

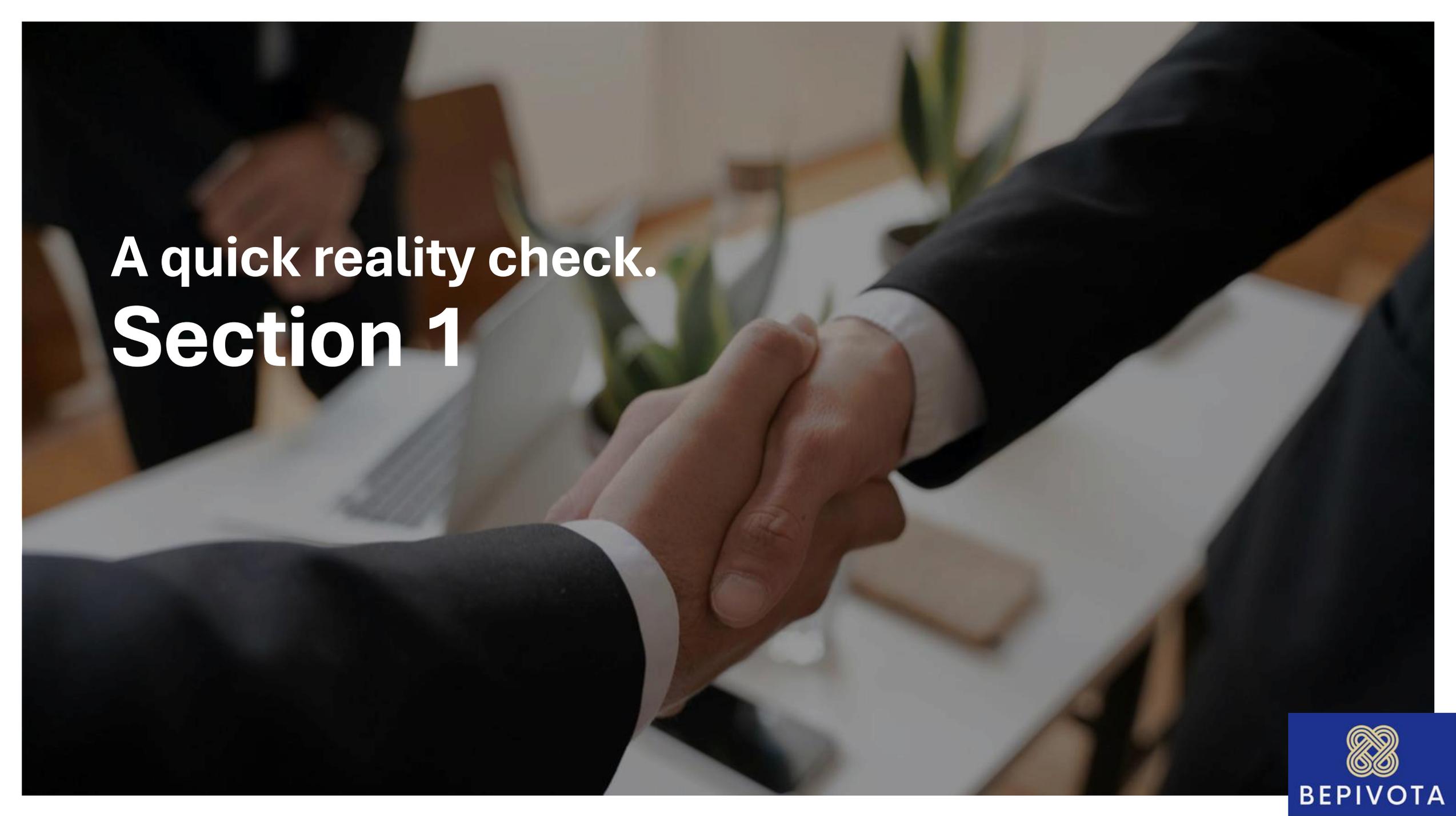
Executive Leadership on Demand. Playbook

BEPIVOTA's Executive Leadership on Demand (ELoD) is senior level 1-to-1 coaching + mentorship you deploy part-time to drive outcomes without the full-time cost, risk, stress or time implications.

Think: your personal operator + your personal advisor

Not training. Not theory. Not theatre.



A close-up photograph of two people in dark business suits shaking hands over a white conference table. In the background, another person is partially visible, and there are some papers and a small plant on the table. The lighting is soft and professional.

A quick reality check.
Section 1



BEPIVOTA

Critical areas. Critical questions.

Business Focus

Answer “yes/no”

Leadership & direction

Are you the bottleneck for the hardest decisions?
Do priorities change so often that teams hesitate to commit?
Does the business feel busy, but not clearly winning?

Operations & delivery

Do projects only land through heroics and escalation?
Is rework/firefighting a normal part of your week?
Does execution wobble when you step away?

Sales & revenue

Do deals slip late stage more than they should?
Is forecast accuracy weak enough to make hiring feel risky?
Does pipeline quality reset every month instead of improving weekly?

Marketing & demand generation

Are you spending on marketing without predictable conversion confidence?
Do Sales and Marketing argue about ICP or lead quality?
Are you unsure which channels actually produce qualified opportunities profitably?

Comms, trust & reputation

Do key stakeholders hear mixed messages depending on who they speak to?
Do issues become crises because alignment happens too late?
Do you worry one messy moment could damage trust or valuation?

Change, adoption & execution of initiatives

Are initiatives launched but not truly adopted?
Do people comply publicly but work around it privately?
Are you failing to capture the benefits you promised from change?

**If you answered “yes” to any of these, you don’t have a performance issue.
You have a leadership + operating system issue. You don’t need more effort. You need leadership leverage.**

If leadership was about hours, middle management would outperform CEOs.

The value of senior leadership is leverage. Sharper priorities, faster decisions and an operating rhythm that keeps everyone aligned. **ELoD (Executive Leadership on Demand)** works 1-to-1 with the leader so decisions land, accountability holds and momentum compounds between sessions. It is coaching led leadership leverage. we lead the leader 1-to-1 and install the operating system that makes execution happen. We focus on the highest impact work: one scorecard, one cadence, clear decision rights and weekly progress you can see. A Finance validated baseline and Week 2 checkpoint, Day 60 proof, Day 90 sustained proof. You get full-time leadership impact without full-time cost, delay or hiring risk.

If you want momentum you can measure you're in the right place.

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What you'll find

The “cut-through” diagnostic: where momentum is leaking (decisions, priorities, execution), and the core reframing: **leadership leverage beats leadership hours**.

Exactly how we turn intent into traction: **by Day 10** you have scope + success measures, decision rights, cadence, baseline scorecard, decision log, and a 90-day plan with owners. Plus the six interventions and when to use them.

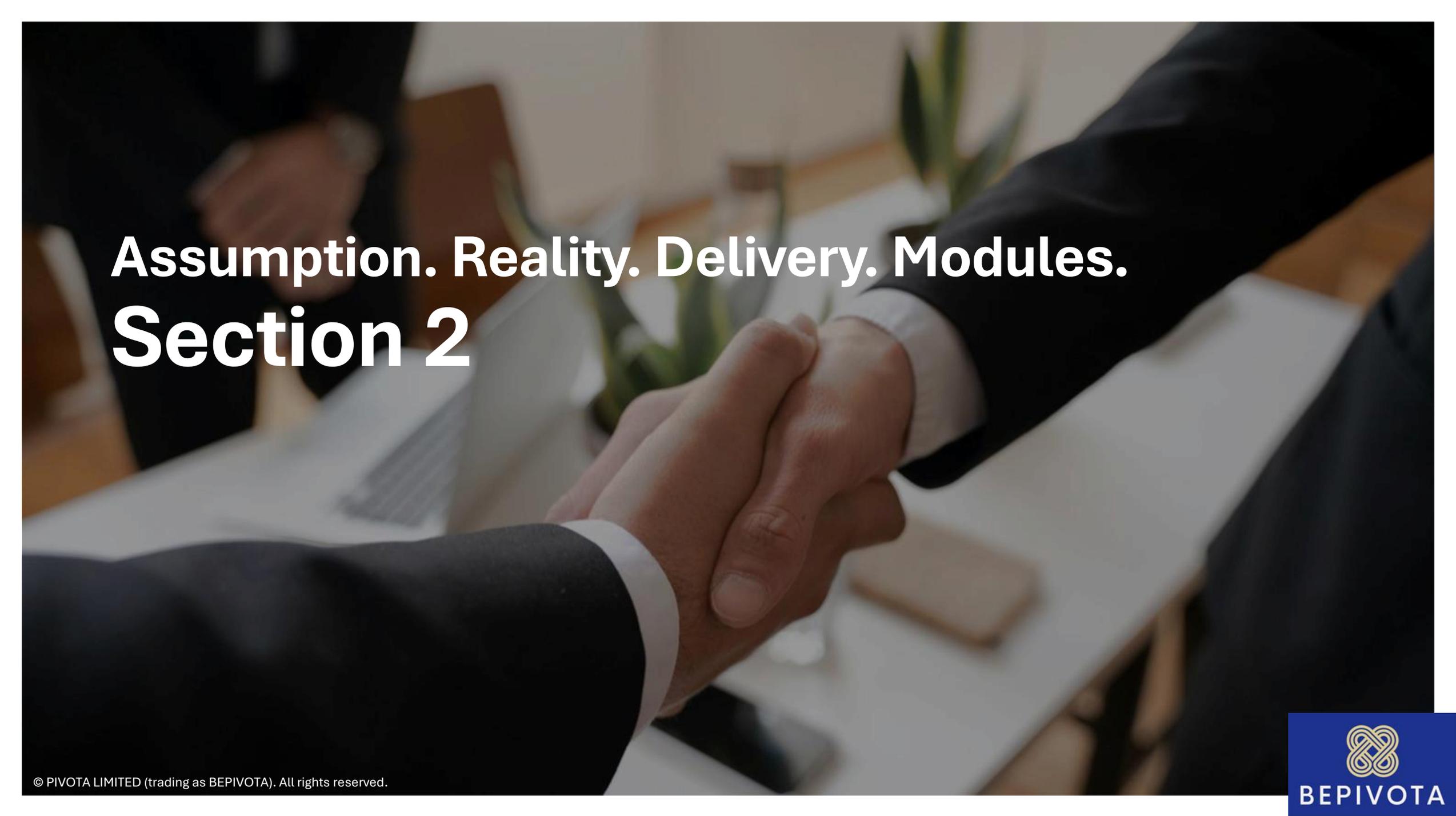
The productised commercial model: choose intensity (2/4/8/12), one global base, regional multipliers, the formula, commitment economics (**bonus days**), and clean terms/exclusions.

Region-specific ROI scenarios using auditable inputs (revenue, payroll, opex, marketing, GM, deal size): **worked monthly value, fee, payback**, plus the “**without ELoD**” cost of drift.

The real objections handled head-on: fit, continuity, ramp time, outsider risk, scope creep, “is it just coaching?”, and what happens if metrics don't move — with clear guardrails.

The “immeasurable” value made credible: how leading the leader changes culture, behaviour, motivation, and clarity — and how that translates into measurable execution lift and margin protection.

The closing argument: why full-time hiring is slow/risky, why drift is expensive, and why ELoD delivers **senior impact now** with early proof and a rational commitment path.

A close-up photograph of two people in business suits shaking hands over a table. The background is slightly blurred, showing a laptop and some papers on the table. The overall tone is professional and positive.

Assumption. Reality. Delivery. Modules. Section 2

The assumption.

What people assume

“It’s fewer days,
so it’s less impact.”

“I’m paying for a person
to be around.”

“Executives create value
by being busy.”

“We just need more hours.”

“This is support.”

“But we need
senior leadership.”

“What if we need
more/less intensity?”

“So we’re buying time.”

The ELoD truth

ELoD isn’t a smaller version of full-time leadership. It’s a **higher-leverage version**. You’re buying **decision velocity + operating rhythm**, not presence.

You’re paying for **clarity, prioritisation, decision rights and a cadence you run every week**. The system that makes the organisation execute.

Executives create value by making the **right calls**. ELoD focuses the leader on the decisions that unlock the team’s output.

You already have the hours. What’s missing is **focus, decision quality and accountability**. ELoD installs that, then your existing team executes faster.

This is **lead-the-leader**. 1-to-1 coaching tied to business outcomes plus an installed operating system (**scorecard + cadence + decision log + accountability**). Progress compounds between sessions.

You get it **without the ramp up drag**. We start with a rapid diagnostic and have Week 2 outputs: written scope, scorecard, decision rights, 90-day plan.

You buy outcomes with flexibility. Step **up/down tiers (2/4/8/12 days)** as reality changes. More support during critical phases, less once the rhythm is embedded.

You’re buying **traction**. Finance validated baseline in week 1, **one measurable lever**, weekly scorecard movement, and proof checkpoints (**Day 60 / Day 90**).

The reality.

BEPIVOTA ELoD is for
Startup
(Post-Seed → Series A)

What it means
Product exists, early traction,
building repeatable motion;
founder still carries too many
decisions

Typical size
20–80 people

Why ELoD works
Lead-the-leader support to
turn founder effort into an
operating rhythm: priorities,
decision rights, weekly
execution cadence

The Reality
**Founder overload, messy
priorities, early GTM friction,
first “real” leadership layer,
board pressure**

BEPIVOTA ELoD is NOT for
Pre-revenue idea stage;
founders looking for “advice
only”; teams unwilling to
adopt cadence/scorecards

Scale-up
(Series B → Growth)

Scaling systems, managers, and
cross-functional execution;
complexity rising faster than
leadership rhythm

50–250 people

Installs a **measurable
operating system**: scorecard
+ cadence + decision log +
accountability; improves
decision speed across
functions

**Growth stall, forecast
misses, delivery instability,
CAC/churn drift, leadership
bandwidth constraints**

Leaders who want decks
instead of behaviour change;
teams that won’t commit to
weekly accountability

SME
(Established)

Proven business; needs modern
operating rhythm and leadership
discipline to protect margin and
execution reliability

50–500 people

Upgrades leadership habits
and decision quality; creates
predictable execution without
a full-time hire; strengthens
internal leaders

**Margin pressure, ops chaos,
handoff issues,
sales/marketing
misalignment, change
initiatives not landing**

Buyers seeking a “cheap pair
of hands”; leaders unwilling
to delegate decisions or run
the cadence

Enterprise
(Select / High-stakes)

Complex org; needs senior
leadership intervention for a
defined outcome where pace,
alignment and trust matter

500+ people

Rapid leadership alignment +
decision rights + proof
cadence; delivers traction
without long hiring cycles;
reduces drift and internal
politics

**Turnaround, integration,
restructure, programme
adoption, reputational or
stakeholder risk**

Procurement-only buyers
who block speed; expecting
24/7 coverage on an advisory
tier; no access to decision-
makers

Our delivery blueprint.

Phase	Timing	What happens	What you get — tangible outputs
Rapid Diagnostic + Baseline	Days 1–5	Stakeholder interviews, data review, leadership friction mapping, identify the one lever and constraints; Finance confirms what data is “source of truth”	Clear problem definition, Finance-validated baseline , draft scorecard, risk map, initial hypotheses on highest-leverage moves
Alignment + Decision Rights	Days 5–10	Confirm scope, outcomes, success measures, decision rights, escalation paths; define the leadership cadence and owners	Written scope + success measures, decision log started , decision-rights map (RACI-lite), escalation rules, meeting rhythm set
90-Day Outcomes Plan	By end of Week 2	Turn intent into a 90-day outcomes plan with priorities, owners, timelines and scorecard targets based on baseline variance	90-day plan, owner/timeline map, scorecard targets, “first 2-week actions” list, risks + mitigation plan
Install the Leadership Operating System	Weeks 2–3	Implement cadence, scorecard rhythm, weekly leadership reviews, accountability routines; “how decisions get made” becomes explicit	Operating cadence live, scorecard rhythm live, weekly progress mechanism, escalation playbook, templates (agenda, update, decision log)
Execution + Momentum (coaching-led)	Weeks 3–12	Coaching leaders in live situations; remove blockers via decisions; align stakeholders; tighten handoffs; track movement weekly and adjust	Measurable weekly movement, decisions made, blockers removed, leadership behaviours shifted, priorities shipped, scorecard trend visible
Proof of Value Checkpoint	Day 60	Validate movement on the agreed scorecard lever; adjust module/tier if needed; decide continue/scale/exit	Day-60 proof pack: what moved, why it moved, what’s next; decision on scale/adjust/exit (clean)
Sustained Proof + Transfer	Day 90	Ensure the trend holds, embed ownership, transfer the operating system so internal leaders run it without dependency	Day-90 sustained proof pack, internal owners fully running cadence, capability transfer checklist, next-quarter priorities
Executive Summary	Monthly	Clear view of progress, decisions, and next actions tied to the scorecard	Monthly exec summary: what moved / why / decisions taken / what’s next, tied to scorecard

By Day 10: scorecard + baseline, decision rights, cadence, decision log, 90-day plan, first actions shipped.

Our modules.

ELoD module	What it owns	When to use it	What success looks like
North Star Direction, decisions, priorities	Direction, priorities, decision rhythm, leadership alignment, performance scorecard	Growth stall, founder overload, strategy reset, investor/board pressure, leadership misalignment	One clear plan, faster decisions, aligned leaders, predictable execution, visible momentum on the scorecard
Operating Rhythm Cadence, owners, delivery	Operating cadence, delivery reliability, ownership/roles, cross-team execution, escalation control	Chaos/firefighting, missed deadlines, scaling ops, margin squeeze, inconsistent delivery	Fewer escalations, stable delivery, clear owners, smoother handoffs, measurable cycle-time + quality improvements
Revenue Engine Pipeline, conversion, forecast	Pipeline discipline, conversion, forecast accuracy, revenue operating system, sales/marketing alignment	Lumpy revenue, weak conversion, poor forecasting, sales/marketing friction, scaling GTM	Clean pipeline, improved win rate, reliable forecast, tighter ICP/offers, measurable pipeline-to-revenue uplift
Demand System Positioning, messaging, funnel	Positioning, messaging, demand plan, funnel performance, marketing-to-revenue link	Unclear story, low lead quality, weak demand, high CAC, "busy marketing" with no impact	Clear positioning, consistent demand, improved conversion, stronger lead quality, measurable pipeline contribution
Narrative Control Trust, comms cadence, readiness	Narrative control, stakeholder trust, internal comms cadence, executive messaging, crisis readiness	Change/transition, reputational risk, employee anxiety, media scrutiny, leadership comms gaps	Consistent message, calmer organisation, prepared leaders, faster comms response, trust protected internally + externally
Adoption Momentum Enablement, governance, stickiness	Adoption plan, stakeholder management, manager enablement, change governance, resistance reduction	Transformation rollout, new systems/processes, resistance, low adoption, change fatigue	Higher adoption, reduced resistance, managers equipped, clear metrics, benefits realised and sustained

North Star (CEO ELoD).

Category	Included in retainer	Excluded (billed separately)
ELoD leadership capacity	Tier time (2/4/8/12 days) reserved CEO-level coaching + mentorship Decision support on priorities, trade-offs, sequencing	Additional days beyond tier (unless bonus-day policy) Always-on / 24/7 cover Out-of-hours incident response
Cadence & governance	CEO operating cadence Scorecard rhythm + monthly exec summary Decision log and accountability loop 90-day priorities and outcomes plan	Daily “war room” coverage Full governance redesign programmes beyond scope
Role clarity & leadership ownership	Leadership role clarity Executive accountability Meeting architecture and decision rights	Org redesign projects and job architecture work
Stakeholder readiness & influence	Board/investor narrative readiness Exec meeting prep + rehearsal Escalation paths and alignment	Large-scale comms rollouts or town halls (extra days)
Planning & reporting	30/60/90 plan KPI/OKR scorecard setup and rhythm	Audit-style reporting packs Complex dashboard builds Company-wide L&D rollout at scale
Leader enablement	Coaching leaders on decision quality Performance rhythm and feedback loops	Running functions day-to-day “Doer” production work at volume
Execution support (coaching-led)	Unblockers through leadership actions Facilitation of key exec sessions (within tier)	Systems implementation, data engineering Paid media, production, execution teams
Tools & systems (light-touch)	Light process templates and meeting hygiene	Agency fees, RFP management at scale
Commercial & marketing guidance	Strategic GTM decision support (high level)	Recruitment fees and assessments
Third-party resources	Selection support for senior hires/advisers	Travel and on-site expenses (pre-approved)
Hiring support	Role scorecards and interview support for key leaders	Legal counsel and HR case management
Travel & on-site	Remote-first unless agreed	VAT/GST/sales taxes where applicable
Legal / HR / compliance	Leadership-level risk escalation and coordination	
Taxes	N/A	



Operating Rhythm (COO ELoD).

Category

ELoD leadership capacity

Cadence & governance

Role clarity & leadership ownership

Stakeholder readiness & influence

Planning & reporting

Leader enablement

Execution support (coaching-led)

Tools & systems (light-touch)

Commercial & marketing guidance

Third-party resources

Hiring support

Travel & on-site

Legal / HR / compliance

Taxes

Included in retainer

Tier time reserved
COO-level coaching + mentorship
Delivery decision support

Operating cadence design
Weekly/fortnightly rhythm
Escalation rules and decision log
Monthly exec summary

Ownership clarity
Handoffs and accountability coaching
RACI-lite where needed

Cross-team alignment sessions (within tier)
Escalation paths and comms rhythm

30/60/90 delivery plan
Scorecard for cycle-time, rework, escalations

Manager coaching on execution habits
Operating playbooks and templates

Unblockers via leaders
Facilitation of delivery reviews (within tier)

Meeting hygiene in existing tools
Template setup for reviews

N/A unless required for delivery dependencies

Vendor oversight cadence (light)
Supplier performance rhythm

Role scorecards for ops hires
Interview panel support

Remote-first unless agreed

Escalation guidance to leadership

N/A

Excluded (billed separately)

Additional days beyond tier (unless bonus-day policy)
Always-on operations cover

24/7 incident response
Full PMO build and run

Full org redesign programmes

Large offsites and multi-workshop programmes (extra days)

Audit-style reporting and complex BI

Company-wide training delivery at scale

Acting as delivery lead for projects
Hands-on project management at volume
New systems implementations and licences

Campaign execution, production
Vendor contracts and procurement processes

Recruitment fees and assessments

Travel and on-site expenses (pre-approved)

Case management and legal work

VAT/GST/sales taxes where applicable

Revenue Engine (CCO ELoD).

Category	Included in retainer	Excluded (billed separately)
ELoD leadership capacity	Tier time reserved Commercial leadership coaching Deal and forecast decision support	Additional days beyond tier (unless bonus-day policy) Always-on sales management cover
Cadence & governance	Pipeline rhythm and stage discipline Forecast rules and review cadence Decision log and monthly exec summary	Running SDR/AE management day-to-day
Role clarity & leadership ownership	Sales/CS ownership clarity Accountability coaching Handoffs and “definition of done”	Full org redesign and comp plan overhauls
Stakeholder readiness & influence	Exec-level deal support and rehearsal Internal alignment for key accounts	Large workshops and offsites (extra days)
Planning & reporting	30/60/90 commercial plan Scorecard setup (coverage, win rate, cycle, forecast accuracy)	Audit-style packs and bespoke investor reporting
Leader enablement	Coaching managers on pipeline discipline Playbooks/templates (stage criteria, close plans)	Company-wide sales training rollout at scale
Execution support (coaching-led)	Unblockers through leaders Deal reviews within tier time	Acting as AE/SDR Outbound at volume CRM rebuild projects
Tools & systems (light-touch)	Working in CRM and existing tools Templates for hygiene and reviews	New tools, enrichment, analytics builds
Commercial & marketing guidance	Offer/ICP tightening with leadership Sales-marketing alignment cadence	Paid media budgets, content production
Third-party resources	Agency selection support (sales enablement)	Agency fees and procurement
Hiring support	Role scorecards and interview support for sales leaders	Recruitment fees and assessments
Travel & on-site	Remote-first unless agreed	Travel and on-site expenses (pre-approved)
Legal / HR / compliance	Contract escalation guidance (leadership level)	Legal counsel and contract negotiation services
Taxes	N/A	VAT/GST/sales taxes where applicable

Demand System (CMO ELoD).

Category

ELoD leadership capacity

Cadence & governance

Role clarity & leadership ownership

Stakeholder readiness & influence

Planning & reporting

Leader enablement

Execution support (coaching-led)

Tools & systems (light-touch)

Media / marketing spend

Third-party resources

Hiring support

Travel & on-site

Legal / HR / compliance

Taxes

Included in retainer

Tier time reserved

Marketing leadership coaching

Prioritisation and funnel decision support

Funnel rhythm and scorecard cadence

Decision log and monthly exec summary

Clarity on ownership across growth functions

Alignment on ICP, message and priorities

Exec comms readiness for story and proof

Alignment sessions (within tier)

30/60/90 demand plan

Scorecard setup (CAC, lead→opp, opp quality, pipeline contribution)

Coaching leaders on focus and measurement

Templates (briefs, review rhythm, scorecards)

Campaign oversight and decision support

Unblockers through leaders

Work within existing tools

Measurement hygiene and templates

Spend governance and prioritisation guidance

Agency selection and oversight cadence (light)

Role scorecards and interview support

Remote-first unless agreed

Escalation guidance

N/A

Excluded (billed separately)

Additional days beyond tier (unless bonus-day policy)

Always-on marketing ops cover

24/7 response cover

Full org redesign programmes

Company-wide town halls and multi-session programmes

Audit-style reporting packs and complex BI

Training programmes and rollouts at scale

Content production at volume

Design output

Hands-on channel management

New licences, platforms, data projects

Paid media budgets and ad accounts spend

Production (video/photo/design/print)

Agency fees and procurement

Recruitment fees and assessments

Travel and on-site expenses (pre-approved)

Specialist compliance work

VAT/GST/sales taxes where applicable

Narrative Control (CComm ELoD).

Category

ELoD leadership capacity

Cadence & governance

Role clarity & leadership ownership

Stakeholder readiness & influence

Planning & reporting

Leader enablement

Execution support (coaching-led)

Tools & systems (light-touch)

Media / marketing spend

Third-party resources

Hiring support

Travel & on-site

Legal / HR / compliance

Taxes

Included in retainer

Tier time reserved

Comms leadership coaching

Stakeholder narrative decision support

Narrative cadence and message discipline

Escalation paths and incident readiness (light)

Monthly exec summary

Who says what and when

Decision rights and approvals coaching

Leadership rehearsal for sensitive moments

Investor/board messaging prep

Internal trust rhythm

30/60/90 narrative plan

Trust/retention risk indicators scorecard

Coaching leaders on comms under pressure

Templates (talking points, Q&A, briefings)

Guidance and review of key comms

Facilitation of leadership alignment sessions

Work within existing channels and tools

Governance guidance

Agency selection and oversight cadence

Role scorecards and interview support

Remote-first unless agreed

Escalation guidance and coordination

N/A

Excluded (billed separately)

Additional days beyond tier (unless bonus-day policy)

24/7 press office cover

Always-on crisis response and out-of-hours incident cover

Full comms function build-out

Large-scale town halls and multi-session offsites (extra days)

Audit-style reporting and monitoring platforms builds

Company-wide comms training rollout at scale

Writing/production at volume

PR campaigns

Media buying

New platforms, subscriptions, monitoring tools

PR wire fees, production, paid media

Agency fees and retainers

Recruitment fees and assessments

Travel and on-site expenses (pre-approved)

Legal counsel, HR case management

VAT/GST/sales taxes where applicable

Adoption Momentum (CGO ELoD).

Category

ELoD leadership capacity

Cadence & governance

Role clarity & leadership ownership

Stakeholder readiness & influence

Planning & reporting

Leader enablement

Execution support (coaching-led)

Tools & systems (light-touch)

Third-party resources

Hiring support

Travel & on-site

Legal / HR / compliance

Taxes

Included in retainer

Tier time reserved

Change leadership coaching

Adoption decision support

Adoption cadence and scorecard rhythm

Decision log and monthly exec summary

Light change governance

Manager enablement coaching

Ownership clarity for adoption

Stakeholder map and resistance plan

Rehearsal for key moments Escalation paths

30/60/90 adoption plan

Scorecard setup (adoption, utilisation, benefits)

Manager toolkits and templates

Coaching managers on behaviour change

Unblockers via leadership actions

Facilitation of key adoption sessions

Work within existing tools

Recommendations and selection support

Role scorecards and interview support

Remote-first unless agreed

Escalation guidance

N/A

Excluded (billed separately)

Additional days beyond tier (unless bonus-day policy)

Always-on change office cover

Full change programme office build and run

Full org redesign programmes

Company-wide offsites and large workshop series (extra days)

Audit-style reporting and complex BI

L&D programmes and training rollout at scale

Doing the rollout work at volume

Building training content libraries

New platforms, licences, data subscriptions

Contractor/agency fees

Recruitment fees and assessments

Travel and on-site expenses (pre-approved)

Case management and legal work

VAT/GST/sales taxes where applicable

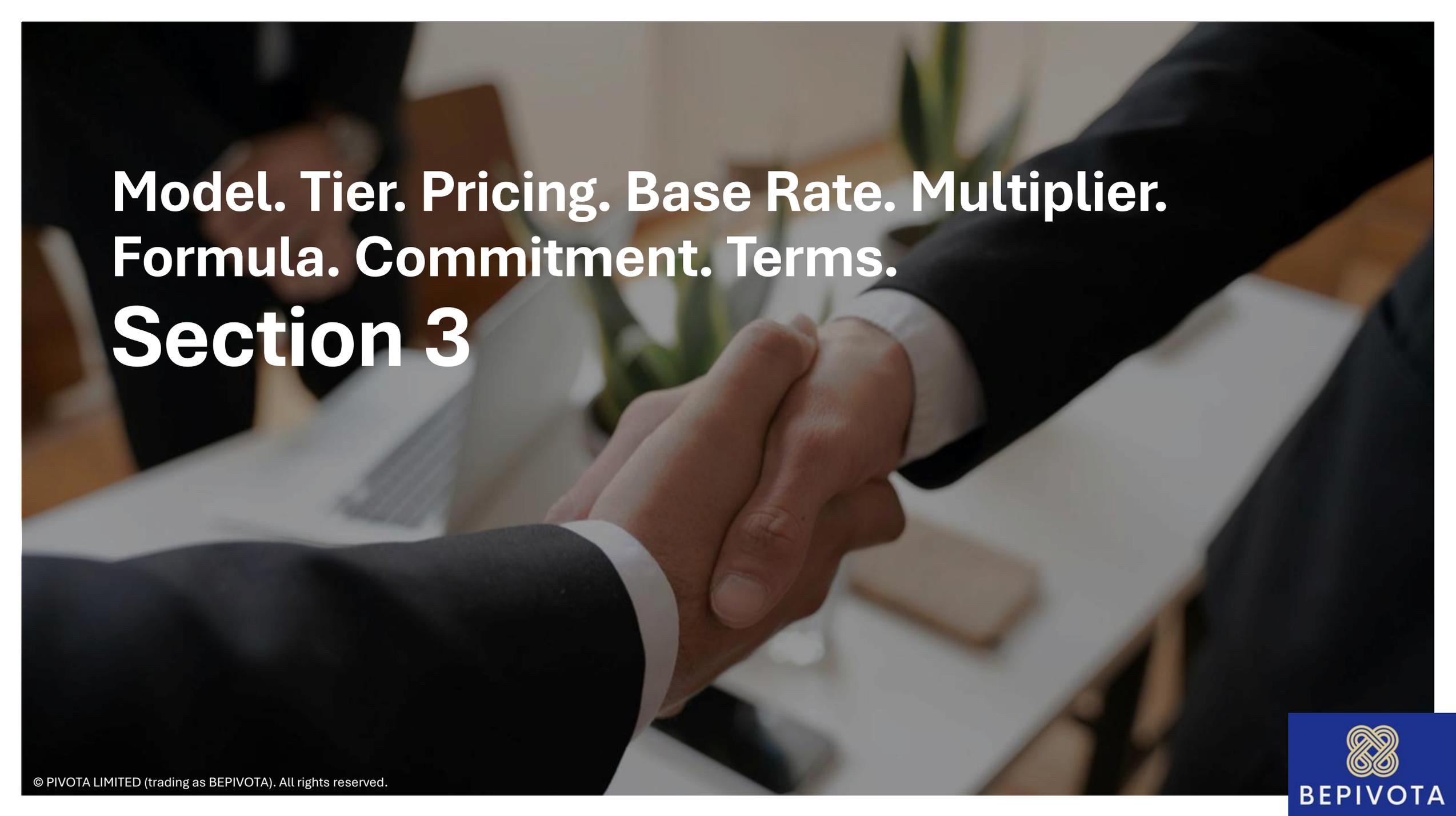
Each module installs a clear operating rhythm, tight decision-making and measurable progress on **one outcome that matters**. You're not buying "advice"; you're buying a leadership system. Priorities that don't churn, decisions that land, execution that becomes predictable and **leaders who level up fast because they're coached in real time on real problems**.

Every module is anchored to **auditable inputs, a Week 1 scorecard and baseline validated by Finance, and a premium proof cadence - Week 2 checkpoint, Day 60 proof of value, Day 90 sustained proof** - so impact is visible and verifiable, not subjective.

If results aren't moving on the agreed metrics, the engagement is adjusted or exited cleanly.

The practical outcome is simple.

Fewer costly mistakes, faster momentum, calmer leadership and performance you can actually measure. Exactly what most organisations and teams need when growth, change, or complexity is stretching your leadership.



**Model. Tier. Pricing. Base Rate. Multiplier.
Formula. Commitment. Terms.
Section 3**

Our model & engagement tiers.

One Simple & premium model

Choose your Module. North Star, Operating Rhythm, Revenue Engine, Demand System, Narrative Control or Adoption Momentum.

Choose your size. Start up, SME or Enterprise.

Choose your tier. The engagement tier is based on days per month. 2, 4, 8 or 12.

Choose your price. Price ranges are based on your size. Our rate base is global and is anchored in USD. It is calibrated globally using a straightforward regional multiplier.

Why? Pricing stays fair. Across the US, UK, Europe and beyond.

Every engagement is a monthly retainer with a three month minimum. This reserves executive capacity and a delivery cadence.

You're not buying hours. You're buying decisions, momentum and measurable outcomes.

Four simple & premium engagement tiers

Advisory. Light-Touch. **2 days/month.** Ideal for: founders who can execute but need direction + accountability. Includes: scorecard + priorities, weekly call, async feedback, monthly exec summary. Think **Keep me honest. Keep me focused. Keep momentum.**

Operator. Own the Outcome. **4 days/month.** Ideal for: "We need someone to own this and move it forward." Includes: leadership cadence, delivery ownership, decision log, weekly progress rhythm + unblockers. Think **One accountable owner. Weekly progress. No drift.**

Embedded Leader. Scale & Stabilise. **8 days/month.** Ideal for: growth phases needing hands-on leadership across teams/functions. Includes: leadership team facilitation, cross-functional execution, hiring support, systems/process improvements. Think **A leader inside the business. Building the system as we grow.**

Intensive. High-Velocity. **12 days/month.** Ideal for: Interim. Transitions, turnaround, launches, restructures, high-stakes change. Includes: acting leadership presence, rapid execution, stakeholder management, accelerated decision-making + delivery control. Think **Stabilise fast. Decide faster. Deliver results.**

Our pricing philosophy.

We publish tiers & ranges to keep pricing fair and transparent.

Two companies can ask for the same role and the same number of days per month. They will require very different levels of intensity depending on size, urgency, complexity and the maturity of systems already in place.

The tier defines the time. The range reflects the problem size.

A quick rule-of-thumb to help you self-select ranges

Lower end

= steady-state improvement, clear data, single priority

Middle

= multi-priority, some ambiguity, cross-team alignment needed

Upper end

= turnaround, change programme, broken pipeline/ops, high urgency

Our ranges are benchmarked against executive coaching (EU/UK + global) and US executive coaching/advisory retainers - with pricing reflecting that ELoD combines coaching, mentorship, decision support and execution cadence - not just session time.

UK / Ireland (Executive coaching market)

UK executive coaching fees vary widely by seniority and coach profile, but experienced executive coaches are commonly cited in the ~£385–£550/hour range, with some London/specialist coaches reaching ~£1,000/hour+.

EU / Western Europe (Coaching market, global benchmark)

The ICF Global Coaching Study reports the **average fee per one-hour coaching session in Western Europe at ~\$277** (2022 data), illustrating a robust market baseline for executive coaching fees in the region.

US (Executive coaching programmes + ongoing retainers)

In the US, executive coaching is often sold as **programmes and retainers** rather than ad-hoc sessions. “Professional-level” executive coaching programmes are commonly cited at **~\$22k–\$32k for six months**, with hourly rates often **~\$270–\$600+** depending on seniority and coach profile. For ongoing support, many executive coaching offers package into **monthly retainers/advisory** that are frequently cited in the **~\$2k–\$10k/month** band (scope + access dependent), with higher ranges for C-suite / high-intensity support.

Our pricing ranges.

Startup pricing is lower because cash is constrained and scope is typically tighter (fewer layers, faster decisions). In early-stage companies, it's also common to blend cash with upside (success fee / options) rather than paying full market cash rates.

Enterprise pricing is higher because complexity is higher. More stakeholders, governance, compliance risk, cross-functional dependencies, and the cost of mistakes is larger. This “stage-based” pricing is consistent with interim/fractional benchmarks that vary day rates by startup vs scale-up vs enterprise.

The right fee depends on the size and complexity of the challenge, not a one-size-fits-all number. Every engagement starts with alignment. We agree the scope, the weekly cadence, and the measurable outcomes up front, so there's no ambiguity and no surprises. You'll know exactly what's included, what success looks like, and how progress will be tracked. After a short diagnostic, we confirm a precise retainer alongside a clear deliverables plan.

Trust is built on clarity, accountability and commitment from day one.

Our global rate base.

Role / Module	Advisory (2 days/month)	Operator (4 days/month)	Embedded (8 days/month)	Intensive (12 days/month)
CEO (North Star)	S \$5.0–\$9.0k M \$7.0–\$13.0k E \$9.0–\$17.0k	S \$10.0–\$18.0k M \$14.0–\$26.0k E \$18.0–\$34.0k	S \$20.0–\$36.0k M \$28.0–\$52.0k E \$36.0–\$68.0k	S \$30.0–\$54.0k M \$42.0–\$78.0k E \$54.0–\$102.0k
COO (Operating Rhythm)	S \$3.6–\$6.5k M \$5.0–\$9.4k E \$6.5–\$12.2k	S \$7.2–\$13.0k M \$10.1–\$18.7k E \$13.0–\$24.5k	S \$14.4–\$25.9k M \$20.2–\$37.4k E \$25.9–\$49.0k	S \$21.6–\$38.9k M \$30.2–\$56.2k E \$38.9–\$73.4k
CCO (Revenue Engine)	S \$3.6–\$6.5k M \$5.0–\$9.4k E \$6.5–\$12.2k	S \$7.2–\$13.0k M \$10.1–\$18.7k E \$13.0–\$24.5k	S \$14.4–\$25.9k M \$20.2–\$37.4k E \$25.9–\$49.0k	S \$21.6–\$38.9k M \$30.2–\$56.2k E \$38.9–\$73.4k
CMO (Demand System)	S \$3.6–\$6.5k M \$5.0–\$9.4k E \$6.5–\$12.2k	S \$7.2–\$13.0k M \$10.1–\$18.7k E \$13.0–\$24.5k	S \$14.4–\$25.9k M \$20.2–\$37.4k E \$25.9–\$49.0k	S \$21.6–\$38.9k M \$30.2–\$56.2k E \$38.9–\$73.4k
CComm (Narrative Control)	S \$3.0–\$5.4k M \$4.2–\$7.8k E \$5.4–\$10.2k	S \$6.0–\$10.8k M \$8.4–\$15.6k E \$10.8–\$20.4k	S \$12.0–\$21.6k M \$16.8–\$31.2k E \$21.6–\$40.8k	S \$18.0–\$32.4k M \$25.2–\$46.8k E \$32.4–\$61.2k
CGO (Adoption Momentum)	S \$3.6–\$6.5k M \$5.0–\$9.4k E \$6.5–\$12.2k	S \$7.2–\$13.0k M \$10.1–\$18.7k E \$13.0–\$24.5k	S \$14.4–\$25.9k M \$20.2–\$37.4k E \$25.9–\$49.0k	S \$21.6–\$38.9k M \$30.2–\$56.2k E \$38.9–\$73.4k

Engagement tiers (days/month): Advisory 2 | Operator 4 | Embedded 8 | Intensive 12

Key: S = Startup | M = SME/Scale-up | E = Enterprise

Our regional multiplier.

Region	ELOD Multiplier
United States	1.00×
UK & Ireland	0.95×
Western Europe (DACH, Benelux, Nordics, France)	1.00×
Southern & Eastern Europe	0.90×
Canada	1.00×
Caribbean	0.85×
Australia / New Zealand	1.00×
Singapore / Hong Kong	1.15×
GCC (UAE / Saudi / Qatar)	1.25×
Japan / South Korea	1.10×
LATAM	0.80×
South Africa	0.80×
India	0.70×
Southeast Asia (Thailand/Vietnam/PH/Indonesia etc.)	0.75×
Rest of Africa	0.75×

ELOD is priced on executive access and decision leverage (not local delivery labour), so we use the same regional framework to protect premium positioning by setting minimum floors to ensure consistent outcomes.



How it works. Our calculation formula.

Global Rate Base & Regional Multipliers Explained

What they do

How they work

What they're based on

we see

Why is this better?

We publish one **global USD rate base**. Regional multipliers simply adjust that base price to keep pricing fair and **consistent across markets**.

They convert the USD base into a region-adjusted price that reflects: typical executive coaching + executive advisory retainer norms in that region practical delivery realities like timezone coverage, response expectations, and any on-site/travel add-ons

Multiplier x Role x Tier x Base = Price Range.

This is the calculation formula for indicative pricing. We invoice in USD or local currency using prevailing FX.

Multipliers are calibrated using: executive coaching fee benchmarks (EU/UK + global) and US executive coaching/advisory retainer ranges as the anchor points and delivery factors repeatedly in cross-border ELoD: availability/priority access, turnaround speed, timezone overlap, governance load and any in-person requirements.

It is global, simple & premium. Separate price lists per country are complex and invite negotiation. Pricing stays transparent. One simple adjustment. No hidden "country tax". A price that matches local expectations without underpricing ELoD access or overpricing the market. Benchmarking against executive coaching + advisory retainers globally and priced as executive access and decision leverage - not session time.

That's it. One base. One multiplier. Transparent pricing globally.

Worked examples. Our calculation formula in action.

Region	Multiplier x Role x Tier x Base = Price Range
UK & Ireland	(0.95x) Demand System (CMO ELoD), Operator (4 days/month), SME base \$10.10k–\$18.70k = \$9.59k–\$17.76k/month
Western Europe	(1.00x) Operating Rhythm (COO ELoD), Operator (4 days/month), SME base \$10.10k–\$18.70k = \$10.10k–\$18.70k/month
Singapore / Hong Kong	(1.15x) North Star (CEO ELoD), Operator (4 days/month), SME base \$14.00k–\$26.00k = \$16.10k–\$29.90k/month
India	(0.70x) Revenue Engine (CCO ELoD), Operator (4 days/month), Startup base \$7.20k–\$13.00k = \$5.04k–\$9.10k/month
Caribbean	(0.85x) Narrative Control (CComm ELoD), Operator (4 days/month), SME base \$8.40k–\$15.60k = \$7.14k–\$13.26k/month
United States	(1.00x) North Star (CEO ELoD), Embedded (8 days/month), SME base \$28.00k–\$52.00k = \$28.00k–\$52.00k/month
Gulf Cooperation Council	(1.25x) Operating Rhythm (COO ELoD), Intensive (12 days/month), SME base \$30.20k–\$56.20k = \$37.75k–\$70.25k/month
Japan / South Korea	(1.10x) Demand System (CMO ELoD), Advisory (2 days/month), SME base \$5.00k–\$9.40k = \$5.50k–\$10.34k/month
LATAM	(0.80x) North Star (CEO ELoD), Operator (4 days/month), Startup base \$10.00k–\$18.00k = \$8.00k–\$14.40k/month
Southeast Asia	(0.75x) Adoption Momentum (CGO ELoD), Operator (4 days/month), SME base \$10.10k–\$18.70k = \$7.57k–\$14.02k/month

We don't discount. We reward commitment with additional capacity.

We're not selling time, we're delivering traction. Premium work demands clarity, focus and accountability. Not price negotiation.

BEPIVOTA is built as a premium, outcome-led service. Discounting devalues the work and shifts focus to price instead of results. Instead, we reward commitment in the only way that genuinely accelerates your outcomes: **additional executive capacity**. When you prepay for 3, 6 or 12 months, we add **bonus days** on top of your chosen tier so we can go deeper on the high leverage work - decision velocity, leadership cadence, alignment and momentum - without diluting the standard of delivery. It's a simple principle. Protect the value. Increase the impact.

How it works

- Added to your current plan - they sit on top of your tier days
- Can be used anytime within the prepaid term - applied only when the full term is paid in advance and the tier/scope remains consistent for that term.
- Applied to the same role and the same client - must be used within the prepaid term. Unused days expire.
- Cover leadership time only. Taxes, travel/expenses, third-party costs and extra resourcing remain separate.
- We only add bonus days when capacity is committed and prepaid.

We don't discount outcomes. We plan delivery properly and protect quality. We add capacity and deliverables that accelerate results.

Prepayment Made	Bonus Added
3 months prepaid	+1 bonus day
6 months prepaid	+5 bonus days
12 months prepaid	+12 bonus days

Commitment lowers cost & drives ROI.

Prepayment isn't about "giving us money early". It's about **locking in executive capacity and accelerating outcomes with lower effective day rates and measurable ROI**. Leadership on demand works optimally when it has continuity. The same cadence, the same context, the same momentum week after week. Prepaying does three non-negotiable things for you.

Guaranteed priority

access to senior time. Your days are reserved, not "fit in".

Faster execution

removes procurement/payment friction and keeps focus on delivery.

Significantly lower effective day rate

added bonus days.

On the most common ELoD Operator tier (4 days/month), the maths is straightforward: 3 months prepaid = 8% lower effective day-rate (12+1 days), 6 months = 17% lower (24+5 days) and 12 months = 20% lower (48+12 days) — without reducing the quality, access, or integrity of the engagement.

Think

Prepaying is my cleanest way to buy traction.

More capacity, fewer delays and a measurably better ROI.

Commitment significantly reduces effective day rate.

Region	Mult.	Module	Tier (days/month)	Stage	Monthly (USD)	3 mo prepaid (Total • Days)	6 mo prepaid (Total • Days)	12 mo prepaid (Total • Days)	Prepay day-rate ↓
UK & Ireland	0.95×	Demand System (CMO ELoD)	Operator (4)	SME	\$9.59k–\$17.76k	\$28.78k–\$53.29k • 13	\$57.57k–\$106.59k • 29	\$115.14k–\$213.18k • 60	3mo 7.7% • 6mo 17.2% • 12mo 20.0%
Western Europe	1.00×	Operating Rhythm (COO ELoD)	Operator (4)	SME	\$10.10k–\$18.70k	\$30.30k–\$56.10k • 13	\$60.60k–\$112.20k • 29	\$121.20k–\$224.40k • 60	3mo 7.7% • 6mo 17.2% • 12mo 20.0%
Singapore / Hong Kong	1.15×	North Star (CEO ELoD)	Operator (4)	SME	\$16.10k–\$29.90k	\$48.30k–\$89.70k • 13	\$96.60k–\$179.40k • 29	\$193.20k–\$358.80k • 60	3mo 7.7% • 6mo 17.2% • 12mo 20.0%
India	0.70×	Revenue Engine (CCO ELoD)	Operator (4)	Startup	\$5.04k–\$9.10k	\$15.12k–\$27.30k • 13	\$30.24k–\$54.60k • 29	\$60.48k–\$109.20k • 60	3mo 7.7% • 6mo 17.2% • 12mo 20.0%
Caribbean	0.85×	Narrative Control (CComm ELoD)	Operator (4)	SME	\$7.14k–\$13.26k	\$21.42k–\$39.78k • 13	\$42.84k–\$79.56k • 29	\$85.68k–\$159.12k • 60	3mo 7.7% • 6mo 17.2% • 12mo 20.0%
United States	1.00×	North Star (CEO ELoD)	Embedded (8)	SME	\$28.00k–\$52.00k	\$84.00k–\$156.00k • 25	\$168.00k–\$312.00k • 53	\$336.00k–\$624.00k • 108	3mo 4.0% • 6mo 9.4% • 12mo 11.1%
GCC	1.25×	Operating Rhythm (COO ELoD)	Intensive (12)	SME	\$37.75k–\$70.25k	\$113.25k–\$210.75k • 37	\$226.50k–\$421.50k • 77	\$453.00k–\$843.00k • 156	3mo 2.7% • 6mo 6.5% • 12mo 7.7%
Japan / South Korea	1.10×	Demand System (CMO ELoD)	Advisory (2)	SME	\$5.50k–\$10.34k	\$16.50k–\$31.02k • 7	\$33.00k–\$62.04k • 17	\$66.00k–\$124.08k • 36	3mo 14.3% • 6mo 29.4% • 12mo 33.3%
LATAM	0.80×	North Star (CEO ELoD)	Operator (4)	Startup	\$8.00k–\$14.40k	\$24.00k–\$43.20k • 13	\$48.00k–\$86.40k • 29	\$96.00k–\$172.80k • 60	3mo 7.7% • 6mo 17.2% • 12mo 20.0%
Southeast Asia	0.75×	Adoption Momentum (CGO ELoD)	Operator (4)	SME	\$7.57k–\$14.02k	\$22.72k–\$42.07k • 13	\$45.45k–\$84.15k • 29	\$90.90k–\$168.30k • 60	3mo 7.7% • 6mo 17.2% • 12mo 20.0%

Terms: 3-month minimum. Retainers billed monthly in advance (or prepaid for 3/6/12 months). USD base; invoice in USD or local currency at prevailing FX. Excludes taxes, travel/expenses and third-party budgets/tools. Extra days are pre-approved and billed separately. 30 days' notice applies after the minimum term.

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Prepayment, billing & engagement terms.

Pricing basis	Monthly retainer (USD base) aligned to selected tier (2 / 4 / 8 / 12 days per month) and agreed role scope
Minimum engagement	3 months (90 days)
Prepay commitment options	3 / 6 / 12 months prepaid (qualifies for bonus-day policy where applicable)
Onboarding / start	Starts on agreed commencement date after signed agreement + first invoice paid
Billing frequency	Monthly in advance (or prepaid in full for 3/6/12-month commitments)
Payment terms	Due upon receipt (<i>Net 7/14 available for enterprise/procurement by prior agreement</i>)
Currency	Invoiced in USD or local currency at prevailing FX (if agreed)
Taxes	Applicable taxes added (VAT/GST/sales tax where required)
Scheduling & cadence	Days are scheduled into a delivery plan; includes agreed weekly cadence, scorecard rhythm, and governance
Unused time	Days do not roll over unless explicitly agreed in writing
Extra days / overages	Pre-approved; billed at the agreed day rate; invoiced monthly (or deducted from any available bonus days if agreed)
Travel / on-site expenses	Pre-approved; billed at cost; invoiced monthly (travel time treated as delivery time only if agreed)
Tools / third-party spend	Software licences, data, paid media, production, contractors are excluded unless explicitly included in scope
Confidentiality / NDA	Mutual confidentiality applies; NDA available on request
IP & materials	BEPIVOTA retains IP in frameworks/methods; client owns their business outputs/deliverables created for them
Change control	Material scope changes require written change request and may adjust tier/pricing
Termination / notice	Engagements run for the minimum term; thereafter 30 days' written notice
Pauses / rescheduling	Any pause or significant reschedule is by agreement; prepaid terms/bonus days must be used within the prepaid period unless otherwise agreed
Client responsibilities	Client provides timely access to stakeholders, data, and decision-makers to maintain cadence and outcomes

Terms: 3-month minimum. Retainers billed monthly in advance (or prepaid for 3/6/12 months). USD base; invoice in USD or local currency at prevailing FX. Excludes taxes, travel/expenses and third-party budgets/tools. Extra days are pre-approved and billed separately. 30 days' notice applies after the minimum term.

A close-up photograph of two people in business suits shaking hands over a desk. The background is slightly blurred, showing office equipment like a laptop and some papers. The lighting is soft and professional.

Scenarios. Section 4

- Modelling uses only auditable inputs: Revenue/month, Payroll/month, Opex/month, Marketing/month, Gross Margin, Average Deal Size. (Conservative partial capture)
- Illustrative/hypothetical examples only. Based on real world operators.
- Reflect real world operating patterns, market data and economics.
- Illustrative FX used for examples: \$1 = €0.92 and \$1 = £0.79 (invoice at prevailing FX) for UK/IE consistency.
- Fees shown = USD base × tier × ELoD regional multiplier (see multiplier table).

Ireland.

An Irish scale-up at roughly **€2.4m/month revenue** with **€1.2m/month payroll**, **€0.9m/month non-payroll opex**, **€250k/month marketing**, and **~60% gross margin** was stuck in leadership friction: priorities churned, decisions lagged, and delivery reliability suffered—driving rework, escalation traffic, and forecast noise. **ELoD North Star + Operating Rhythm** corrected the system at the top by installing decision rights, a weekly exec cadence, a live scorecard + decision log, and an operating rhythm that made ownership and handoffs explicit. Using conservative, auditable levers—**(1) 1.5% payroll productivity recovered** ($1.5\% \times €1.2m = €18.0k/month$) plus **(2) leadership leakage + decision-velocity uplift** ($0.5\% \times (€1.2m + €0.9m) = €10.5k/month + (0.5 \times €100k \times 60\% \div 3) = €10.0k/month$)—the model shows **~€38.5k/month** of value. The combined Operator-tier fee for the two modules is **\$32.68k/month** ($0.95 \times \text{UK/IE multiplier} \times (\$20.0k + \$14.4k)$), which is **~€30.1k/month** at the illustrative FX—delivering **~0.8 month payback**.

Without ELoD: priorities keep churning and decisions keep slowing → rework/escalations quietly tax payroll and margin every month → the quarter stays “busy” but unpredictable, and leadership fatigue turns into missed commitments and attrition risk.

Payback: ~0.8 months (~24 days).

Ireland: A multi-team services/tech hybrid .

ELoD module (Operator 4 days)	Real-world lever	Monthly value (worked)	Fee /mo (IE)	Payback (months)
North Star (CEO ELoD)	$0.5\% \times (\text{Payroll} + \text{Non-payroll Opex}) + (0.5 \times \text{Avg Deal} \times \text{GM}) \div 3$	€24.0k	€20.0k	0.8
Operating Rhythm (COO ELoD)	$1.5\% \times \text{Payroll}$	€19.5k	€14.4k	0.7
Revenue Engine (CCO ELoD)	$(\text{Avg Deal} \times \text{GM}) \div 3$	€26.7k	€14.4k	0.5
Demand System (CMO ELoD)	$10\% \times \text{Marketing spend}$	€25.0k	€14.4k	0.6
Narrative Control (CComm ELoD)	$1\% \times \text{Revenue} \times \text{GM}$	€16.0k	€12.0k	0.8
Adoption Momentum (CGO ELoD)	$1\% \times \text{Payroll}$	€18.0k	€14.4k	0.8

UK.

A UK scale-up at roughly **£2.4m/month revenue** with **£1.2m/month payroll**, **£0.9m/month non-payroll opex**, **£250k/month marketing**, and **~60% gross margin** was operating in the leadership friction zone: priorities churned, decisions slowed, and delivery reliability created rework, escalations, and forecast noise. **ELoD North Star + Operating Rhythm** fixed the system at the top: decision rights, weekly exec cadence, live scorecard + decision log, and a delivery rhythm that made ownership and handoffs explicit. Using the same conservative levers—**(1) 1.5% payroll productivity recovered** ($1.5\% \times £1.2m = £18.0k/month$) plus **(2) leadership leakage + decision-velocity uplift** ($0.5\% \times (£1.2m + £0.9m) = £10.5k/month$ + $(0.5 \times £100k \times 60\% \div 3) = £10.0k/month$)—the model shows **~£38.5k/month** of value. The combined Operator-tier fee for the two modules is **\$32.68k/month** ($0.95 \times \text{UK/IE multiplier} \times (\$20.0k + \$14.4k)$), which is **~£25.8k/month** at the illustrative FX—delivering **~0.7 month payback**.

Without ELoD: decision velocity stays slow and ownership stays fuzzy → delivery slip + rework become the monthly tax → confidence in the plan drops, the team defaults to firefighting, and the quarter gets missed “despite effort”.

Payback: ~0.7 months (~21 days).

UK: B2B Tech-Enabled Services.

ELoD module (Operator 4 days)	Real-world lever	Monthly value (worked)	Fee /mo (UK)	Payback (months)
North Star (CEO ELoD)	$0.5\% \times (\text{Payroll} + \text{Non-payroll Opex}) + (0.5 \times \text{Avg Deal} \times \text{GM}) \div 3$	£19.8k	£16.0k	0.8
Operating Rhythm (COO ELoD)	$1.5\% \times \text{Payroll}$	£15.0k	£11.5k	0.8
Revenue Engine (CCO ELoD)	$(\text{Avg Deal} \times \text{GM}) \div 3$	£18.0k	£11.5k	0.6
Demand System (CMO ELoD)	$10\% \times \text{Marketing spend}$	£20.0k	£11.5k	0.6
Narrative Control (CComm ELoD)	$1\% \times \text{Revenue} \times \text{GM}$	£12.0k	£10.0k	0.8
Adoption Momentum (CGO ELoD)	$1\% \times \text{Payroll}$	£10.0k	£11.5k	1.2

EU.

A Western European scale-up at **\$5.0m/month revenue** with **\$1.8m/month payroll**, **\$2.0m/month non-payroll opex**, **\$300k/month marketing**, and **~35% gross margin** hit the classic scale-up stall: slow decisions and shifting priorities created rework, delays, and margin leakage. **ELoD North Star** installed decision rights, weekly exec cadence, and a live scorecard + decision log so execution stops depending on debate cycles. **Fee (Western Europe): \$20.0k/month (1.00x × North Star base \$20.0k)**. Using conservative levers—**0.5% reduction in payroll+opex leakage** ($0.5\% \times \$3.8m = \$19.0k/month$) plus **half a deal's gross profit pulled forward per quarter** ($0.5 \times \$600k \times 35\% \div 3 = \$35.0k/month$)—the model shows **\$54.0k/month of value** against a **\$20.0k/month fee**, delivering **~0.4 month payback**. **Without ELoD: slow decisions and priority churn keep compounding → slip + margin leakage becomes the monthly tax → by the time it's visible in results, the recovery window is smaller and more expensive.** **Payback: ~0.4 months (~12 days).**

EU: An industrial tech + implementation services.

ELoD module (Operator 4 days)	Real-world lever	Monthly value (worked)	Fee /mo	Payback
North Star (CEO ELoD)	$0.5\% \times (\text{Payroll} + \text{Opex}) + (0.5 \times \text{Deal} \times \text{GM}) \div 3$	\$54.0k	\$20.0k	0.4
Operating Rhythm (COO ELoD)	$1.5\% \times \text{Payroll}$	\$27.0k	\$14.4k	0.5
Revenue Engine (CCO ELoD)	$(\text{Deal} \times \text{GM}) \div 3$	\$70.0k	\$14.4k	0.2
Demand System (CMO ELoD)	$10\% \times \text{Marketing}$	\$30.0k	\$14.4k	0.5
Narrative Control (CComm ELoD)	$1\% \times \text{Revenue} \times \text{GM}$	\$17.5k	\$12.0k	0.7
Adoption Momentum (CGO ELoD)	$1\% \times \text{Payroll}$	\$18.0k	\$14.4k	0.8

US.

A US scale-up at **\$2.0m/month revenue** with **\$1.3m/month payroll**, **\$400k/month non-payroll opex**, **\$250k/month marketing**, and **~80% gross margin** was leaking momentum through inconsistent close discipline and forecast noise. **ELoD Revenue Engine** tightened stage criteria, deal ownership and weekly forecast cadence so late-stage deals stop slipping. **Fee (US): \$14.4k/month (1.00x × base)**. Using one conservative lever—**one average deal's gross profit realised per quarter** ($\$100k \times 80\% \div 3 = \$26.7k/month$)—the model shows **\$26.7k/month of value vs \$14.4k/month fee**, delivering **~0.5 month payback**. **Without ELoD: pipeline discipline stays inconsistent and forecast stays noisy → slippage + late-stage rescue becomes the monthly tax → growth stalls, CAC payback worsens, and leadership time gets trapped in salvage instead of scale.** **Payback: ~0.5 months (~15 days).**

US: A B2B workflow platform (mid-market).

ELoD module (Operator 4 days)	Real-world lever	Monthly value (worked)	Fee /mo	Payback
North Star (CEO ELoD)	$0.5\% \times (\text{Payroll} + \text{Opex}) + (0.5 \times \text{Deal} \times \text{GM}) \div 3$	\$21.8k	\$20.0k	0.9
Operating Rhythm (COO ELoD)	$1.5\% \times \text{Payroll}$	\$19.5k	\$14.4k	0.7
Revenue Engine (CCO ELoD)	$(\text{Deal} \times \text{GM}) \div 3$	\$26.7k	\$14.4k	0.5
Demand System (CMO ELoD)	$10\% \times \text{Marketing}$	\$25.0k	\$14.4k	0.6
Narrative Control (CComm ELoD)	$1\% \times \text{Revenue} \times \text{GM}$	\$16.0k	\$12.0k	0.8
Adoption Momentum (CGO ELoD)	$1\% \times \text{Payroll}$	\$13.0k	\$14.4k	1.1

Caribbean.

A Caribbean hospitality group at **\$1.8m/month revenue** with **\$650k/month payroll**, **\$800k/month non-payroll opex**, **\$90k/month marketing**, and **~45% gross margin** was losing margin through drift: inconsistent conversion discipline and slow commercial decisions during peak windows. **ELoD Revenue Engine** installed a commercial rhythm around conversion discipline, pricing governance and weekly decision speed. **Fee (Caribbean): \$12.24k/month (0.85x × base \$14.4k)**. Using a conservative lever—**one average group booking's gross profit realised per quarter** ($\$120k \times 45\% \div 3 = \$18.0k/month$)—the model shows **\$18.0k/month value vs \$12.24k/month fee**, delivering **~0.7 month payback**. **Without ELoD: pricing and conversion decisions stay reactive and late → missed peak capture becomes the seasonal tax → the margin you didn't secure during the window cannot be recovered once the season passes. Payback: ~0.7 months (~21 days).**

Caribbean: Hospitality group (multi-property resort + events).

ELoD module (Operator 4 days)	Real-world lever (formula uses only your inputs)	Monthly value (worked)	Fee /mo	Payback
North Star (CEO ELoD)	$0.5\% \times (\text{Payroll} + \text{Opex}) + (0.5 \times \text{Deal} \times \text{GM}) \div 3$	\$16.3k	\$17.0k	1.0
Operating Rhythm (COO ELoD)	$1.5\% \times \text{Payroll}$	\$9.8k	\$12.24k	1.3
Revenue Engine (CCO ELoD)	$(\text{Deal} \times \text{GM}) \div 3$	\$18.0k	\$12.24k	0.7
Demand System (CMO ELoD)	$10\% \times \text{Marketing}$	\$9.0k	\$12.24k	1.4
Narrative Control (CComm ELoD)	$1\% \times \text{Revenue} \times \text{GM}$	\$8.1k	\$10.2k	1.3
Adoption Momentum (CGO ELoD)	$1\% \times \text{Payroll}$	\$6.5k	\$12.24k	1.9



LATAM.

A LATAM fintech at **\$1.5m/month revenue** with **\$700k/month payroll**, **\$350k/month non-payroll opex**, **\$180k/month marketing**, and **~60% gross margin** was in a growth trap: spend rising faster than clarity, and lead-quality variability depressing conversion. **ELoD Demand System** tightened ICP, channel focus and weekly funnel cadence so waste comes out and quality improves quickly. **Fee (LATAM): \$11.52k/month (0.80x × base \$14.4k)**. Using a conservative lever—**10% removal of wasted marketing spend** ($10\% \times \$180k = \$18.0k/month$)—the model shows **\$18.0k/month value vs \$11.52k/month fee**, delivering **~0.6 month payback**.

Without ELoD: ICP and channel focus stay fuzzy and lead quality stays volatile → wasted spend + conversion drag becomes the monthly tax → CAC drifts upward, pipeline confidence drops, and the team loses belief that effort turns into results.

Payback: ~0.6 months (~18 days).

LATAM: A Payments Fintech Scaling.

ELoD module (Operator 4 days)	Real-world lever (formula uses only your inputs)	Monthly value (worked)	Fee /mo	Payback
North Star (CEO ELoD)	$0.5\% \times (\text{Payroll} + \text{Opex}) + (0.5 \times \text{Deal} \times \text{GM}) \div 3$	\$12.8k	\$16.0k	1.3
Operating Rhythm (COO ELoD)	$1.5\% \times \text{Payroll}$	\$10.5k	\$11.52k	1.1
Revenue Engine (CCO ELoD)	$(\text{Deal} \times \text{GM}) \div 3$	\$15.0k	\$11.52k	0.8
Demand System (CMO ELoD)	$10\% \times \text{Marketing}$	\$18.0k	\$11.52k	0.6
Narrative Control (CComm ELoD)	$1\% \times \text{Revenue} \times \text{GM}$	\$9.0k	\$9.6k	1.1
Adoption Momentum (CGO ELoD)	$1\% \times \text{Payroll}$	\$7.0k	\$11.52k	1.6

GCC (UAE/Saudi/Qatar).

A GCC operator at \$10.0m/month revenue with \$2.5m/month payroll, \$7.0m/month non-payroll opex, \$150k/month marketing, and ~6% gross margin was living the thin-margin reality: small leakage wipes profit. ELoD North Star installed cost-control decision rules, escalation thresholds and weekly governance cadence so drift is governed, not chased. **Fee (GCC): \$25.0k/month** ($1.25 \times$ North Star base \$20.0k). Using conservative levers—**0.5% reduction in payroll+opex leakage** ($0.5\% \times \$9.5m = \$47.5k/month$) plus **half a deal's gross profit pulled forward per quarter** ($0.5 \times \$2.0m \times 6\% \div 3 = \$20.0k/month$)—the model shows **\$67.5k/month value vs \$25.0k/month fee**, delivering **~0.4 month payback**.

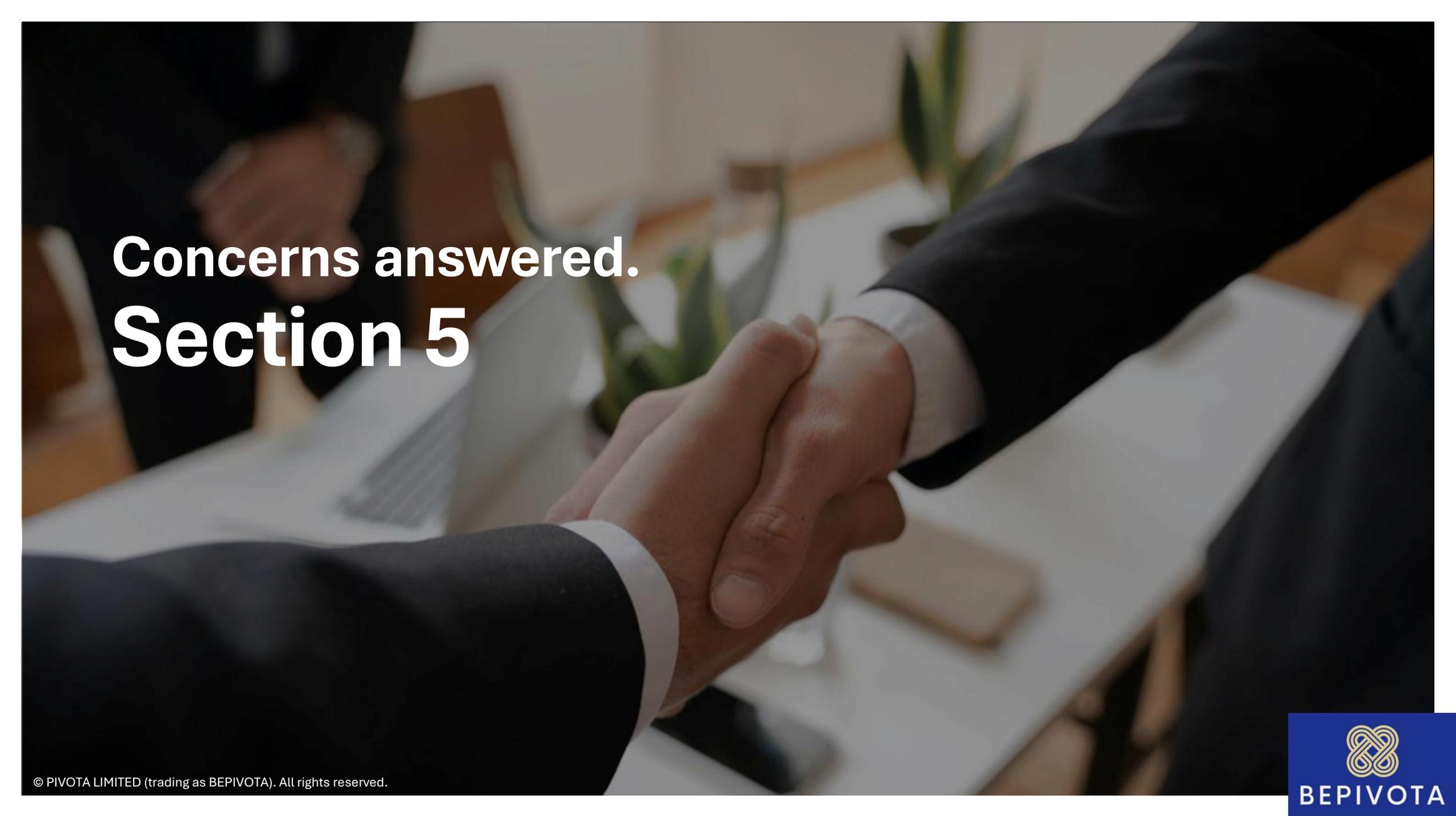
Without ELoD: governance stays reactive and cost drift stays unowned → overruns + rework become the monthly tax → margin evaporates quietly, and fixing it later requires heavier intervention with more disruption.

Payback: ~0.4 months (~12 days).

GCC (UAE/Saudi/Qatar): Contractor / facilities operator.

ELoD module (Operator 4 days)	Real-world lever (formula uses only your inputs)	Monthly value (worked)	Fee /mo	Payback
North Star (CEO ELoD)	$0.5\% \times (\text{Payroll} + \text{Opex}) + (0.5 \times \text{Deal} \times \text{GM}) \div 3$	\$67.5k	\$25.0k	0.4
Operating Rhythm (COO ELoD)	$1.5\% \times \text{Payroll}$	\$37.5k	\$18.0k	0.5
Revenue Engine (CCO ELoD)	$(\text{Deal} \times \text{GM}) \div 3$	\$40.0k	\$18.0k	0.5
Demand System (CMO ELoD)	$10\% \times \text{Marketing}$	\$15.0k	\$18.0k	1.2
Narrative Control (CComm ELoD)	$(\text{Deal} \times \text{GM}) \div 12$ (1 deal protected per year)	\$10.0k	\$15.0k	1.5
Adoption Momentum (CGO ELoD)	$1\% \times \text{Payroll}$	\$25.0k	\$18.0k	0.7



A close-up photograph of two people in business suits shaking hands over a table. The background is slightly blurred, showing a laptop and some papers on the table. The overall tone is professional and positive.

Concerns answered. Section 5

The point

“Is this really ROI-positive?”

The concern

Paying for leadership without guaranteed returns

The BEPIVOTA ELoD position

We don't sell time — we install a **leadership operating system: scorecard + cadence + decision log + accountability**. Finance validates the baseline in **week 1**, we agree **one measurable lever**, and we run **Week 2 checkpoint → Day 60 proof → Day 90 sustained proof** so ROI is visible and verifiable.

“It's fewer days than a hire or consultant.”

Less time = less impact

Leadership impact comes from **leverage, not presence**. ELoD upgrades decision quality, prioritisation, and execution through the leaders you already have — multiplying output **between sessions**, not replacing the team.

“Why not just hire full-time?”

Fear of “temporary” leadership and continuity gaps

Full-time is slower, higher commitment, and higher hiring risk. ELoD gives **senior impact now**, stabilises performance, and **de-risks the permanent hire decision**. If you still hire, ELoD improves the system the new leader inherits.

“What if they don't understand our business?”

Ramp time and wasted weeks

ELoD is structured to avoid slow immersion. We start with a rapid diagnostic, align on the scorecard, and install cadence and decision rules. Traction is measured by **Week 2**, not “months of onboarding.”

“An outsider won't be accepted.”

Culture disruption or authority issues

ELoD doesn't rely on positional authority — it creates clarity: **decision rights, escalation paths, and leadership alignment**. We earn trust by improving outcomes and removing ambiguity, not by “taking over.”

“We already have a manager for this.”

Fear of undermining internal leaders

Excellent. ELoD is designed to **develop your leaders**. We coach them in real time, upgrade their operating rhythm and transfer capability so the organisation runs **stronger after ELoD**.

The point The concern The BEPIVOTA ELoD position

“Will this be advice-without-execution?” Paying for recommendations that don’t land ELoD is coaching-led but outcome-driven: each cycle includes **decisions made, actions assigned, owners named, and progress reviewed**. You’ll see movement on the scorecard — not just documents.

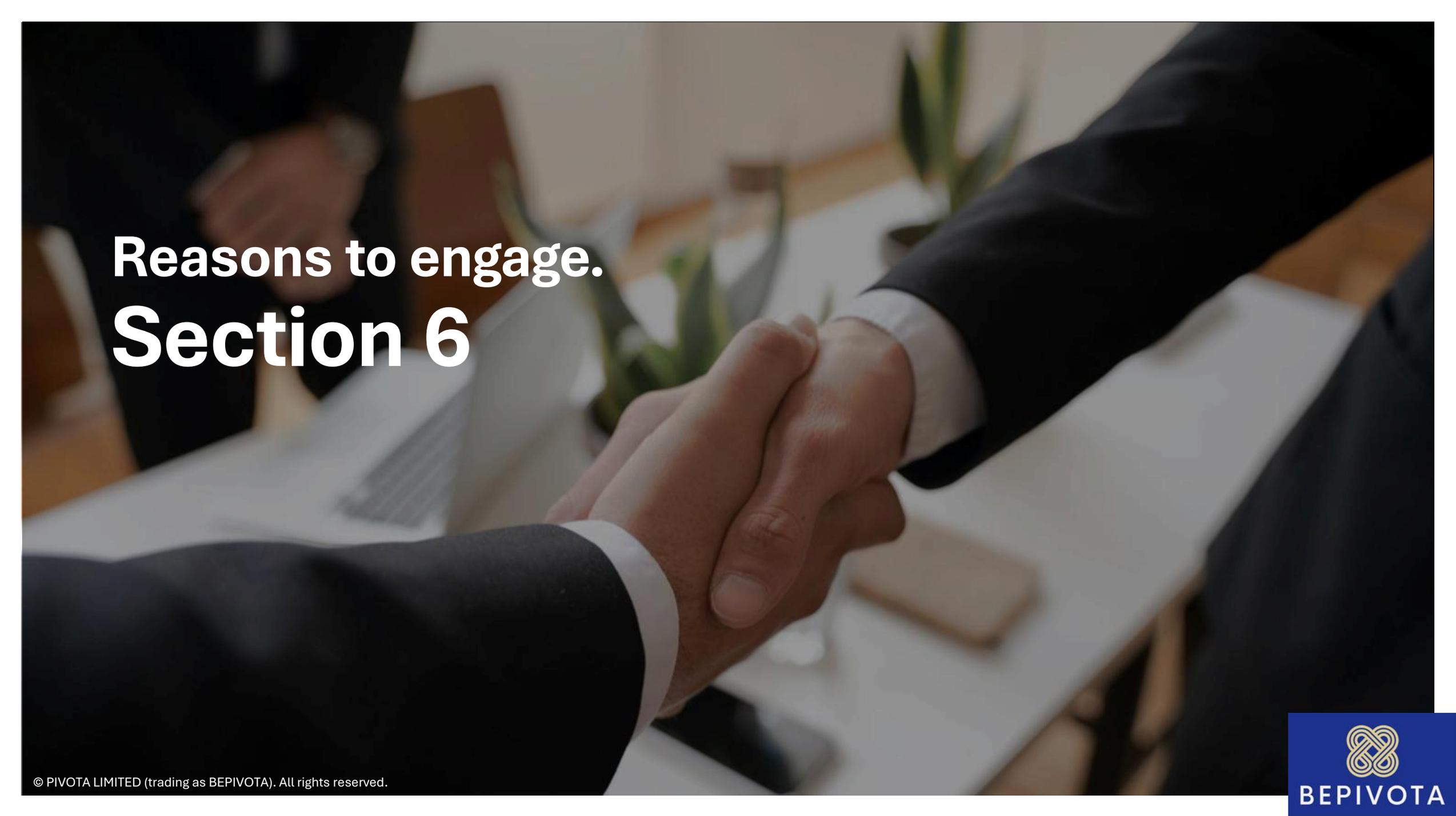
“Prepay is a blocker.” Cash control and risk of non-delivery Prepay isn’t a discount gimmick — it **reserves leadership capacity** and removes procurement friction. Proof is protected by the cadence: if value isn’t showing by **Day 60**, we adjust scope or exit cleanly.

“We need someone available all the time.” Anxiety about urgent issues ELoD creates a predictable rhythm plus an agreed async window for decision support. If you genuinely need always-on coverage, that’s a different product (interim/fractional). ELoD is built for **decision velocity and leadership leverage**.

“This seems expensive vs a consultant.” Comparing to lower-cost delivery resources Consultants deliver workstreams; ELoD upgrades the system that makes workstreams succeed: **priorities, decisions, accountability, cross-functional alignment** — the things that make execution **land and stick**. The cost of misalignment is usually higher than the fee.

“How do we know it will stick after you’re gone?” Dependency risk ELoD is designed for transfer: templates, rhythm, and capability live with your leaders. By Day 90 the proof is **sustained**, and the operating system is owned internally — not dependent on us.

“We’ve tried coaching before and it didn’t change outcomes.” Coaching feels intangible ELoD isn’t generic coaching. It’s coaching tied to **one business lever**, measured weekly on a scorecard, with decisions and actions tracked. It’s a performance system, not a wellness program.

A close-up photograph of two people in business suits shaking hands over a desk. The background is slightly blurred, showing office equipment like a laptop and some papers. The lighting is soft and professional.

Reasons to engage. Section 6

The upside isn't just better metrics. You create a different culture.

The research is clear that teams perform best when they feel safe to speak up and take risks; Google's work on team effectiveness highlights psychological safety as a core condition of high-performing teams.

The strongest lever you can pull to change that climate? The leader.

Gallup finds that the manager/team leader accounts for ~70% of the variance in team engagement, which is why upgrading the leader upgrades the whole system. ELoD creates that shift by installing what research-backed performance systems always rely on: clarity and focus (reducing role ambiguity, which is associated with lower performance) and specific, challenging goals that drive better outcomes than "do your best" intent.

The result is the cultural cascade: calmer execution, faster decisions, higher ownership, and renewed motivation because people finally trust the plan, trust the standards and feel the momentum of Leadership that actually lands.

[Google re:Work - Guides: Understand team effectiveness](#)

[Managers Account for 70% of Variance in Employee Engagement](#)

[Jackson and schuler \(1985\) revisited: a meta-analysis of the relationships between role ambiguity, role conflict, and job performance - ScienceDirect](#)

[PD.locke-and-latham-retrospective_Paper.pdf](#)

Impact on Culture & Environment.

What changes in the leader

Clarity under pressure
priorities stop changing daily

Decision velocity
hard calls made faster

Consistent standards
what “good” looks like is explicit

Accountability with care
firm, human, direct

Better conversations
rehearsed, prepared, direct

Energy + presence
leader shows up steady

What the organisation feels

Calm replaces urgency
theatre

Momentum becomes the
norm

Fairness and trust rise

Psychological safety
increases

Conflict becomes
productive

Confidence spreads

What the team starts doing

Teams stop guessing and start
executing

Bottlenecks clear without escalation

People self-correct without
micromanagement

Ownership increases and blame drops

Issues surface earlier and cleaner

Managers lead more actively

Visible signals you can observe

Fewer “what’s the priority?” messages
Less churn in plans and meetings

Shorter decision cycles
Fewer stalled projects and blockers

Higher quality without extra oversight
Less rework and fewer surprises

Fewer defensive updates
More “I own this” language

Fewer late surprises
More early warnings and clear trade-offs

Less “waiting for approval” behaviour
More initiative from middle leaders



Impact on Culture & Environment.

What changes in the leader

Meeting discipline
cadence, agenda, decisions

Priority protection
saying no well

Credibility
through follow-through

Leader development in real time
coached on live situations

Story and meaning
The “why this matters” delivery

Trust in execution
rhythm holds even in chaos

What the organisation feels

Time is respected

Focus becomes cultural

Belief returns

Growth mindset normalises

Inspiration increases

Stability becomes felt

What the team starts doing

Fewer meetings, better meetings

Teams stop overcommitting

Motivation rises because effort now lands

Leaders replicate the method

Determination rises in hard weeks

Teams perform consistently under stress

Visible signals you can observe

Meeting count drops
Decisions and owners captured every week

Fewer “urgent” requests
More finish-rate, less overload

Higher engagement in reviews
Less cynicism, less “here we go again”

Managers run better 1:1s
Better coaching culture emerges

Stronger internal narrative
Better resilience during Change

Less “firefighting”
Fewer “fire drills”
Less burnout and employee churn

The biggest upside isn't just a better culture. You deliver better financial performance.

Research consistently links the conditions ELoD installs (clarity, cadence, decision rights, psychological safety) to measurable profit and cost outcomes.

Gallup's meta-analyses show top-quartile engagement business units deliver higher profit - **23% higher** - and materially fewer operational drains like absenteeism, defects/errors, safety incidents, and turnover which directly hits OPEX through rework, overtime, recruitment, and lost productivity. Because engagement is largely "managed into existence" (Gallup finds the manager accounts for a significant share of engagement variance), upgrading the leader creates the cascade that reduces the hidden monthly tax most companies tolerate.

On the value creation side, McKinsey's work links stronger leadership to materially better financial performance, including findings that top-quartile leadership correlates with **nearly double EBITDA** in some analyses. It also shows even high performers often leave - **30% of strategy value unrealised** - due to operating-model shortcomings. This is exactly what ELoD addresses by installing the operating rhythm that converts strategy into execution.

The result is that the "immeasurable" cultural shift becomes very measurable in the P&L and cash flow: lower operating leakage (OPEX), fewer misallocated bets and delayed decisions (better CAPEX allocation), and a compounding lift in execution reliability that shows up in margin.

[World's Largest Ongoing Study of the Employee Experience](#)

[The Real Costs of Recruitment](#)

[Ready, set, scale: Shaping leaders for hypergrowth | McKinsey](#)

[Effective decision making in the age of urgency | McKinsey](#)

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Premium risk reversal as standard.

Concern it solves
“What if this isn’t a fit?”

Policy
10-Business-Day Alignment Gate

How it works
By Day 10 we must agree **in writing**: scope, module, the **one scorecard lever**, cadence, decision rights, stakeholders, and the 90-day outcomes plan. If we can’t align, you can exit.

Why it’s premium (and fair)
Fast clarity. No drawn-out uncertainty.

“I don’t want to prepay and hope.”

Pay only for delivered days if alignment fails

If we don’t pass the Day-10 Alignment Gate, you only pay for days delivered; unused prepaid value is credited/refunded as agreed.

Removes irrational risk without discounting value.

“What if we picked the wrong intensity?”

Tier Flex (next billing cycle)

If reality demands more/less intensity, you can step up/down tier from the next billing period (e.g., 2/4/8/12 days).

Keeps the engagement right-sized to outcomes.

“Scope will creep.”

No-Surprises Rule (change control)

If scope expands (new functions/regions, new outcomes, more stakeholders), we re-scope and re-price **before** proceeding.

Protects both sides; keeps trust intact.

“How do I know we’ll see progress?”

Visible cadence + Finance-validated scorecard

Week 1 baseline validated by Finance; weekly rhythm tracks one agreed lever + leading indicators; monthly exec summary shows what moved/why/what’s next.

Momentum is measured, not promised.

“What if the coaching is ‘soft’ and intangible?”

One-Lever Proof Standard

We choose one measurable lever from your last-90-day variance and track it weekly—no stacking, no vague objectives.

Turns leadership into accountable performance, not talk.

“What if value doesn’t show up quickly enough?”

Day-60 Proof-of-Value Checkpoint

At Day 60 we validate movement on the agreed lever; if progress isn’t demonstrable, we adjust scope/module/tier or exit cleanly.

Premium accountability. You’re not locked into drift.

“What if it doesn’t stick after you leave?”

Day-90 Sustained Proof + Transfer

By Day 90 the cadence, scorecard, decision log, and templates are owned internally; we confirm the trend holds and hand over the system.

You’re buying an installed operating system, not dependence.

“What if we need urgent decisions between sessions?”

Agreed async window (within tier)

Defined response window for async decision support; urgent escalations handled via agreed path. (Always-on coverage is a different product.)

Predictable support without hidden 24/7 pricing.

“What if internal leaders resist?”

Leadership Alignment + Decision Rights

Early alignment with leaders on decision rights, accountability, and escalation rules; coaching is designed to develop internal capability, not replace it.

Reduces politics, increases ownership and adoption.



Change you can feel. Momentum you can measure.

What you get

6 ELoD modules mapped to outcomes

1-to-1 “lead the leader” support

Finance-validated baseline (Week 1)

One measurable lever (no stacking)

Premium proof cadence (Wk2 / D60 / D90)

Adjust-or-exit at Day 60

Leadership operating system installed

Decision rights + escalation paths

30/60/90-day outcomes plan

Monthly exec summary tied to scorecard

Right-sized intensity (2/4/8/12 days) + Tier Flex

Clear scope (included/excluded) + no-surprises change control

Why it's better for you

Buy the exact lever needed

Leverage beats presence

Start from facts

No “sales maths”

Time-boxed accountability

Not locked in

Repeatable execution

Less politics, less churn

Clear path to results

Board-ready clarity

Fits reality as it changes

No ambiguity

What changes for you

Faster impact on the real constraint

Decisions land and momentum compounds

Internal buy-in becomes easier

ROI is believable and visible

Proof of value then sustained proof

Risk is capped without discounting

Fewer fire drills and more predictability

Faster decisions and clearer ownership

Everyone knows what happens next

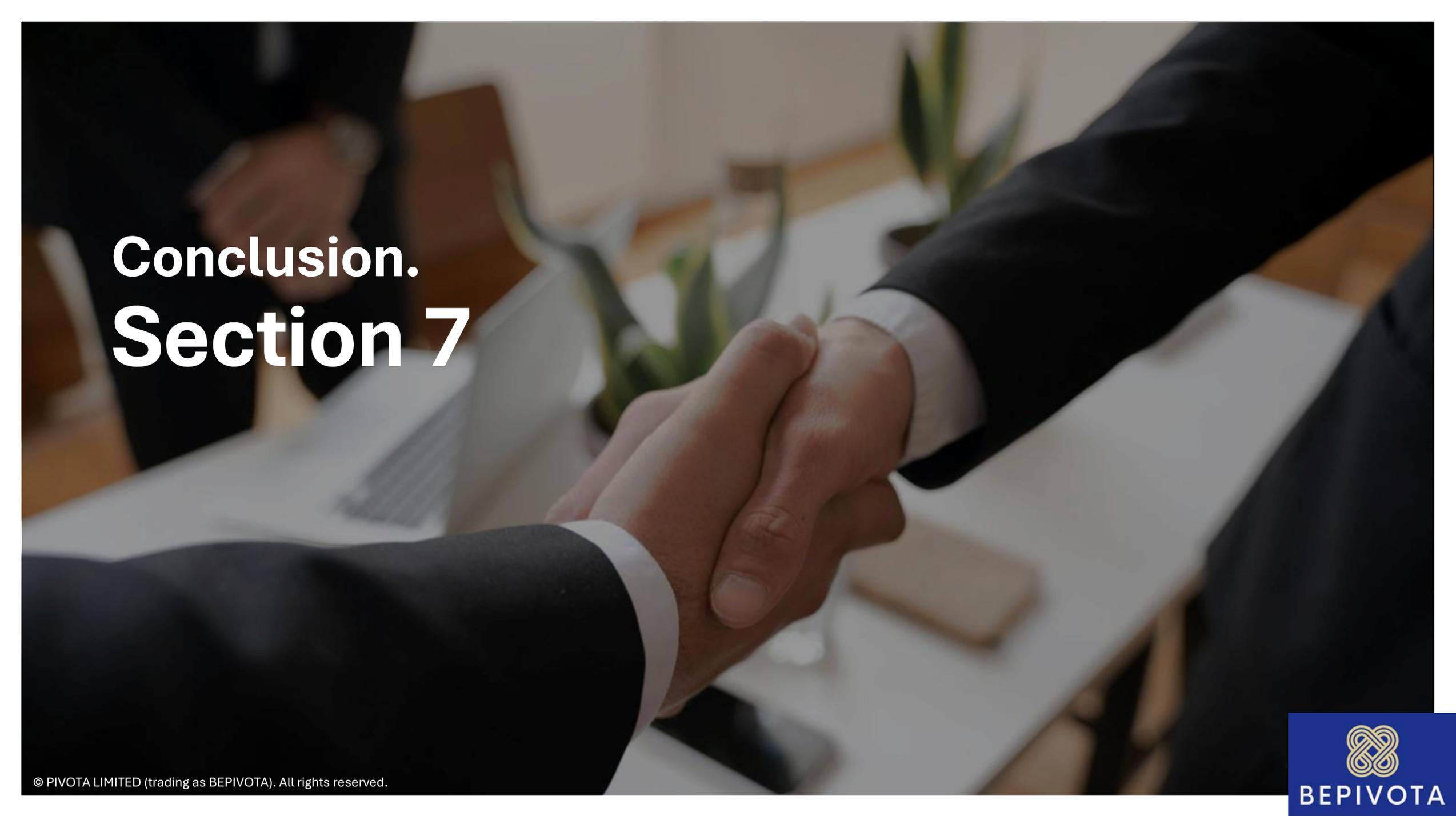
Less noise, more signal

Scale support up/down as needed

Trust stays intact and delivery stays focused



BEPIVOTA

A close-up photograph of two people in dark business suits shaking hands over a white table. In the background, a laptop and some papers are visible on the table, and a person is partially visible in the upper left. The scene is brightly lit, suggesting an office environment.

Conclusion. Section 7

Our Executive Leadership on Demand isn't "coaching" in the soft sense and it isn't consulting theatre. It's senior leadership that installs a measurable operating system inside your business. **One scorecard, one cadence, clear decision rights and weekly momentum you can see.** It is not a guarantee of outcomes. It is a measurement and governance system designed to validate progress and execute momentum quickly.

We make it premium and fair by being explicit. Scope is written, outcomes are defined upfront, **Finance validates the baseline in week one**, and we run a proof cadence that removes uncertainty - **Week 2 checkpoint, Day 60 proof of value, Day 90 sustained proof.** If results aren't moving on the agreed scorecard, we adjust scope or exit cleanly.

A full-time hire can look simple on paper, but the real cost is time, cash and risk. Months to recruit, heavy first-year load, ramp time, disruption and the downside of a mis-hire. While you wait, the business drifts; priorities churn, decisions slow, teams firefight and momentum breaks.

ELoD removes that delay and risk. You get proven leadership now, sized to what you actually need and designed to **build & lead your leaders while fixing the system and addressing the challenges.**

Remember those critical areas and critical questions asked earlier?

This could be your Future:

Successful areas. Successful outcomes.

Area

After ELoD with BEPIVOTA

Leadership & direction

Decisions are faster and clearer - I'm no longer the bottleneck.
Priorities are stable, written, and understood - across the business.
We're busy for the right reasons - and we can see progress weekly.

Operations & delivery

Delivery no longer depends on heroics - execution is reliable.
Rework and firefighting are trending down - because ownership is clear.
The operating rhythm holds - even when I step away.

Sales & revenue

Late stage slippage is down - deals move with discipline and intent.
Forecast accuracy is stronger - so hiring and investment feel safer.
Pipeline quality improves week-on-week - instead of resetting monthly.

Marketing & demand generation

Marketing spend is focused and measurable - conversion confidence is up.
Sales and Marketing are aligned on ICP and lead quality - without debate.
We know which channels create qualified opportunities - profitably.

Comms, trust & reputation

Stakeholders get one clear message - alignment happens early.
Issues are handled before they become crises - because we're coordinated.
Trust is stronger - because leadership communication is consistent.

Change, adoption & execution of initiatives

Initiatives are adopted, not just launched - benefits are captured.
People follow the new way of working - because it's reinforced weekly.
We can prove progress in behaviour and outcomes - not just intent.

Let's talk.



Johnny Ingle
Founder

If **you** want these outcomes **now is the moment** to secure them. Executive Leadership on Demand is built to help you lead with clarity, install the operating rhythm and prove traction early so **progress becomes inevitable. Not hopeful.** If you're reading this and it's not the right time, that's fine too. We understand. Stay close. Circumstances change and what isn't urgent today often becomes urgent tomorrow.

Thank you for giving us your time to review our **Executive Leadership On Demand Playbook.** We fully appreciate that time, once spent, is the only asset that we can never recover. It is precious. Thank you for choosing to spend it with us here.

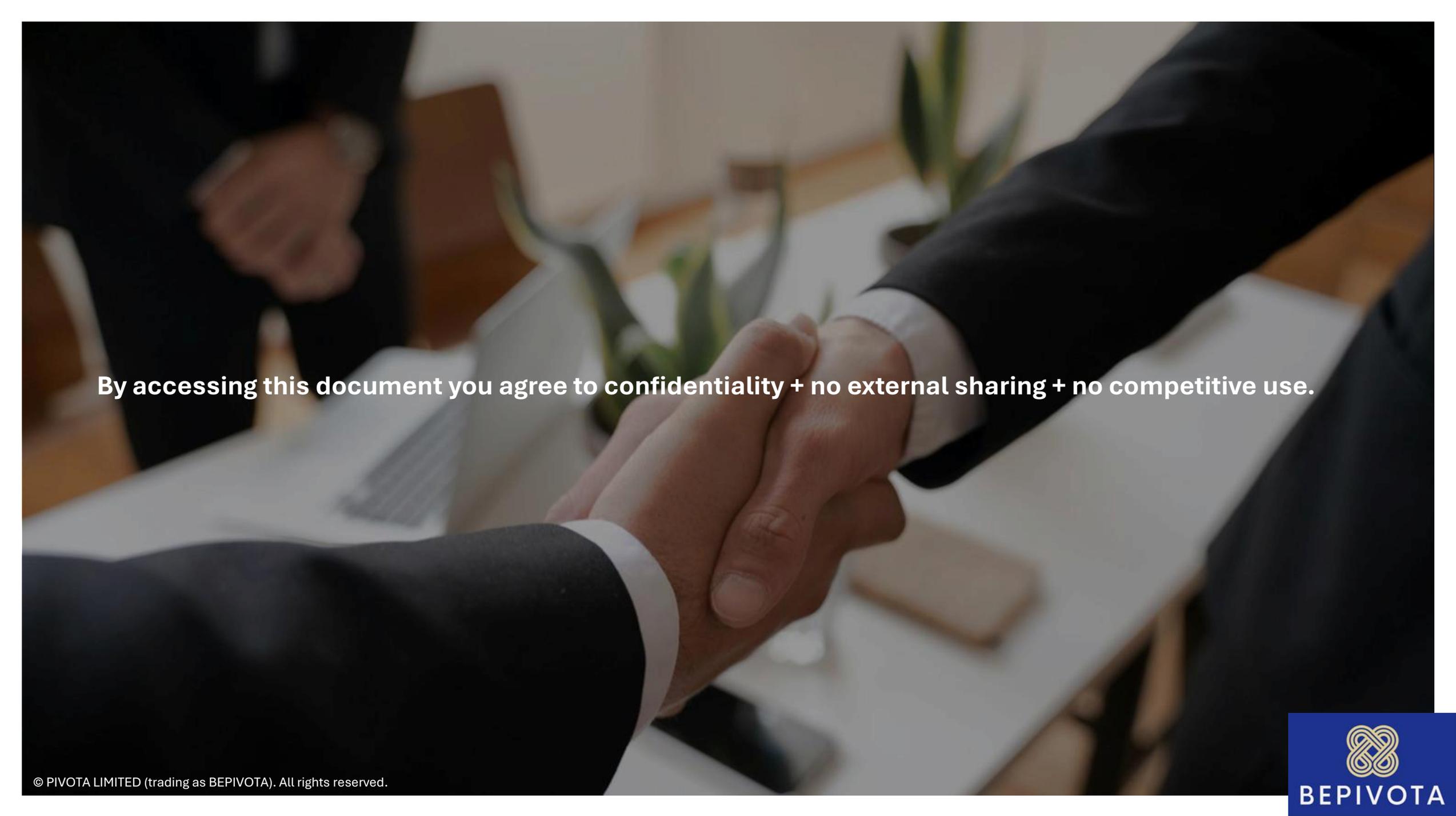
If you are a founder-led, owner-managed, start up, scale up or enterprise executive **hitting a growth ceiling or a stagnant floor...** If you are an executive with **activity but no alignment pulling in different directions...** If you are an executive **in transition or in crisis...** then it is the right time. **The time is now.**

letstalk@bepivota.com

Best,

Johnny.

www.bepivota.com

A blurred background image of a business meeting. In the foreground, two hands in dark suits are shaking. In the background, other people in suits are seated around a table with papers and a laptop. A small potted plant is also visible.

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