

Fractional CCO ROI

What Clarity Saves You

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

The Hidden Costs

Boards and CFOs know: leadership decisions are measured in both dollars and trust. When it comes to communications, the math is clear. We make it easy for you to compare the true cost of a full-time Chief Communications Officer, a traditional agency retainer, and the Signals& fractional model.

The ROI of Trust

Trust pays measurable dividends. One avoided crisis can save millions in legal fees and lost market cap. One clear CEO narrative can stabilize investors and employees alike. One consistent message house can cut wasted cycles across teams.

Model	Annual Cost Estimate	What You Get	Hidden Costs
Full-Time CCO	\$300K – \$500K	Dedicated executive leadership	Long ramp time, high fixed cost, low flexibility
Agency Retainer	\$600K – \$1M+	Large team, execution-heavy	Lacks senior judgment, often reactive, generic solutions
Fractional CCO	\$100K – \$250K	Executive depth + proven systems, scaled to your needs	None; flexible, pragmatic by design

Story Meets System

At Signals&, you don't just get senior counsel, you get a framework. Story plus system, foresight plus structure. Our proprietary tools make clarity repeatable, scalable, and measurable. That's how fractional leadership becomes more than cost savings, it becomes a growth multiplier.

From Signal to ROI

Fractional leadership works because it prevents hidden costs from compounding. Every aligned narrative reduces risk. Every trust-building action protects enterprise value. The ROI isn't just theoretical, it's tangible, defensible, and boardroom-ready.

Next Step » Discovery

Ready to see where clarity could change your bottom line? Contact us to schedule your Fractional Signal Discovery session, a 2-hour executive diagnostic that reveals risks, opportunities, and ROI.