

1. The Problem

Our team has identified a communication skills gap that is impacting performance, visibility, and career progression across the organization.

Symptoms we've observed:

- Top performers plateau at the same level despite strong technical skills
- Meeting contributions are uneven -- the same 3-4 people dominate discussions
- Stakeholder updates are frequently too long or unclear
- Performance reviews consistently reference 'needs to be more visible' or 'should speak up more'
- Post-meeting Slack/Teams is where the real discussion happens
- We're losing diverse talent who feel unheard in meetings
- Client-facing interactions suffer when team members face executive audiences

[Add your own team-specific observations here]

2. Cost of Inaction

Poor communication isn't just frustrating -- it's expensive. Here's a framework to quantify the cost for your team:

Cost Category	Formula	Your Estimate
Lost productivity	Avg salary x 7.47 hrs/wk x 52 weeks x team size	\$ _____
Meeting waste	Unclear meetings/wk x avg attendees x avg salary/hr	\$ _____
Turnover cost	Departures due to feeling unheard x 1.5x salary	\$ _____

Missed opportunities	Lost deals/projects from weak presentations	\$_____
Total Annual Cost		\$_____

*"56% of the funds invested in projects are at risk due to ineffective communications."
-- Project Management Institute, Pulse of the Profession*

3. Proposed Solution

ExecReps is an AI-powered executive presence coaching platform that provides structured, scenario-based voice practice with objective scoring. Unlike traditional approaches, it scales to every team member -- not just the C-suite.

How it works:

Scenario-based workouts -- Real situations your team faces: stakeholder updates, difficult feedback, pitches, leadership decisions. Each takes 3-5 minutes.

Objective AI scoring -- Every response scored on clarity, structure, brevity, executive presence, and decision quality. Voice Performance Scores (VPS) track improvement.

Team Analytics Dashboard -- Admins see team-wide patterns: participation, dimension strengths/gaps, improvement trends. Data-driven development, not 'speak up more.'

Accent-neutral by design -- Coaches on WHAT people say and HOW they structure it. Never penalizes accent, dialect, or speech pattern.

Privacy-first -- Voice recordings transcribed immediately and never stored. Only transcripts retained for assessment. Team members control what they share.

Approach	Cost/Person/Year	Scalable?	Measurable?
Executive Coach	\$26,000 - \$52,000	No	Subjective
Toastmasters	\$100	Limited	No
Online Courses	\$300 - \$500	Yes	Completion only
ExecReps	\$350 - \$500	Yes	8 dimensions

4. Investment Required

Plan	Seats	Annual Cost	Per Seat
Pilot	5	\$2,500	\$500

Small Team	10	\$5,000	\$500
Starter	25	\$10,000	\$400
Growth	100	\$35,000	\$350
Enterprise	250+	Custom	Volume pricing

ROI Summary

Recommended plan: [Plan Name] -- [X] seats at \$[Amount]/year

Total communication cost (from Section 2): \$_____

ExecReps investment: \$_____

Potential ROI: _____ x return

Even a 10% reduction in communication waste typically delivers 5-20x ROI on ExecReps investment.

5. DEI & Equity Alignment

Communication coaching has historically been a privilege reserved for the executive level. ExecReps democratizes access to structured communication development, making it a natural fit for DEI and equity budgets.

Voice equity -- Every team member gets the same coaching that C-suite executives receive at \$500-\$1,000/hour. Background, accent, and seniority don't determine who develops.

Accent-neutral assessment -- AI scoring evaluates structure, clarity, and decision quality -- never penalizing how someone sounds. We don't change how your team sounds. We make them more powerful as they sound.

Inclusive participation -- Structured private practice helps team members who won't 'just speak up' in meetings develop confidence on their own terms.

Measurable equity outcomes -- Team Analytics shows whether development is reaching all team members equally, not just the already-confident.

93% of hiring decisions are influenced by communication skills. Yet most organizations provide zero structured communication development below the executive level. ExecReps closes this gap.

6. Risk Mitigation

Risk	Mitigation
Low adoption	Free 14-day pilot proves engagement before commitment. 30-day onboarding playbook included.
Privacy concerns	Voice recordings never stored. Privacy-first design. Team members control data sharing.
Budget uncertainty	Start with 5-seat Pilot (\$2,500/yr). Scale only after proven ROI.
No measurable impact	8-dimension scoring with VPS trends. Team Analytics provides objective before/after data.

Cultural fit	Accent-neutral, scenario-based. Adapts to your team's actual communication challenges.
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7. Recommended Next Steps

Step 1: Start a free 14-day, 5-seat pilot at execreps.ai -- no credit card required

Step 2: Select your first team (see our 30-Day Launch Playbook at execreps.ai/blog/launching-first-team)

Step 3: Run the pilot and collect baseline VPS scores and participation data

Step 4: Use pilot data to complete the ROI calculations in this document

Step 5: Present this business case with real data from your team's pilot experience

Ready to start?

Start your free 14-day team pilot at execreps.ai
No credit card required. 5 seats included.

Questions? Contact us at hello@execreps.ai