

OS Enterprise

The conversation programme for organisations: one governance layer, five or more hosts, every host fully delivered, every conversation read, and Shannon managing across all of it.

OS Enterprise is ConversationOS built as an organisational programme rather than an individual engagement. The organisation's main show is built at programme level; each host then operates their own surface inside it, with their own creative assets, their own intelligence, and their own measured position. Above the hosts sits the management layer: aggregated oversight of every conversation in the programme, with training pushed down to where the data says it is needed. This is the configuration FBED has operated at the largest scale, and the one where the system's compounding is most visible: every host's conversations make every other host's next conversation sharper.

£1,000 PER HOST, PER MONTH	5 HOST FLOOR	100+ HOSTS, PROVEN SCALE	~8,000 SHOWS, ONE PROGRAMME	\$45M+ SALES TRACKED
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CLASSIFICATION: PROSPECT · EXTERNAL

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OS ENTERPRISE EXPLAINER · v1.0

USD: \$1,250/HOST/MO

01 The problem: your authority is fragmented across people

An organisation with many client-facing people has a problem an individual seller never faces: the commercial authority of the business is distributed across dozens of conversations a week, run by people of different ability, with no shared instrument measuring any of it. The brand has one reputation; the conversations carrying it have a hundred different qualities. Leadership sees activity metrics and closed revenue, and nothing in between: not where deals turn, not which people are converting trust and which are quietly manufacturing polite rejections under the brand's name, not what the best conversations do that the rest do not.

Training is run on theory because nobody can see practice. The playbook is written from the top and adopted unevenly. The organisation's best conversational asset (what its strongest people actually do) is invisible, unmeasured, and untransferred. Every host or seller starts from their own habits rather than from the organisation's accumulated evidence.

02 The architecture: one programme, many hosts

OS Enterprise is built hub-and-spoke. At the hub, the programme: the organisation's main show, built at organisational level, carrying the brand's authority position, with a single governance layer (one programme Engagement Map, one planning rhythm, dedicated programme management). At the spokes, the hosts: each with their own OS access, their own creative assets, their own RWV baseline, and Cascade inside their delivery on every conversation they run.

- **The org layer.** The main show, the programme-level list strategy, the governance rhythm, and the aggregated intelligence across every host's activity.
- **The host layer.** Full per-host treatment: this is not seat licensing. Each host is onboarded, equipped, scored, and read as a complete participant, with their own document shelf and their own measured trajectory.

Because every host operates on the same substrate, the programme compounds in a way individual engagements cannot: conversion signal from one host's conversations refines the scoring every other host deploys against, within the programme's own closed loop.

03 What every host receives

DELIVERABLE	LEVEL
OS access, own document shelf, own playbooks	Per host
Creative assets and show surface	Per host, under programme brand architecture
RWV baseline and trajectory	Per host
Cascade on every conversation: preparation, structure, reflection	Per host
Group Cascade training and simulator access	Cohort, run by FBED
Podcast Live and Cascade Live rooms	All hosts, every two weeks each
Programme Engagement Map, governance rhythm, dedicated programme management	Org layer

Host onboarding runs as a cohort process: multi-account setup handled by FBED, group Cascade training delivered live, and each host simulating with Shannon (preparing for real conversations inside the simulator) before their first programme conversation happens. The organisation's hosts train on the instrument before the instrument starts measuring them in the market.

04 The management layer: Shannon as a manager

From August 2026, OS Enterprise includes the **Cascade Management Layer** across the programme: supervised analysis depth on every host's conversations, aggregated upward into a management view. This is the revenue-operations layer of the programme, and it changes what leadership can see and do:

- **Oversight across every conversation.** Every host's calls read at full depth; the programme view shows where deals turn, host by host, pattern by pattern.
- **The coaching queue, built from reality.** Shannon surfaces what each host actually does: the specific, named gap (the pitch that arrives too early, the commitment that never gets asked for), with the evidence attached.
- **Training simulations sent down.** Where the data names a gap, the corresponding simulation is pushed to that host: practice targeted at their measured weakness, not generic training delivered to everyone.
- **The best, transferred.** What the programme's strongest conversations do becomes visible, measurable, and teachable across the cohort.

MANAGEMENT BY MEASUREMENT

The management layer replaces opinion with reads. A host is never told they "need to work on closing"; they are shown the minute, the move, and the simulation that trains it. Leadership manages the programme against the same evidence the hosts are coached on.

05 The proof: this configuration at scale

This is not a new shape for FBED. We have operated multi-host conversation programmes at beyond one hundred hosts under a single brand. One flagship programme, run for a global coaching network, produced close to eight thousand shows and converted more than \$45M in tracked sales. The architecture in this document (the org-built main show, full per-host delivery, programme governance) is the same architecture that ran at that scale, now with the intelligence layer underneath it that did not exist when that programme began.

06 Price and structure

£1,000 per host per month (\$1,250), five-host floor. The price is full per-host delivery: creative, intelligence, measurement, and training, with the programme governance layer and dedicated programme management included at the programme level. The Cascade Management Layer is included across all hosts from its August 2026 launch. Pricing is locked at signature for the programme term.

Programmes scale by adding hosts; the architecture has run from five hosts to beyond one hundred without modification. Where an organisation's scope materially exceeds the single-programme model (new verticals, additional geographies, divergent brand architecture), the extension is scoped and quoted by amendment rather than forced into the standard shape.

07 How a programme starts

Enterprise begins with a scoped programme design: the main show architecture, the host roster, the brand structure, and the rollout sequence, built with the organisation before the first host onboards. Host onboarding then runs in cohorts through the OS onboarding process, per host, with the group training layered across it. If you want the diagnosis first, we will run RWV baselines across your proposed host roster: the spread of those scores is usually the most persuasive document in the building, because it shows the organisation its own fragmentation, measured.