



Considering Part Time Work?
Fractional May Be the Answer!
BY JEN HAMILTON

What is Fractional work?



Simply put it is a part-time position with multiple companies with a focus



Started with CFOs/CPAs



Expanded to Virtual Assistants, Executives and Experts

Background



- CPA
- Consultant & Coach
- Entrepreneur
- Fractional COO
- Community Leader



Fractional

Consulting

Official team member on the org chart	Outside advisor
Task & project based	Project based
Creates & executes a plan	Creates and recommends a plan
Can have authority and lead others	No authority or leadership
Part-time	Part-time or Full-time for a limited time period
Works with more than company at the same time	Can work with more than one company or just one

Benefits for you being a Fractional

- “I’d never want a full-time job again because I’d lose out on the 3 “Mores” of Fractional”
 - Ben Wolf, author of *Fractional Leadership: Landing the Executive Talent You Thought Was Out of Reach*
- ✔ More Money - Than an employee
- ✔ More Fun - Work on challenging projects and autonomous environment without having to get into work you don’t want to
- ✔ More Flexibility - Work as little as 3 days of client work/week with time for other priorities and passions

Benefits for a small business hiring a Fractional

- ✔ Access to Experts - They can get experts they normally couldn't if they could only hire full time
- ✔ Shared Cost - The wages are shared with other companies
- ✔ Flexibility - They can easily have hours and focus change as projects and needs change

How does being a Fractional work?

- Focus on your area of expertise
- Attract potential clients
- Close clients
- Deliver exceptional results
- Ask for referrals

What is your area of expertise?



- Marketing
- Sales
- Human Resources:
 - Learning & Development
 - Compliance
- Technology
- Finance
- Operations
- Other?

Marketing

- What problem do you solve and for what business?
- Strategic and selective awareness building
 - Networking & Referral
 - Reputation (SEO)
- Don't be afraid to educate
- Ask clients for referrals





Sales

- Three sales to make
- Experience your strengths:
 - Connect
 - Assess
 - Problem-solve
- Goal is to both be educated enough to decide



- Productive Time:
 - Meetings
 - Projects
- Can't communicate enough
- You need to be able to pivot
- Accountability is your friend
- Establish boundaries and avoid scope creep



Job

Fractional

Pay rate determined for you	You determine your pay rate
Compensation is often capped	Compensation is higher for less “work” hours
Compensation is stable	Compensation can ebb and flow
Taxes & benefits are supported by company	Taxes & benefits likely your cost
Paid as salary or hourly	You choose: flat fee retainer, hourly, or both
My Pay at 40% of Small Business COO \$70,000 (Full-time \$175,000)	My Pay at 40% time (2 days a week) as Fractional COO \$216,000



- ***New Industry*** - You will need to be clear on what you do and benefits to companies
- ***Ebb & Flow of Projects*** - You need to always be marketing
- ***Scope Creep*** - You need to be strong with your boundaries because you are on the org chart
- ***Lonely*** - Miss others on your team and making all your decisions
- ***Isolation of Expertise*** - You are an expert in one area and you will want to bring in other experts

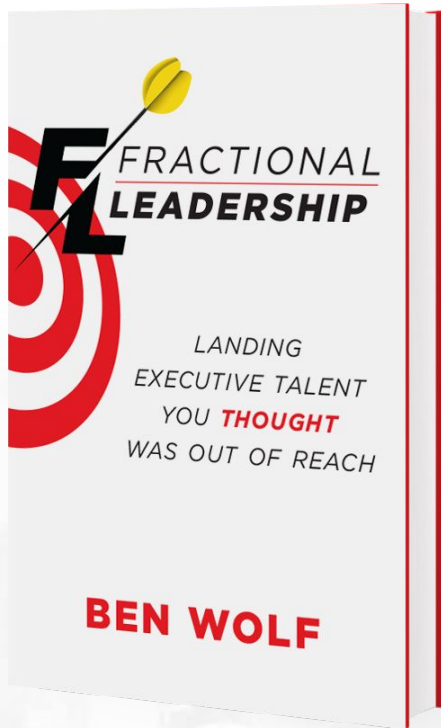
What is a Fractional Leader?

- Experienced executive
- Strategic leader
- On the leadership team
- Leading a major function/division of the company
- Set up and oversees:
 - Team Members
 - Goals
 - Metrics
 - Processes





- Is it in your nature? Do you get it?
- Does the idea excited you? Do you want it?
- Does it work for your time, skills, and emotional capacity?



<https://fractionalleadership.io/the-book/>

Membership Includes

CONNECT WITH PEERS

Connect and collaborate with high-quality, vetted peers who get it and are in it with you to succeed

Private community forum to ask for strategic feedback, guidance, and recommendations

Exclusive programs where you can grow your knowledge and network

CHAMPIONING YOU

Educate the marketplace - Our founder, leaders, and members bring you credibility as a member

Professional Fractional LeaderSM Badge to align your own brand with the industry's market leader

We market YOU to businesses and peers through our newsletter, podcast, blog, and social media

VETTED RESOURCES

Members' e-newsletter provides resources and updates that impact you and our profession

Resource library with recordings of past events, tools, templates, samples, and partner services

Members only directory - Find and be found by other members as a strategic partner and collaborator

ADDITIONAL OPPORTUNITIES

Eligible to speak to showcase your knowledge and resources to your peers

Eligible to apply for referral program to companies who ask us for a Fractional Leader

Eligible to join peer advisory program to grow and mastermind together





Jen Hamilton

Head of Community Programs at Fractional Leadership

Fractional COO at Wolf's Edge

More questions

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