

FRACTIONAL LEADERSHIP

Signals
&

Boardroom Brief

Why Every Board Needs Fractional Comms Leadership

Executive-level brand & communications leadership without the full-time cost, anchored in the Signals Framework™.

The Leadership Gap

Boards and CFOs measure leadership in both dollars and trust. Without senior communications leadership, organizations drift: culture misaligns, messaging fragments, and when crisis hits, misinformation fills the gap. Those aren't soft costs; they show up in productivity loss, investor confidence, and reputational risk.

Why Fractional Works

Fractional CCO leadership delivers executive-level clarity without the overhead of a full-time hire. Boards and CEOs get immediate access to 20 years of lived comms experience plus proprietary Signals& frameworks. The result: faster alignment, sharper narrative, and trust protected when it matters most.

Proof in Practice

Signals& has delivered measurable results across diverse contexts:

- **Global Distributor** (Sanitized Case) → Built a brand and comms function from the ground up post-bankruptcy, improving brand awareness from 54% to 88% and preference from 18% to 31%. Net Promoter Score rose to +40.
- **Founder-Led Coaching Firm** (Sanitized Case) → Repositioned the brand with clear messaging and a new digital presence, enabling scalable adoption and growth readiness.
- **Family-Owned Construction Firm** (Sanitized Case) → Clarified brand identity, refreshed digital footprint, and reengaged customers, driving referrals and consistent visibility.

The Signals& Edge

Other firms deliver campaigns. We deliver systems. Signals& combines story and structure: proprietary frameworks (Signal → Structure → Scale), diagnostic tools, and leadership foresight. That means boards don't just get advice, they get infrastructure that makes trust and clarity durable.

From Signals to Strategy

Fractional leadership turns early signals into foresight. Whether it's detecting reputational drift, aligning executive narratives, or preparing for crisis, the work is proactive — preventing tomorrow's headline from becoming today's boardroom scramble.

Next Step ➤ Ready to pressure-test your organization's clarity and trust? Contact us to schedule your
Discovery Fractional Signal Discovery session, a 2-hour executive diagnostic that reveals gaps, risks, and opportunities

Brand. Comms. Strategy.

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