

# Help your clients take the next safe step, and be the strategic CFO who saw it coming

## Who this is for:

Virtual CFOs supporting multiple SMEs who need a trusted, board-ready partner for cyber, compliance, and AI guardrails.

## What this is:

A practical one-pager to make referrals effortless.

## *The simplest way to describe LEAP to your client*

“LEAP helps you reduce cyber and AI risk without the jargon. We make your systems and controls audit-ready, measurable, and board-reportable. So you protect revenue, reputation, and operations.”

## In a nutshell:

“LEAP turns cyber risk into a business plan with outcomes, not noise.”

## What your client gets:

### *Outcomes they can understand*

- A clear picture of where risk sits and what matters most
- A prioritised plan that balances risk reduction and cost
- Controls aligned to common expectations like the Essential Eight
- Board-ready reporting and governance improvements
- Guidance on AI use, data handling, and guardrails that won't slow the business down

### *The LEAP difference (why clients actually like it)*

- We simplify complexity, and we don't disappear after the first meeting
- We focus on what will move the needle for operations and assurance
- We build resilience with measurable outcomes, not theatre

## Why Partner with LEAP

- It's a Proactive move

Most clients only act after an incident, a failed audit question, or a board scare. A referral to LEAP positions you as the vCFO who put guardrails in place early.

- It strengthens your growth narrative

When you're driving growth, cyber and AI governance can't lag behind. LEAP helps put the foundations under scale: clearer controls, cleaner reporting, fewer surprises.

- You get clearer risk and cost visibility

We translate technical risk into CFO language: likelihood, impact, exposure, control maturity, and investment priorities. Your client can make decisions with confidence.

- It reduces the “invisible drag” you're already seeing

Late invoicing because systems are clunky, staff using shadow SaaS, sensitive data ending up in AI prompts, patchwork vendors, no ownership. LEAP helps cut through this operational clutter.

- Referral-safe and relationship-respectful

We're known for being straight-talking, highly responsive, and executive-friendly. We protect the relationship you've built, and we keep you in the loop.

## When to refer us:

*Use these triggers to spot a “quiet yes” moment*

### Board and reporting triggers

- The board wants a cyber update
- “We need something board-ready, but we don’t know what to report.”

### Audit and compliance triggers

- “A customer asked about controls / security questionnaires.”
- “We need to be audit-ready, but it’s all scattered.”

### AI triggers

- “Staff are already using AI tools.”
- “We don’t have AI guardrails, but we’re relying on the outputs.”

### Operational triggers

- “We’ve outgrown our IT setup.”
- “We’ve got too many tools, vendors, and workarounds.”

### Incident triggers

- “We had a close call, phishing incident, or access issue.”
- “We don’t know what our real exposure is.”

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## The “one-step” introduction offer

*To keep it easy and low-friction:*

### Step 1: 30-minute Risk and Readiness Call

- What matters most to your business right now (and what could derail it)
- Your current exposure, translated into financial and operational impact
- What’s coming next for you (and how the risk changes as you scale)
- A practical roadmap (compliance/cybersecurity) that doesn’t suffocate the business

No jargon. No scare tactics. Clear next steps.

## Every great LEAP forward starts with a simple step.

## What you can say when you refer:

*Pick a script that matches the moment, and adapt to your style.*

### Quick intro (text or email)

“I’m introducing you to LEAP Strategies. They help SMEs put board-ready cyber, compliance, and AI guardrails in place. It’s practical, outcome-driven, and removes the noise. Worth a short chat.”

### For a cost-sensitive client

“This isn’t about buying ‘more cyber’. It’s about reducing the most likely and most expensive risks, with a plan that’s proportionate to your business.”

### For a growth-focused client

“If you’re scaling, you need risk and governance to scale too. LEAP helps set the foundations so growth doesn’t create hidden exposure.”

### For a nervous founder

“This is about protecting your people, revenue, and reputation. LEAP will show you what matters most and what to do next, without judgement.”

## FAQs you might have

**(so you can answer confidently)**

“Are you too expensive?”

We’re not the cheapest. We’re the team you call when the business wants certainty, evidence, and outcomes rather than reactive IT. You pay for fewer surprises.

“Will you work with our existing IT provider?”

Yes. We can complement internal teams or other providers. The goal is governance and results.

“Can you make this board-friendly?”

That’s the point. Clear reporting, clear priorities, clear accountability.

“Is this only cyber?”

It’s cyber, compliance, and AI guardrails delivered in a way execs can actually run with.

