
Conversation Agent FRACTIONAL CCO

A PACKAGE FOR LEADERS

4 days a month
Market Price: \$20,000
Conversation Agent Fee: \$12,500/month



Bridge the gap between walk and talk in your narrative.

Start right where you are, identify what seems interesting and important in your world, and craft compelling stories to weave a valuable narrative.

Your business model is the engine you use to create value. But part of the total value you deliver is locked into your understanding of who (people) and what (behaviors) contributes. Your narrative is arbitrage.

Strategy — how people make choices — and habits — how people do things — shift with change. Can you link your vision, mission, and message to the things that happen every day in your company? Culture is critical in times of uncertainty.

Understand and own how your company operates and moves the market. Tell better stories.

A Challenging Market Requires a New Approach

Noise exploits flaws in human judgement and distracts customers. A competitive market compounds the issue with too many messages of little substance that sound the same. It's getting harder to get noticed and remain top of mind long enough to create value.

The Power in Human Interaction With a Player-Coach

Rapid change has accelerated the need to adapt. Remote work may have increased productivity. But it's also increased the need for human interaction. Even the most motivated professionals can use another perspective.

Alone, it's hard to feel connected to each other and to your audience. Uncertainty becomes inertia and analysis paralysis. Your relationships and your work suffer.

Our collaboration will help you access socially-useful energy to fuel trust and confidence in your work. Learning to learn while working is a practice that creates connection and is a lifelong skill set. We've developed a framework of actionable steps to stay motivated and keep developing ability to close the gap on your goals.

The Conversation Agent Process

In our first meeting we review your company's purpose, story, and meaning to identify how your products and services improve customers' lives. From there, we will provide advice and insights and experienced collaboration to support your company's consistent value creation in this time of rapid change. Conversation Agent will empower your team and maximize their work to deliver the results you seek.



OUR APPROACH

Evidence-based Insights and
Repeatable Outcomes

Business Assessment: Connecting in Times of Rapid Change

Working together, we'll evaluate and adapt your current programs. Looking through the current context lens, we can uncover your customers' new pain points and address them creatively and with compassion.

Business Culture: New Collaborations, Roadmaps

We surface practices that sustain your team members' wellbeing, so they can acquire new skills and insights. A fresh approach to culture is critical now, even if your company has never considered mindset or coaching practices before.

Business Opportunity: Reinvention Insights

How people do business now has changed. Work from home has impacted not just how people work, but what they buy and how they decide. This changes both how you do things (habits), and how you make decisions (strategies) and calls for an agile mindset and iterative work.

Business Shift: Embracing Uncertainty

We harness our strategic framing and coaching experience to create new rituals and embrace change. This will result in a more adaptive culture that can play with boundaries in complexity and respond to unknowns in ways that enhance your reputation.

MEET THE FOUNDER



Valeria Maltoni leverages years of experience working inside companies to create business value and strategic differentiation that get results.

As an independent consultant and advisor, she provides solutions-neutral thinking and doing.

Conversation Agent delivers communication and conversation design, connection strategy, and evaluation services that address business development and shape work collaborations.

In addition to creating sustainable companies, her reinvention work led to two acquisitions, one merger, and profitable joint ventures, partnerships, products and services.

Prior to Conversation Agent, Valeria worked in senior marketing and communication and digital strategy roles in global companies and agencies. She helped many companies use story as arbitrage to compound value, increase capacity and build new capabilities.

Valeria is intimately familiar with the challenges of building a company and team. She worked with young entrepreneurs as part of Venture for America Accelerator program with First Round Capital and International consultants at The Fox School of Business at Temple University. She taught Advanced Digital Marketing at the prestigious Bologna Business School. The University of Bologna is her Alma Mater.

