

Why Consider a Fractional COO?



Fractional leaders work in part-time, high-impact roles across multiple companies. They are self-employed and operate on a pay-as-you-go basis often supporting a portfolio of organizations and adjusting their support based on each company's needs at any given time.

The Fractional COO is perceived as the CEO's right-hand, turning the CEO's long-term vision into an actionable plan and overseeing the daily business operations of the company. The Fractional COO works hand in hand with the company's leadership team to support the day-to-day activities of the company.



Fractional COO's typically sit at the head of various functions, such as finance and cash flow, operations, sales and marketing. Organizations often hire them to help grow the company during stages when it doesn't require or can't afford a full-time COO or when they expect to hire a full-time replacement.

Most Fractional COOs have either owned their own businesses, previously held C-suite positions or both. They typically transition into Fractional COO roles seeking more purpose or autonomy. Fractional work provides them the chance to make a positive impact on growing small to medium sized businesses.



The modern workplace has demonstrated that presence doesn't necessarily equate to impact. Small businesses of all kinds have tapped the Fractional model for services like engineering, technology and finance. Fractional leadership is a natural evolution of this trend.