CUSTOMER SUCCESS MEETUP

The biggest unaffiliated customer success community in the world,
built by the community, for the community.
We have over 5,000 people participating in it
and run events coast to coast in SF and NYC.

CUSTOMER SUCCESS WEEK

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THANK YOU FOR JOINING US AT

MOMENT 2026

THESE SESSION MATERIALS AND ACCOMPANYING VIDEO RECORDINGS ARE FOR ATTENDEES AND MEMBERS

CUSTOMER SUCCESS WEEK

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CUSTOMER SUCCESS WEEK

MOMENT 2026

MOMENT 2026

Leading Without a Script



Bhusha Mehta

Vice President, Global Customer Outcomes at GitHub *and a Mindy Kaling Super Fan*

I joined a show already in production

The cast was hired.
The episodes were shipping.
The audience already had opinions.

And we couldn’t stop production while we figured it out.

The opportunity was huge. Our model was not ready for it.

4 Global Teams.

Good talent. Mixed brand. Unclear remit. Reactive motions.

Technical expertise gated behind process.

And AI was rewriting the market around us.

The rebuild, in four acts...

Act One – Start with a premise

Act Two – Get the casting right

Act Three – Fix production

Act Four – Know the audience

ACT ONE: Start with a premise

WHAT

Decide what Customer Outcomes needed to become.

WHY

Growth was masking friction, unclear ownership and heroic workarounds.

HOW

150–200 listening sessions + capacity, coverage and customer data.



“Details are the difference between something being good and great.”

Mindy Kaling



Ambition > Org Chart

The Lesson

ACT TWO: Get the casting right

TECHNICAL PROXIMITY

Move technical expertise closer to customers.

SEAMLESS ACCOUNTABILITY

Create regional ownership for end-to-end outcomes.

RENEWALS GROWTH

Integrate the commercial moment into the post-sales journey.

RAISED EXPECTATIONS

Raise the bar on skills, expectations and follow-through.

ACT TWO: Get the casting right

PRESCRIPTIVE

Bring a point of view. Recommend what comes next.

PROACTIVE

Don't wait for the customer to tell us something is wrong.

PREPARED

Know the agenda, success plan, adoption story and risk.

“Because confidence is like respect; you have to earn it.”

Mindy Kaling

Photo: Kevin Paul / CC BY 4.0

Clarity > Chaos

The Lesson

ACT THREE: Fix production

SIMPLIFY

Removed friction in 6 months with full tech stack rebuild across 10+ systems.

AUTOMATE

900 + hours saved thanks to our employee led AI council used to automate workflows.

ACTION

An all revenue super dash across critical programs to drive visibility and next best action.

Everyone should try to live their life like they'd like to be a role model.

Mindy Kaling

Productivity > Transformation

The Lesson

ACT FOUR: Know your audience

COMPLEXITY

Lead with the highest touch for most revenue and complexity.

SCALE

Build personalized outreach and engagement at scale.

PROGRAMS

Invest in critical programs that drive trust, growth and sentiment.

Right Experience > Same Experience

The Lesson

“What’s so wrong with effort, anyway? It means you care.”

Mindy Kaling

THE RATINGS: Yes, these acts are totally worth it

FROM	mixed / unclear brand	TO	**one of the most sought-after teams internally**
FROM	reactive motions	TO	**proactive • prescriptive • prepared**
FROM	fragmented systems	TO	**integrated operating experience**
WITH	>900 hours returned	AND	**essentially net-neutral headcount**

The arrow is where all the pain lives

BEFORE  AFTER

roles changing • talent decisions • manager fatigue • ambiguity • learning in public

The Lesson

“Don’t trust any one story of how to become successful.”

Mindy Kaling

This isn’t a playbook. It is a season I’ve lived through.

Act One – Start with a premise

Act Two – Get the casting right

Act Three – Fix production

Act Four – Know the audience

Know the story you're trying to tell.

Then have the conviction to keep rewriting it.

What a day.

4 STAGES · 50+ SPEAKERS · ONE COMMUNITY

This is our

MOMENT

THANK YOU FOR JOINING US

SAVE THE DATE

MOMENT 2027

Tuesday, October 5, 2027

Convene, 225 Liberty · Same place. Same week.

SCAN FOR YOUR TICKET

ATTENDEE DISCOUNT CODES ARE IN YOUR POST-CONFERENCE EMAIL

UNTIL THEN

Keep the conversation going in the Community

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