



**FREEWAY TO
FRACTIONAL**
Your Roadmap to Career
Stability and Satisfaction

Start Your Next Chapter

*The Senior Leader's Guide to Exploring
Fractional Executive Opportunities*



Redefining Leadership: An Introduction to Fractional Services

Welcome to "The Senior Leader's Guide to Becoming a Fractional Executive." In today's rapidly evolving job market, senior leaders are increasingly exploring new and flexible career paths. Whether you are currently in transition or simply considering your next professional move, this guide is designed to provide you with a thorough understanding of what it means to become a fractional executive.

As you navigate this journey, you may be seeking a role that offers greater flexibility, freedom, and the ability to leverage your extensive experience across multiple organizations. This guide will help you explore the possibilities within the fractional executive landscape, providing you with insights into the realities of the job market and practical steps to determine if this career path aligns with your personal and professional goals.

This short guide is full of our observations and personal experiences. We aim to equip you with the knowledge and tools needed to make an informed decision about your future. You can tell by the chapter titles that each chapter contains relevant information:

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From evaluating your current career reality to understanding the financial implications and exploring different work options, this guide covers all the essential aspects to consider. Additionally, we will discuss the truth about the job search process, the impact of technology, and why committing to a fractional role could be the key to building your own security and success.

By the end of this guide, you will have a clearer picture of the potential that fractional executive roles offer and a roadmap to take actionable steps toward this exciting career opportunity.

Welcome to your next chapter!

Your Professional Baseline: Evaluating your Career

Arriving at a new destination always requires plotting your course from your current location. Understanding where you stand in your career and the challenges you face is crucial for determining your next steps.

Here are 7 key questions to ask yourself about your current and most recent roles to assess your path and trajectory:

Do you Find Yourself Constrained by Circumstances Beyond Your Control?

Consider whether external factors, such as organizational changes, economic conditions, or technological advancements, are limiting your career growth.

Ask yourself:

- Have recent restructurings or downsizings affected your role or responsibilities?
- Do you live in fear of downsizing or layoffs?
- Are economic shifts impacting your industry, making traditional roles less secure or available?
- How are technological advancements, particularly in AI and automation, affecting the demand for senior leadership roles?
- Are you concerned about the trend to move to 'flatter' organizations with fewer managers and directors?

Are Your Skills and Experience Still in High Demand?

Evaluate whether your skills and experience align with current market demands:

- Are your core competencies still relevant, or is there a growing need for new skills?
- How does your expertise and leadership style fit with the current trends in your industry?
- Are you regularly updating your skills to stay competitive, or have you noticed a decline in opportunities?

What Are Your Career Goals and Priorities?

Reflect on your long-term career goals and personal priorities:

- What do you want to achieve in the next five to ten years?
- How important are factors like work-life harmony, job satisfaction, and professional growth to you?
- Are you looking for a role that offers more flexibility and control over your schedule?

Are You Satisfied with Your Current Role?

Assess your current job satisfaction and engagement:

- Do you feel fulfilled and challenged in your current position?
- Are you able to utilize your strengths and talents effectively?
- Are there opportunities for advancement and professional development in your current role?



What Is Your Financial Situation?

Understand your financial needs and constraints:

- What are your current financial obligations, and how do they impact your career choices?
- How much do you need to earn to maintain your desired lifestyle and prepare for retirement?
- Do you have a financial buffer that allows you to explore new opportunities without immediate income pressure?
- Can you sustain your household income needs through a lengthy job search?

What Are the Risks and Benefits of Transitioning?

Weigh the risks and benefits of making a career transition:

- What are the potential risks of leaving your current role, such as financial instability or loss of benefits?
- What are the potential benefits, such as increased flexibility, job satisfaction, ability to be present for your family, and the opportunity to work on diverse projects?

Are You Ready to Embrace Change?

Finally, consider your readiness to embrace change and take on a new challenge:

- Are you open to learning and adapting to new ways of working?
- How comfortable are you with the uncertainty that comes with career transitions?
- Do you have a support system in place to help you navigate this change?

By thoughtfully answering these questions, you can gain a clearer understanding of your current career reality and make informed decisions about your future. This self-assessment will help you identify whether a fractional executive role aligns with your career goals and personal circumstances, setting the stage for a successful transition.

Achieving Work - Life Harmony

Evaluating your career path isn't just about professional ambitions; it's equally about ensuring your work aligns with your personal life needs. As you contemplate a transition to a fractional executive role, consider how this move can help you achieve a balance between flexibility, freedom, and financial stability. Here's a closer look at how fractional work can support your life needs more effectively than traditional full-time positions.

Flexibility and Freedom

One of the most significant advantages of fractional executive roles is the flexibility they offer. Unlike traditional roles, which often require a rigid schedule and location-bound presence, fractional positions can provide you with greater control over your time and work environment. You also have the ability to adjust your schedule based on needs of your personal life or family.

- **Caring for Loved Ones:** Many leaders today are part of the "sandwich generation," balancing the care of aging parents while raising children or supporting extended family. The flexibility of fractional work allows you to allocate time for family responsibilities without sacrificing your professional contributions.

- **Health and Well-Being:** Health concerns might prompt you to seek a slower pace or more control over your work-life balance. Fractional roles can reduce stress and offer the autonomy to prioritize your health, enabling you to maintain a fulfilling career without compromising well-being.

- **Pursuing Personal Interests:** -The freedom associated with fractional roles allows you to pursue personal interests and passions outside of work. Whether it's travel, hobbies, or further education, you can create a schedule that accommodates your life beyond the office.





Financial Stability

While flexibility and freedom are appealing, financial stability is a critical factor in any career decision. Fractional executive roles can provide robust earning potential while allowing for diverse income streams.

Within traditional job roles, you are constrained by the industry standards for your peer compensation. Benchmarks dictate your value. Within fractional services, you can employ 'leverage' and construct your services in a way that offers scalability within your income.

Think of the value you have brought to your roles to this point in your career. What if your fees were based on the impact you had made? Within fractional services, you can factor in the results you achieve for potential clients, who are willing to make strategic investments within their company for solutions to help them attain their goals. They aren't looking for an 'average salary of _____' (fill in the blank with your executive role) data. They are looking for solutions that are costing them money, time, and productivity loss. Or they are looking for inflection points within their company that offer significant upside potential. These they are delighted to invest in, offering you:

- **Value Based Compensation:** Incentive structure that is tied directly to your results. When your role is tied directly to a metric that is

financial gain or loss reduction, it makes it more 'real' to potential clients.

- **Diverse Revenue Streams:** Working with multiple clients can diversify your income sources, reducing the risk associated with reliance on a single employer. This diversification can offer a more stable financial foundation.

- **Competitive Compensation:** Fractional executives often command competitive rates, reflecting their expertise and the value they bring to organizations. This can result in a lucrative income that supports your financial goals.

- **Continued Growth:** Many fractional executives find that their varied work experiences contribute to continuous professional growth, opening new opportunities for higher earnings and career advancement.

By focusing on the measurable impact you can have on a client's business, you position yourself as a valuable asset worth the investment. This approach not only enhances your earning potential but also underscores the tangible benefits you bring to the table, making your role indispensable to your clients.

Creating Work-Life Harmony

Finding 'balance' between work and life often has you chasing the 'upside' constantly and navigating the inevitable downhill slides as you teeter totter back and forth between work demands and personal life challenges.

Consider instead the concept of harmony. Achieving work-life harmony means integrating your professional and personal responsibilities in a way that enhances both. Fractional executive roles can facilitate this harmony by providing a structure that supports your unique life circumstances.

- **Customizable Schedules:** With fractional roles, you can design your work schedule around your life, rather than the other way around. This customization can lead to greater satisfaction and productivity.

- **Remote Work Opportunities:** Many fractional roles offer the possibility of remote work, reducing the need for commuting and allowing you to work from a location that suits your lifestyle.

- **Work-Life Integration:** By aligning your work with your personal values and goals, you can create a more cohesive and satisfying life experience. This integration helps you remain engaged and motivated both professionally and personally.

Addressing Challenges

While the benefits are significant, it's important to acknowledge and prepare for the challenges that come with fractional work.

We want to provide you with the information you need to assess this option and determine if it's realistic for you to navigate.

- **Managing Multiple Clients:** Balancing the demands of multiple clients requires strong organizational and time management skills. Developing efficient systems and setting clear boundaries can help manage this complexity.

- **Ensuring Consistent Work:** Building a steady stream of clients can take time and effort. Networking, marketing your services, and maintaining high standards of work are essential to securing ongoing engagements. Within fractional services, you must consistently step back to work ON your career, and not default to 'autopilot' mode of 'just doing the thing'.

- **Adapting to Change:** Flexibility in a fractional role also means being adaptable to changing client needs and market conditions. Embracing a mindset of continuous learning and adaptability is key to long-term success.

By thoughtfully considering your life needs and how fractional executive roles can support them, you can make an informed decision about your career path. Balancing flexibility, freedom, and financial stability, fractional work offers a compelling alternative to traditional full-time roles, helping you achieve a fulfilling and harmonious professional and personal life.

Navigating the Work Spectrum

When considering your next career move, it's important to evaluate the various work options available to you. Each option has its own set of benefits and challenges, and understanding these can help you make an informed decision. Below, we define each option and outline their pros and cons.

Traditional Job (J-O-B)

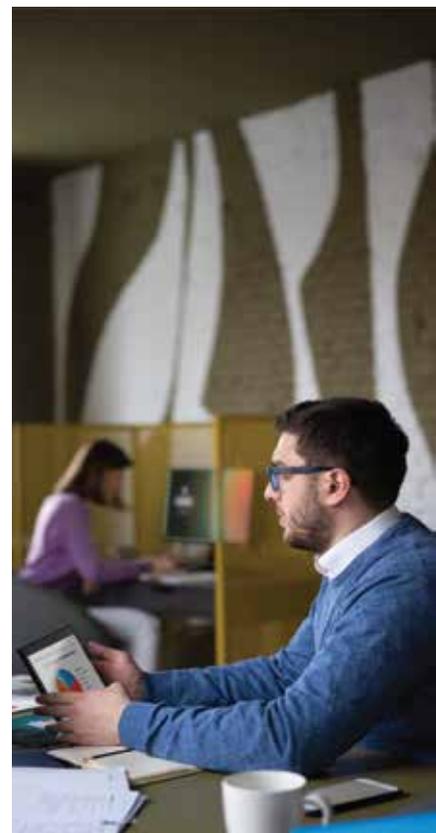
Definition: A traditional job typically involves full-time employment with one organization, where you work set hours and perform specific duties as outlined by your employer.

Pros:

- **Stability:** Provides a steady paycheck and benefits such as health insurance, retirement plans, and paid time off.
- **Career Advancement:** Opportunities for promotions and career growth within the company.
- **Structured Environment:** Clear job roles, responsibilities, and expectations.

Cons:

- **Limited Flexibility:** Fixed work hours and location can limit personal freedom and work-life balance.
- **Dependency on Employer:** Job security is tied to the company's performance and decisions, which can lead to layoffs or downsizing.
- **Potential for Monotony:** Repetitive tasks and limited variety in job responsibilities.
- **Counterfeit Stability:** As the tenure on many positions decreases, you have to ask if JOBs offer real stability.





Consulting Gigs

Definition: Consulting gigs involve working as an independent contractor or consultant, providing expertise and advice to businesses on a project-by-project basis.

Pros:

- **Flexibility:** Ability to choose projects and clients, control over your schedule, and often the option to work remotely.
- **Variety:** Exposure to different industries, challenges, and opportunities to apply your skills in diverse contexts.
- **Higher Pay Potential:** Consultants often charge higher hourly rates compared to salaried positions.

Cons:

- **Inconsistent Income:** Earnings can fluctuate based on project availability and client demand.
- **Self-Employment Challenges:** Need to manage all aspects of the business, including marketing, client acquisition, and administration.
- **Lack of Benefits:** No employer-provided benefits such as health insurance or retirement plans.



Interim Roles

Definition: Interim roles involve taking on temporary leadership or executive positions within an organization, often to fill a gap during transitions, such as during mergers, acquisitions, or while the company searches for a permanent hire.

Pros:

- Leadership Opportunities: Chance to step into high-impact roles and make significant contributions to the organization.
- Flexibility: Defined start and end dates for assignments, allowing for breaks between roles.
- Networking: Building connections with key industry professionals and expanding your professional network.

Cons:

- Temporary Nature: Lack of long-term job security and frequent transitions between roles.
- Adjustment Periods: Need to quickly adapt to new organizational cultures and teams.
- Potential for High Stress: Interim roles often come with high expectations and pressure to deliver results quickly.

Fractional Executive Roles

Definition: Fractional executive roles involve providing a fraction of your time to a client to achieve specific goals, often more limited in scope than your previous corporate roles. Clients value your expertise to attain objectives beyond their reach without your help, leading to long-term support with lucrative monthly retainers.

Pros:

- **Lucrative Revenue Stream:** Clients are willing to invest for long-term support, providing consistent income.
- **Flexibility and Autonomy:** Ability to manage multiple clients and create a balanced schedule that fits your lifestyle.
- **Value Addition:** Opportunity to bring additional solutions and services, increasing your revenue potential.

Cons:

- **Managing Multiple Clients:** Requires strong organizational and time management skills to juggle various commitments.
- **Building a Client Base:** Initial effort needed to establish a steady stream of clients and build your reputation.
- **Administrative Overheads:** Handling billing, contracts, and client communications can add to your workload.



By understanding these work options and weighing their pros and cons, you can better assess which path aligns with your personal and professional goals. Fractional executive roles, in particular, offer a compelling balance of flexibility, financial stability, and the opportunity to leverage your expertise in impactful ways.

Each option has its pros and cons, and understanding them will help you make an informed decision.

Balancing Income and Career Choices

What Do You Need to Earn?

Evaluating your financial needs is a critical step in determining whether a fractional executive role is right for you. Understanding your financial requirements and planning accordingly will help ensure that you can maintain your lifestyle while transitioning to this new career path. Here are key factors to consider and a suggested outline for financial calculations.

Tenure in Senior Roles

The tenure of senior roles is often shorter than in the past, with many executives finding themselves in transition more frequently. This trend can impact your long-term financial planning and necessitates a strategy that accommodates potential periods of unemployment or career shifts.

Length of Time to Transition

It's important to plan for the time it may take to transition into a new role. A common rule of thumb is that the transition period typically takes about one month per \$10K of your previous salary. For example, if your annual salary was \$150K, you might expect it to take approximately 15 months to secure your next role. This period can vary based on market conditions, your industry, and your networking efforts.



Calculation of Earnings

Reflect on your career earnings and determine if they are sufficient to support you until you secure the right role.

Consider the following steps to calculate your financial needs:

- ▶ **Assess Current Expenses:**
 - List your monthly and annual expenses, including housing, utilities, groceries, insurance, transportation, healthcare, education, entertainment, and any other personal expenditures.
 - Include discretionary spending and potential emergency expenses.
- ▶ **Determine Necessary Income:**
 - Calculate the total annual amount needed to cover your expenses.
 - Add a buffer for expected overhead and unexpected costs, typically 10-20% of your total revenue.
- ▶ **Evaluate Savings and Investments:**
 - Review your savings, investments, and any other financial resources.
 - Determine how long these resources can sustain you without additional income.
- ▶ **Project Future Earnings:**
 - Estimate potential earnings from potential executive roles, compare this to possible earnings as a fractional executive.
 - Consider the number of clients you can manage and the fees you can charge.
 - Account for taxes, business expenses, and health insurance if you are self-employed.

Financial Considerations

To assist in your financial planning, consider using the following:

- ▶ **Financial Needs Outline**
 - Current Monthly Expenses:**
 - Housing (mortgage/rent, property taxes, maintenance)
 - Utilities (electricity, water, gas, internet, phone)
 - Groceries and dining
 - Transportation (car payments, fuel, public transit)
 - Insurance (health, home, auto, life)
 - Healthcare (medical, dental, prescriptions)
 - Education (tuition, school supplies)
 - Entertainment and leisure
 - Miscellaneous (clothing, personal care, subscriptions)
 - ▶ **Annual Expenses:**
 - Property taxes
 - Insurance premiums
 - Vacation and travel
 - Holiday and special occasions
 - ▶ **Emergency Fund:**
 - Recommended 3-6 months of expenses
 - ▶ **Total Annual Income Needed:**
 - Sum of monthly and annual expenses plus emergency fund buffer
 - ▶ **Savings and Investments:**
 - Total available savings
 - Investments and retirement accounts
 - Other financial resources
 - ▶ **Potential Earnings:**
 - Estimated income from fractional executive roles
 - Number of clients
 - Monthly retainer fees per client
 - Annual income projections
 - ▶ **Gap Analysis:**
 - Compare total annual income needed with potential earnings and savings
 - Identify any shortfall and plan to address it in the coming chapters of this guide.



By thoroughly assessing your financial reality and planning for the future, you can make a well-informed decision about pursuing a fractional executive role. This approach will help you ensure financial stability while taking advantage of the flexibility and opportunities that fractional work offers.

Also consider that the path to revenue within fractional we often see happen within 90 days and sometimes even less. It may take 1-2 years of steady progress to replace the income from your corporate role, but the enterprise you are building is YOURS and not at risk from the whims or changes of direction of an employer.

You also have the opportunity to build an enterprise that wildly exceeds your earning potential from Corporate America.

Can you see why we're such fans of fractional service roles?

The True Nature of Career Transition

Technology's Impact

In today's digital age, the job search process has been significantly transformed by technology. While advancements have streamlined certain aspects of recruitment, they have also introduced new challenges. Understanding these dynamics is crucial as you navigate your career transition, especially if you're considering full time employment opportunities.

Automated Recruitment Systems

Many companies use Applicant Tracking Systems (ATS) to manage the influx of job applications. These systems are designed to filter and rank candidates based on specific keywords and criteria. While ATS can efficiently handle large volumes of applications, they often result in highly qualified candidates being overlooked if their resumes don't perfectly match the pre-defined criteria.

- **Keyword Optimization:** Your resume needs to be optimized with the right keywords to pass through the ATS filters. This can be a time-consuming and meticulous process. Remember this is before you are allowed to speak with the recruiter about the role. Imagine being shoved into a room with blindfold on and playing a game of 'pin the tail on the donkey'. Only you've probably got a better chance of winning that game than scoring an interview.

- **Lack of Human Interaction:** Automated systems mean that hiring managers may never see your application, even if you are a perfect fit for the role. Access to real insight about the role, company culture and expectations aren't often stated within the position description or available insight shared online. Helping potential employers recognize your 'value proposition' cannot be adequately communicated via a resume or even a cover letter. Within today's system, you are literally among thousands of applicants. It's no wonder hiring managers are overwhelmed and unable to keep up with candidate responses.

- **High Rejection Rates:** It's not uncommon to face numerous rejections from automated systems before landing an interview, which can be frustrating and demotivating. Recent reports are illustrating the potential for hundreds of rejections. It's worse than a bad headshot on Tinder. In today's job market, very few companies understand enough to 'swipe right' on you as their potential new hire.



Lengthy Job Search Process

The traditional job search can be a lengthy and arduous process. Based on surveys conducted on the transition paths of C-suite executives during a recession, the general rule of thumb is to anticipate one month of search time for every \$10K in annual earnings you are aiming to replace. For example, if your target salary is \$120K, you should prepare for a job search that could last up to 12 months or more..

- **Time-Consuming:** The process involves extensive research, resume customization, networking, and multiple rounds of interviews.

- **High Competition:** The job market is highly competitive, with numerous candidates vying for the same positions.

- **Emotional Toll:** Constant rejections and the uncertainty of finding a suitable role can take a significant emotional toll.

Accelerating Income with Fractional Roles

In contrast to the traditional job search, transitioning to fractional executive roles can offer a quicker and more flexible path to revenue. Here's why:

Flexibility and Agility

Fractional executive roles allow you to work with multiple clients, providing a fraction of your time to each. This flexibility enables you to adapt quickly to changing market needs and pivot as necessary to find the right fit for your skills and expertise.

- **Multiple Income Streams:** By working with several clients simultaneously, you can create diverse revenue streams, reducing dependency on a single employer.
- **Quick Start:** Once you secure a client, you can start generating income immediately, without the long lead times typical of traditional job searches.
- **Adaptability:** You can adjust your services and target different industries or client types to find the best opportunities for your skill set.

Building a Client Base

While building a client base takes effort, it can be achieved more quickly than finding a traditional full-time role. Networking, leveraging existing connections, and marketing your services are key strategies.

- **Networking:** Use your professional network to identify potential clients. Attend industry events, join professional associations, and actively engage on platforms like LinkedIn.
- **Marketing:** Create a strong personal brand and market your services effectively. Develop a compelling value proposition and showcase your expertise through thought leadership, case studies, and testimonials.
- **Referrals:** Encourage satisfied clients to refer you to other businesses. Word-of-mouth recommendations can be powerful in securing new engagements.

Immediate Impact

Fractional executive roles often involve tackling specific projects or addressing particular challenges within an organization. This allows you to make an immediate impact, demonstrating your value and expertise from the outset. While building relationship and positioning your self for a long term leadership position.

- **Project-Based Work:** Focus on delivering results for defined projects, which can lead to long-term engagements and retainer agreements.
- **Demonstrated Value:** Quickly show the value you bring to clients, which can result in additional opportunities and revenue streams.



One of the major advantages of fractional work is the ability to pivot quickly to find the right recipe for success. If a particular client or project isn't working out, you have the flexibility to shift your focus and pursue other opportunities.

- **Low Risk:** With multiple clients, the risk is spread out, making it easier to manage any one engagement that doesn't go as planned.
- **Continuous Learning:** Each client and project provides a learning opportunity, helping you refine your skills and approach.
- **Market Responsiveness:** Stay responsive to market demands and trends, positioning yourself to seize new opportunities as they arise.

In summary, while the traditional job search can be a prolonged and challenging process, pursuing fractional executive roles offers a faster, more flexible path to generating revenue. By leveraging your expertise, networking effectively, and remaining adaptable, you can navigate this career transition successfully and find fulfilling work that aligns with your personal and professional goals.

The Case for Fractional: Executive Insights

Building Your Own 'Job' Security

Committing to a fractional executive role can be a transformative career move, offering unparalleled flexibility, autonomy, and financial stability. Fractional roles empower you to build your own security by taking control of your professional trajectory. Below, we explore three main approaches to structuring your fractional career: joining a group, becoming a solopreneur, and building an entity.

Join a Group

One effective strategy to build security and leverage collective opportunities is to join a professional group or network. These groups often consist of like-minded professionals who provide mutual support, share resources, and collaborate on projects.

Pros:

- **Collaboration:** Access to a network of peers for collaboration, advice, and shared opportunities.
- **Resources:** Benefit from shared resources, such as marketing tools, administrative support, and industry insights.
- **Credibility:** Enhance your credibility and market presence by associating with a reputable group.

Cons:

- **Shared Revenue:** Potential need to share revenue or pay membership fees.
- **Limited Autonomy:** Possible restrictions on the types of clients or projects you can pursue independently.
- **Dependence on Group:** Success can be tied to the overall performance and reputation of the group.
- **Cultural Fit:** There are great groups that fit your personality, be sure you pick one that does.

Tips for Success:

- **Choose Wisely:** Select a group that aligns with your professional values, goals, and industry focus.
- **Engage Actively:** Actively participate in group activities, contribute your expertise, and build strong relationships within the network.
- **Leverage Opportunities:** Take advantage of collaborative projects and joint ventures to expand your client base and enhance your skills.



Solopreneur

As a solopreneur, you replace your traditional job with a few steady clients, maintaining consistent work while enjoying greater flexibility and control over your schedule. This approach allows you to operate independently, focusing on the clients and projects that align with your expertise and interests. You bear no responsibility for ongoing payroll of employees and can often manage the delivery of work via subcontractors or 10-99 workers.

Pros:

- **Independence:** Full control over your business decisions, client selection, and project management.
- **Flexibility:** Ability to set your own hours, work from anywhere, and balance personal and professional commitments.
- **Direct Earnings:** Retain all earnings from your services, without sharing revenue with partners or groups.

Cons:

- **Responsibility:** Full responsibility for all aspects of your business, including marketing, administration, and client management.
- **Income Fluctuation:** Potential for inconsistent income, especially during the initial stages of building your client base.
- **Isolation:** Lack of team support and potential feelings of isolation without colleagues or group interactions.

Tips for Success:

- **Market Effectively:** Invest in marketing efforts to build your brand, attract clients, and maintain a steady pipeline of work.
- **Network Proactively:** Cultivate a robust professional network to generate referrals and stay connected with industry trends.
- **Manage Finances:** Develop a solid financial plan to manage cash flow, expenses, and savings for periods of lower income.

Build an Entity

Creating a business entity that offers fractional services to multiple clients can provide enterprise value and long-term security. This approach involves building a structured organization with a team of professionals, expanding your service offerings, and positioning your business for growth.

Pros:

- **Scalability:** Ability to scale your business by hiring additional professionals and expanding service offerings.
- **Enterprise Value:** Create a valuable business asset that can be sold or passed on, providing long-term financial security.
- **Brand Recognition:** Develop a recognized brand that attracts clients and establishes your business as a leader in the industry.

Cons:

- **Complexity:** Increased complexity in managing a team, operations, and business growth.
- **Initial Investment:** Need for initial investment in resources, marketing, and infrastructure to establish the business.
- **Risk:** Higher risk associated with business expansion and potential market fluctuations.

Tips for Success:

- **Strategic Planning:** Develop a comprehensive business plan that outlines your vision, goals, and strategies for growth.
- **Hire Wisely:** Build a team of skilled professionals who complement your expertise and share your commitment to excellence.
- **Focus on Quality:** Maintain high standards of service quality and client satisfaction to build a strong reputation and attract repeat business.

Committing to a fractional executive role offers the flexibility to design your career around your personal and professional goals. Whether you choose to join a group, operate as a solopreneur, or build an entity, each approach provides unique opportunities to build your own security. By understanding the pros and cons of each structure and implementing effective strategies, you can create a successful and fulfilling career as a fractional executive.

Decision Point: Embrace a 90-Day Plan

Embarking on a journey to become a fractional executive is an exciting and transformative decision. To ensure you make the most of this opportunity, it's crucial to commit to a structured 90-day plan. This period will allow you to explore and establish yourself in the fractional executive space, with enough time to accurately evaluate legitimate opportunities and make informed decisions. The beauty of this journey lies in the flexibility to change direction or pivot as needed, but only after putting in sufficient effort. Here's how to create and execute an effective 90-day plan:

Creating a Plan

The first step in your journey is to create a detailed and strategic 90-day plan. This plan should outline clear goals, actionable steps, and a timeline for achieving these objectives. Here's a framework to get you started:

1. Define Your Goals:

Identify your primary objectives for the next 90 days. These could include securing your first fractional client, building a professional network, or gaining clarity on the types of roles that suit your skills and interests.

2. Set Milestones:

Break down your goals into smaller, manageable milestones. For example, aim to attend a certain number of networking events each month or reach out to a specified number of potential clients weekly.

3. Create Actionable Steps:

Outline the specific actions you need to take to achieve your milestones. This could involve updating your LinkedIn profile, crafting a compelling pitch, or developing marketing materials to showcase your expertise.

4. Allocate Time:

Dedicate specific time blocks each day or week to work on your plan. Consistency is key, so ensure you stick to your schedule and stay focused on your objectives.



Strategic Networking

One of the most critical aspects of your 90-day plan is strategic networking. Random networking can be time-consuming and often unproductive. Instead, focus on building meaningful relationships that align with your career goals.

1. Identify Key Contacts:

Make a list of individuals and organizations that are relevant to your industry and target market. These could include former colleagues, industry leaders, or potential clients.

2. Attend Relevant Events:

Participate in industry conferences, webinars, and networking events where you can connect with key players in your field. Being present in these spaces will increase your visibility and open doors to new opportunities.

3. Build Meaningful Relationships:

Focus on establishing genuine connections rather than merely collecting business cards. Engage in conversations, offer value, and follow up with individuals you meet to nurture these relationships.

4. Leverage Social Media:

Use platforms like LinkedIn to connect with professionals in your industry, share your expertise through posts and articles, and join relevant groups to expand your network.

Assess Progress: Review and Adjust

After completing your 90-day plan, it's essential to review your progress and adjust your strategy based on your findings. This continuous assessment will help you refine your approach and ensure long-term success as a fractional executive.

1. Evaluate Your Achievements:

Assess how well you met your goals and milestones. Celebrate your successes and analyze any areas where you fell short.

2. Gather Feedback:

Seek feedback from your network, clients, and mentors to gain insights into your performance and identify areas for improvement.

3. Adjust Your Strategy:

Based on your evaluation, make necessary adjustments to your plan. This might involve shifting your focus to different industries, refining your pitch, or exploring new networking opportunities.

4. Set New Goals:

Establish new objectives for the next 90 days, building on the progress you've made and lessons learned.

Conclusion

Committing to a structured 90-day plan is a powerful way to launch your career as a fractional executive. By setting clear goals, engaging in strategic networking, and continuously assessing and adjusting your approach, you can navigate this exciting journey with confidence.

Remember, the flexibility to pivot and adapt is one of the greatest advantages of fractional roles, but true success comes from sustained effort and a strategic mindset. Embrace this opportunity, commit to your plan, and watch as new and fulfilling career possibilities unfold.

Your Next Steps: Summary and Support

How We Can Help

Join Our 5 Days to Fractional Bootcamp

Transitioning to a fractional executive role can be a challenging yet rewarding journey. To ensure you have the best start, we invite you to join our 5 Days to Fractional Bootcamp. This immersive virtual experience is designed to equip you with a comprehensive understanding of what can expect from a fractional role.

For only \$37 You'll Gain

Practical Insights:

- Understand the detailed 'job description' of fractional services and what it entails.
- Learn what a typical day looks like for a fractional executive, giving you a clear picture of the lifestyle and expectations.

Deep Dive into Key Questions:

- Explore the critical questions we've covered in this guide at a deeper level.
- Gain a thorough understanding of your personal and professional needs, and how they align with a fractional career.

Path to Success:

- Learn how to create a strategic plan, build a robust network, and navigate the unique challenges of this career path.

Support and Community:

- Benefit from the guidance and expertise of seasoned fractional executives and mentors.



Your Next Steps

Enroll in the Bootcamp:

Our 5 Days to Fractional Bootcamp is designed to be an intensive, yet manageable program that fits into your busy schedule. Each day focuses on a specific aspect of the structure of fractional services, providing actionable insights and directional, empowering you to make important decisions knowing the facts.

Commit to Your Future:

By joining the bootcamp, you're taking a significant step towards a fulfilling and flexible career. This \$37 commitment will help you gain the confidence and knowledge needed to commit to the fractional landscape successfully.

Get Into Action

To dive deeper into the 'Job Description' of Fractional Services and gain practical insights, join our 5 Days to Fractional Bootcamp. This bootcamp will provide you with the tools, knowledge, and support to understand the 'job description' of fractional roles and what a 'day in the life' of a fractional leader looks like. You will have further support to understand the questions we have asked at a deeper level and recognize the path to success in fractional services.

Don't wait—take the first step towards your new career today! Enroll in our 5 Days to Fractional Bootcamp and start building the future you deserve.

Click here to join the Bootcamp now!

<https://breandan-filbert.mykajabi.com/freeway-to-fractional-automation>

Conclusion

Transitioning to a fractional executive role can be one of the most rewarding decisions you make in your career. By committing to our 5 Days to Fractional Bootcamp, you'll gain the insights, strategies, and support necessary to navigate this exciting path with confidence. We look forward to helping you achieve your goals and unlock your full potential as a fractional executive.

Our signature course **Freeway to Fractional (F2F)** is a step by step program to build the foundation of your fractional business. For more information or to get on the waitlist to join our next biannual course cohort, click here.

