

FULL-TIME IMPACT

Signals
&

Fractional Leadership

Chief Communications Officer (CCO)

Executive-level brand & communications leadership without the full-time cost.

Who It's For

- **PE/VC-backed firms:** need professionalized comms for rollups, exits, or IPO prep.
- **Growth-stage companies:** brand has outgrown the founder's voice, no scalable comms leadership.
- **Public companies in transition:** new CEO, restructuring, reputational pressure, activist investors.
- **Boards & Investors:** need senior comms judgment without full-time overhead.

Why It Matters

Most organizations don't need a full-time CCO. But when clarity, trust, and credibility are on the line, they can't afford to operate without one. Signals& Fractional Leadership services provide:

- **Executive depth, scalable model:** embedded leadership without full-time overhead.
- **Foresight & systems:** frameworks (Signal → Structure → Scale) that turn clarity into momentum.
- **Immediate ROI:** one crisis avoided, one aligned narrative, one more credible CEO.

Book your *Fractional Signal Discovery* → Let's map where clarity, trust, and momentum can unlock your next stage of growth.

Why Signals&

1. **20 years of executive comms leadership** (crisis, bankruptcy, M&A, brand transformation).
2. **Proprietary IP** (Signal Discovery, Trust Index, Playbooks, AI clarity).
3. **Unique "system & story" approach:** we don't just write messaging, we build the infrastructure that carries it.

What We Deliver

Signals& fractional leadership strengthens both **story and system**:

Executive Narrative	Leaders aligned around one clear voice.
Crisis & Risk Readiness	Playbooks and systems to respond credibly, fast.
Reputation & Visibility	Elevated CEO visibility; stronger board, investor, and media trust.
Culture & Internal Trust	Decisions cascade clearly; employees stay connected and confident.
Scalable Systems	Message houses, dashboards, and playbooks that embed clarity into daily operations.

Flexible leadership, anchored in the Signals Framework™.

Brand. Comms. Strategy.

signalsand.com