ONBOARDING REFRESHER & ENABLEMENT SPRINT

braze × leverup

When teams or business needs change, Braze knowledge doesn't automatically follow.

Most Braze implementations age faster than you realize.

Journeys are live. Campaigns are going out. Results are acceptable.

Then something shifts.

- New CRM or lifecycle team members join
- Ownership changes
- Roles expand
- Priorities evolve
- Knowledge gaps

But the original onboarding doesn't repeat itself.

And over time, we start seeing:

- Only 1–2 people truly understand Canvas logic
- Liquid is used cautiously, or avoided
- New joiners shadow instead of build
- QA takes longer than it should
- Teams hesitate to launch new use cases
- Advanced features remain technically available, but practically unused

Nothing is broken, but execution slows, confidence drops, and innovation becomes dependent on a few internal experts.

THE UNCOMFORTABLE REALITY

Most teams don't lack access to Braze, they lack shared operational confidence. If your most experienced Braze user left tomorrow would the team continue building at the same pace?

WHO THIS SPRINT IS DESIGNED FOR

Teams who:

- Have onboarded new CRM / Growth / Marketing members post-implementation
- Feel over-reliant on a few ‘Braze experts’
- Haven’t revisited foundational knowledge since go-live
- Want to move faster without increasing external dependency
- Need clearer alignment between Braze execution and business strategy

This isn’t about teaching basics, it's about restoring internal capability.

HOW THE SPRINT IS STRUCTURED

Duration: **3–6 weeks**, depending on team size and maturity.

We don’t run standardized sessions. We tailor the sprint to your current setup, team composition, and growth priorities.

Phase 0 & 1

Discovery & Customization

We review your current workspace, maturity level, and team structure.
We identify skill gaps and priority use cases.
A customized session plan is built around your reality not theory.

Phase 2

Core Working Sessions

Role-based, hands-on sessions covering:

- Data models & segmentation logic
- Message building & Liquid personalization
- Canvas orchestration discipline
- Testing & analytics fundamentals

Sessions are practical and workspace-relevant.

Phase 3

Use Case Ideation Workshop

Collaborative brainstorming of new lifecycle ideas, translating them into Braze-ready use cases, and prioritizing them by impact versus effort.

Phase 4

Enablement & Forward Plan

We define internal best practices, documentation standards, and execution rhythm.
You receive a clear roadmap for continued maturity.

WHAT YOU RECEIVE

- Customized session agenda & materials
- Recorded training sessions for future reference (optional)
- Structured use case backlog
- Team capability & readiness assessment
- A practical next-step roadmap

THE REAL OBJECTIVE

Reduce dependency, increase execution speed, strengthen internal ownership. Braze is powerful, but platform maturity only scales when team capability scales with it.

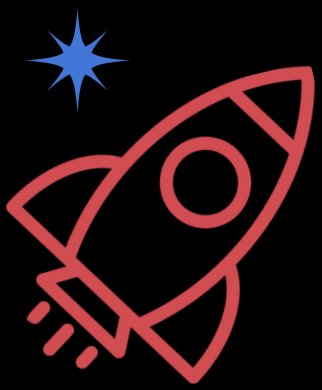
WHO CONDUCTS THE SPRINT

The program is led by Braze-certified consultants with hands-on lifecycle and CRM experience across industries.

- 50+ CRM projects delivered
- 10+ dedicated Braze consultants
- 30+ Braze certifications

We operate as a capability extension of your team, not as external trainers.

If you want your team to build with confidence rather than caution we can outline what a tailored enablement sprint would look like for your setup.

Ready to empower your team?

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