth startups without playbooks, without enablement, and with targets that didn't wait for me to figure it out.

This is the program I wish I had. One that's strategic, hands-on, and built for CS leaders who are building the plane as they fly it while being expected to deliver results the whole way through.

Welcome to L2S,

Angeline Gavino

Your Investment **\$1,500**

A 12-week implementation program with expert-led strategy, hands-on build, and coaching support.

You'll build your CS strategy, operating model, and playbooks step by step, with guidance and accountability.



Payment options available

→ Pay in full: **\$1,500**

→ Or pay in **3 monthly payments of \$550**

Payment plan totals \$1,650

**Enrollment is limited to keep the experience personalized.
Secure your seat today.**

READY TO GET STARTED?

[CLICK HERE TO ENROLL NOW](#)

Contact CS RevSpeak:
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