FEN Client Services & Engagement Guide

STRATEGIC CLARITY • FRACTIONAL EXPERTISE • MANAGED EXECUTION

Earth H2O Corporation’s Fractional Expert Network (FEN) brings experienced leaders, specialists, and coordinated delivery capabilities to organizations that need practical progress without building every capability in-house.

Three ways to engage: Fractional Expertise, Strategic Execution & Advisory (SEA), and Executive Office as a Service (EOaaS). Each can stand alone or be combined according to business needs.

THREE WAYS TO ENGAGE

01 FRACTIONAL EXPERTISE

Flexible access to seasoned leaders and hands-on specialists.

02 STRATEGIC EXECUTION & ADVISORY

A five-stage framework for clarity, leadership, execution and sustained results.

03 EXECUTIVE OFFICE AS A SERVICE

Managed operating capacity and coordinated delivery for the executive office.

01 | Fractional Expertise

Access experienced leaders and hands-on specialists for focused assignments, interim needs, ongoing initiatives, and defined projects. Fractional describes the engagement relationship—not a particular job title or seniority level.

Representative expertise

- Executive leadership and interim management; fractional Chief of Staff and COO
- Program and project management; operations and process improvement
- Finance, planning, analysis, and business operations
- Technology, security, transformation, and AI enablement
- Communications, marketing, business development, research, and specialist delivery

Engagement options

Project-based, hourly, part-time recurring, or full-time for a defined period. Scope, outcomes, term, reporting relationships, and commercial terms are confirmed in a statement of work. Pricing: Custom quote based on role, level, scope, and duration.

02 | Strategic Execution & Advisory (SEA)

SEA is FEN's signature structured engagement for organizations that need more than advice. We help leadership teams clarify priorities, design the operating structure required to execute them, embed leadership where needed, and build durable systems to sustain results.

The SEA difference: Clarity to identify what matters; leadership to drive critical priorities; execution infrastructure to turn plans into measurable action.

Five-stage engagement architecture

DISCOVER — Business Clarity Blueprint

Identify business priorities, operational friction, emerging opportunities, success measures, and leadership capacity needs.

DESIGN — CEO Operating System

Establish executive priorities, governance, decision rights, operating rhythms, accountability, and a practical roadmap.

LEAD — Fractional Chief of Staff / COO Integration

Embed senior leadership, as scoped, to coordinate cross-functional initiatives, decisions, stakeholders, and execution.

ENABLE — Growth Strategy + Trusted Partner Network

Activate specialist expertise, technology tools, delivery partners, and resources needed to accelerate implementation.

SUSTAIN — Executive Command Center

Implement performance visibility, reporting, feedback loops, and accountability practices to preserve momentum.

Engagement flexibility: The five stages describe the overall SEA framework; individual statements of work define which stages, deliverables, and leadership services are included. SEA may be scoped as a blueprint-only assignment or an expanded strategy-to-execution engagement.

Investment: Scoped proposal. A previously discussed planning range for blueprint-and-build work is $7,500–$12,500; this is not an approved public package price and should be confirmed before publication.

03 | Executive Office as a Service (EOaaS)

EOaaS supplies the operational capacity, structure, and support of an executive office without requiring a client to assemble and manage every role internally. It can complement SEA or operate independently when priorities are already clear.

Typical capabilities include executive office operations, project coordination, virtual and administrative support, business development enablement, communications, digital presence support, and Executive Command Center reporting.

01 • CORE - $999/mo

Run My Office

Designed for independent executives and small businesses needing reliable administrative infrastructure.

— Professional business phone number and mailing address

— 10 hours/week of VA and production capacity

— Email, calendar, meeting preparation, follow-up, and research

— CRM, file and document administration; SOP and action-item maintenance

— Executive communications production support and Executive Command Center reporting

02 • GROWTH - $1799/mo

Run My Office + Grow My Business

Designed for businesses building visibility and a more consistent opportunity pipeline. Includes

Core capabilities with an expanded 20 hours/week of VA and production capacity in place of the Core allocation.

— LinkedIn presence management and thought-leadership content production

— Post scheduling, featured content, relevant community engagement, and organic audience

— Prospect research, lead generation, initial qualification, CRM pipeline support, and warm handoffs

— Routine branded graphics and digital content

03 • EXECUTIVE - $3599/mo

Run My Office + Grow My Business + Manage My Digital Presence

Designed for organizations seeking coordinated executive-office, marketing, pipeline, and digital operations. Includes Growth capabilities with an expanded 40 hours/week of VA and production capacity in place of the Growth allocation.

— Facebook and Instagram management; cross-platform publishing and community engagement

— Routine website maintenance, content updates, and analytics monitoring

— SEO/AEO maintenance and hygiene; identification and implementation of approved routine

— Digital performance reporting and enhanced Executive Command Center reporting

Commercial note: Important: These tier descriptions and capacity figures are preserved from the prior FEN website. Pricing, staffing assumptions, service limits, and whether these legacy tiers remain current require approval before publication.

04 | Specialized Add-On Services

Expand capacity without sourcing and coordinating an entirely separate vendor network. Availability and scope are confirmed by proposal.

- Change management and executive communications
- AI transformation and automation
- Paid advertising and media; website design and development
- Advanced graphic design, video production, and creative services
- Research, benchmarking, and learning and development
- Events and executive experiences; ghostwriting and publishing
- Special projects and additional specialist fractional expertise

05 | When FEN Is a Good Fit

Accelerated Growth

Market expansion or revenue growth is stretching leadership and operating capacity.

Strategic Transformation

Business, technology, or cultural change requires alignment, governance, and coordinated implementation.

Leadership Transition

An organization needs interim or fractional leadership, continuity, or structured succession support.

Operational Complexity

Competing priorities, fragmented ownership, and limited visibility are slowing decisions and execution.

07 | Outcomes We Work Toward

- Clearer priorities: leadership alignment on what matters and what happens next
- Stronger execution: defined ownership and follow-through on critical initiatives
- Better systems: practical governance, operating rhythms, and performance visibility
- Sustained momentum: capabilities and routines that remain useful beyond the engagement

08 | How an Engagement Begins

- Discovery: discuss objectives, constraints, timelines, and current capabilities
- Solution design: determine whether fractional talent, SEA, EOaaS, or a combination is appropriate
- Proposal and SOW: document deliverables, team, assumptions, fees, schedule, and approval process
- Launch: confirm access, stakeholders, cadence, reporting, and success measures
- Delivery and review: manage the work, communicate progress, and adjust scope through agreed

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Review draft — not for public distribution until tier structure, inclusions, and commercial terms are approved.