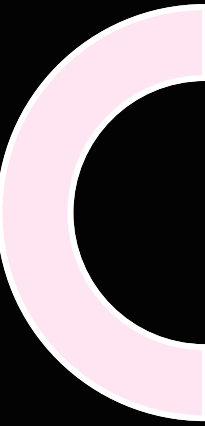


B&T

BRAND & TALENT UNLIMITED



FRACTIONAL LEADERSHIP SERVICES



DISCIPLINES COVERED:

BRAND DEVELOPMENT, MANAGEMENT
GO-TO-MARKET & SALES ENABLEMENT
EMPLOYER BRANDING
CULTURE & TRANSFORMATION
TEAM DYNAMICS







EXECUTIVE-AS-A-SERVICE

DISCIPLINES COVERED: BRAND | GO-TO-MARKET | EMPLOYER BRAND | CULTURE & TRANSFORMATION | TEAM DISC DYNAMICS

WHAT IT IS

- Focused, bespoke expertise specific to your business, industry, needs and circumstances
- A leader who can drive decisions, mentor staff, assist with talent acquisition, operations, etc.
- Works to agreed objectives, outcomes, KPIs and governance

HOW IT WORKS

- Commit to a minimum of two days per month and 90 days
- Agree specific objectives, projects and outcomes
- Agree to a regular a weekly or bi-weekly status meeting that tracks an approved project plan
- There is no onboarding fee. A statement of work is provided for the period in question following a free introductory session to help identify needs, opportunities and challenges





CMO EXAMPLE

ROLE & REMIT

- 1. Marketing Strategy:** Develop and execute comprehensive marketing strategies to achieve business objectives.
- 2. Brand Management:** Maintain brand integrity and identity, ensuring consistency across all marketing efforts.
- 3. Customer Acquisition:** Drive customer acquisition and retention through effective campaigns and marketing channels.
- 4. Data Analysis:** Utilize data analytics to track and measure the performance of marketing campaigns and make data-driven decisions.
- 5. Team Leadership:** Lead and mentor marketing teams, fostering a creative and results-oriented work environment.



EMPLOYER BRAND EXAMPLE

ROLE & REMIT

- 1. Employer Brand Strategy:** Develop and implement strategies to attract and retain top talent.
- 2. Cultural Alignment:** Ensure the employer brand aligns with the company's values and culture.
- 3. Employee Engagement:** Foster a positive work environment that engages and motivates employees.
- 4. Talent Acquisition:** Collaborate with HR to streamline recruitment processes and attract the right candidates.
- 5. Employer Brand Communication:** Create and communicate a compelling employer value proposition to external and internal audiences.



CHANGE & CULTURE OFFICER EXAMPLE

ROLE & REMIT

- 1. Culture Assessment:** Evaluate the existing organizational culture and identify areas for improvement.
- 2. Change Planning:** Develop a roadmap for cultural transformation and guide its implementation.
- 3. Leadership Development:** Coach and train leaders to model and promote the desired cultural changes.
- 4. Employee Engagement:** Engage and involve employees in the culture change process.
- 5. Measurement and Feedback:** Establish metrics to monitor cultural progress and gather feedback for continuous improvement.



BRAND LEADER EXAMPLE

ROLE & REMIT

- 1. Brand Strategy:** Define and execute the brand's positioning and strategic direction.
- 2. Market Analysis:** Stay updated on industry trends, consumer preferences, and competitor activities.
- 3. Brand Communication:** Develop messaging and content that effectively communicates the brand's values and benefits.
- 4. Product Development:** Collaborate with product teams to align offerings with the brand's identity and customer expectations.
- 5. Brand Growth:** Drive brand growth through marketing efforts, partnerships, and customer loyalty programs.



EXECUTIVE-AS-A-SERVICE

GO-TO- MARKET LEADER EXAMPLE

ROLE & REMIT

- 1. Market Entry Strategy:** Develop strategies for entering new markets or launching new products/services effectively.
- 2. Sales Enablement:** Provide the sales team with the necessary tools, training, and resources to succeed in selling products or services.
- 3. Distribution and Pricing Strategy:** Determine the most effective distribution channels and pricing models to reach target customers.
- 4. Marketing and Sales Alignment:** Ensure seamless collaboration between marketing and sales teams for cohesive GTM efforts.
- 5. Performance Metrics:** Define key performance indicators (KPIs) to measure the success of GTM strategies and make necessary adjustments.



EXECUTIVE-AS-A-SERVICE

EXAMPLES

WORKED AS INTERNAL COMMUNICATIONS LEADER FOR AN INVESTMENT BANK TO HELP CREATE AND IMPLEMENT AN INTERNAL COMMS & CHANGE MANAGEMENT STRATEGY

COACHED A SENIOR COMMUNICATION LEADER AT A MAJOR NGO ON A RANGE OF PERSONAL & PROFESSIONAL CHALLENGES DURING A CRITICAL TIME

DELIVERED A SERIES OF EXECUTIVE TEAM LEADERSHIP WORKSHOPS FOR A MAJOR FLOORING DISTRIBUTOR TO DEFINE THEIR NEW BRAND, VALUES & EMPLOYER BRAND FOLLOWING MULTIPLE BRAND ACQUISITIONS

ADVISED A GLOBAL LEADERSHIP TEAM ON MAKING THE TRANSFORMATION TO A SHARED SERVICE MODEL WHICH REQUIRED ENSURING ALL PARTNERS BACKED THE INITIATIVE

HELPED A STARTUP DEFINE ITS BRAND, VALUE PROPOSITION & GO-TO-MARKET STRATEGY

HELPED A FOUNDER MAKE CRITICAL VALUE PROPOSITION, MARKET POSITIONING, TALENT ACQUISITION AND MARKET ENTRY DECISIONS







TYPICAL TERMS

- **\$4,000 per month for 2 days per month**
 - Travel time charged at \$75/hour
 - Up to 1 day per month on site, client to pay travel & accommodation
- **Renewable 12-month contract with 6-month break clause**
- **50% of first 6 months payable in advance, remaining 50% billed monthly in arrears (30 day terms)**
- **Client and fractional executive to agree 3-5 KPIs and outcomes to be delivered**
- **Team feedback to be incorporated in success measures**

LET'S CONTINUE THE CONVERSATION

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