

Program Resiliency Plan (PRP) Worksheet

Account Information

Account Name: _____

Customer Success Manager: _____

Date Initiated: _____ Renewal Date: _____ ARR / Value Tier: _____

Activation Trigger

Why is the PRP being initiated?

- ☐ Stakeholder loss or disengagement
- ☐ No executive participation across review cycles
- ☐ Renewal unclear within 6 months
- ☐ Expansion stalled without defined objection
- ☐ Engagement shifted from proactive to reactive
- ☐ Other: _____

Gating Condition: Priority Alignment

Is the customer actively prioritizing the problem your solution addresses?

- ☐ Yes → Continue PRP
- ☐ No → STOP → Move to Requalification

Customer-stated priority (in their words):

Evidence of priority (funded, discussed, active):

Time Horizon

Time to renewal:

- ☐ > 6 months → Full PRP
- ☐ 3-6 months → Compressed PRP (focus on highest-risk dimension)
- ☐ < 90 days → STOP → Recovery Motion

Core Dimensions Assessment

1. Relationship Density

Does the relationship extend beyond a single stakeholder?

- ☐ Multiple stakeholders across roles engaged
- ☐ Executive-level contact active (last 90 days)
- ☐ No single-thread dependency

Status: ☐ Stable ☐ Unstable

Primary Gap:

2. Narrative Strength

Can the customer clearly articulate value independently?

- ☐ Customer can explain value without vendor prompting
- ☐ Value tied to current business priority
- ☐ More than one stakeholder can express the value

Status: ☐ Stable ☐ Unstable

Primary Gap:

3. Early Risk Signals

Are there structural risks that threaten stability?

- ☐ No executive sponsor loss
- ☐ No active budget pressure or deprioritization
- ☐ Clear ownership and accountability

If signals exist:

- ☐ Structural (immediate action required)
- ☐ Behavioral (validate before escalation)

Status: ☐ Stable ☐ Unstable

Primary Risk Identified:

4. Services Stability

Is delivery reinforcing or eroding trust?

- ☐ No active delivery friction
- ☐ Customer experience is consistent
- ☐ No repeated issues impacting confidence

Status: ☐ Stable ☐ Unstable

Primary Gap:

Weakest Dimension

Which dimension is most at risk?

- ☐ Relationship Density
- ☐ Narrative Strength
- ☐ Early Risk Signals
- ☐ Services Stability

This dimension drives ALL action.

PRP Execution Plan (30 Days)

Diagnose (Days 1-3)

Root cause of instability:

Act (Days 4-25)

Targeted actions (focus ONLY on weakest dimension):

1.

2.

3.

Cross-functional support required:

- ☐ Sales
- ☐ Services
- ☐ Support
- ☐ Leadership

Escalation required? ☐ Yes ☐ No

Validate (Days 26-30)

Validation method:

- ☐ Executive Business Review
- ☐ Leadership conversation
- ☐ Stakeholder confirmation

Customer confirmation (what changed):

Cycle Outcome

After 30 days:

- ☐ Stabilized → Meets Minimum Viable Resiliency
- ☐ Improving → Continue PRP cycle
- ☐ No improvement → Escalate

If 2 consecutive cycles fail:

- ☐ Reclassify account → Recovery Motion

Minimum Viable Resiliency Check

All must be TRUE to exit PRP:

- ☐ Multi-stakeholder engagement established
- ☐ Value narrative clearly articulated by customer
- ☐ No high-severity structural risks remain
- ☐ Delivery is stable and consistent

Disruption test:

If a stakeholder leaves or priorities change, does the account hold?

- ☐ Yes → Exit PRP
- ☐ No → Continue PRP

Decision Impact

PRP must change behavior:

- ☐ Renewal confidence adjusted
- ☐ Expansion paused (if required)
- ☐ Forecast updated
- ☐ Leadership visibility increased

Final Notes

PRP is not complete until:

- structural weakness is resolved
- stability is externally validated
- the account can withstand change