

A JAYSON FORDE OPERATIONAL BLUEPRINT

EXECUTIVE BRIEF

Revenue Leaks & Adaptation Gaps Strategies

The Client-Journey Handoff & Adaptation System

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An executive overview of the system for finding where the client journey leaks revenue at its handoffs, and closing those gaps with targeted training.

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THE SYSTEM AT A GLANCE

Sealing the Leaks in the Client Journey

This is the executive overview of a system that finds where revenue quietly leaks, at the handoffs between teams and in the training that never happened, and closes those gaps so clients adopt fully and renew.

WHAT THIS SYSTEM DOES	
The Problem It Solves	Revenue that leaks at the seams of the client journey, dropped handoffs, slow response, and clients who never learn the tools well enough to adopt.
The Core Insight	Most churn is an adaptation failure, not a product failure. A client who never fully adopts does not renew.
The Method	Assess the journey and its handoffs, discover the leaks and adaptation gaps, and train, clients and employees, to close them.
The Outcome	A client journey with no dead handoffs, fast response at every seam, and clients trained to full adoption and renewal.

OPERATING PRINCIPLE

Every handoff is a place a client can be dropped. **The leak is not usually the product, it is the seam between one team and the next.**

The Assess, Discover, Train model



This brief presents the architecture and approach. The detailed journey-audit method and training system are shared within an engagement.

— THE CLIENT JOURNEY

Every Handoff Is a Leak Point

The system maps the full journey the client travels and inspects every seam. These are the stages where revenue leaks, each summarized here.

1

Sales

The first promise, and how well it sets up everything after.

2

Landing Page & First Touch

The first real impression of how this will work.

3

Response Time

How fast the client hears back, at every stage.

4

Onboarding Training

The structured start that should build capability, not just inform.

5

Client Training on Software & Tools

The hands-on training that makes the client fluent and adopted.

6

Mini Final Training (Adoption Check)

A deliberate final pass to confirm the client is self-sufficient.

7

Handoff to Ongoing Support

The final pass to the team that carries the relationship forward.

— HOW IT WORKS

Assess, Discover, Train

The system pairs a journey audit that finds the leaks with a training response that closes them, for clients and for employees alike.

STAGE	WHAT IT DELIVERS
Assess	Maps the full client journey and audits every department handoff.
Discover	Pinpoints response-time leaks and the adaptation gaps that drive churn.
Train	Closes each gap: client training to full adoption, employee training for clean handoffs.

Why training is the fix

Most leaks in the journey trace back to training that never happened, a client never taught the tools, or an employee never taught to hand off well. The system treats training as the core intervention, not an afterthought.

THE CORE INSIGHT

A client who never fully learns the tools never fully adopts, and a client who never adopts does not renew. **Close the adaptation gap and you close the revenue leak.**

A companion 90 to 120 day plan translates this into a phased journey-audit and training rollout, available within an engagement.