

FIREPOWER ON DEMAND™

THE FRACTIONALS® PRESENTS

BUSINESS OVERVIEW

# LET IT BURN

[001]

A KELLY MORTON PRODUCTION

C-LEVEL EXPERTISE



# THE RISE OF FRACTIONAL LEADERSHIP

**Across industries, a structural shift is underway.**

What began as a cost decision has evolved into a smarter operating model. Fractional hiring gives businesses access to senior-level expertise without long-term overhead and commitment. But its real advantage is access to senior capability and strategic direction. Companies aren't just hiring for presence, they're hiring for impact. Bringing in seasoned executives exactly where it's needed, for as long as it's needed.

+ Companies can access battle tested leadership expertise at each key critical stage of growth.

+ Senior Executives are building intentional portfolio careers with meaningful, focused impact.

+ Capital is deployed more efficiently and strategically across scaling businesses.

Fractional is not consulting, nor is it interim management. It's embedded leadership, with clear scope, accountability and impact.

As businesses become leaner, agile and more cost-conscious, the role of the Executive is changing. Talent is becoming more flexible and Leadership is becoming modular and on demand.

Fractional hiring isn't a compromise. It's a competitive advantage for smart scaling businesses.

We explore the people, economics and strategy shaping this Leadership shift.  
Welcome to FIREPOWER ON DEMAN



## What is a fractional executive?

A seasoned C-suite Executive who's built, scaled and (often) exited businesses, with boardroom battle-scars to prove it, embedded into your company part-time and deliver full-time impact.

Not watching from the sidelines "advising". They embed, align, and execute. And when the job's done, they leave capability behind, not dependency.

# THE FE WORD



# ECONOMICS & REALITY

## The economics of smarter leadership

A Fractional Executive typically costs £5k-£10k per month and can start in as little as a couple of days. Whatever your challenges, we've got you covered with a the full Fractional C-suite, such as:

- CEO Strategic clarity
- CPO People strategy
- CTO Tech/AI roadmap
- COO Operational traction
- CFO Financial discipline
- CCO Commercial focus
- CMO Market & brand positioning
- CISO Cyber security
- CRO Revenue & growth
- CxO Customer experience



**High-impact leadership.  
When you need it  
Where you need it  
A Fraction of the cost.  
For as long as you need it.**

### FEATURE STORY CASE IN POINT: THE FOUNDER'S WALL

You built the business. You sold the first deals. You hired the first team. You carried the risk. Then complexity arrived. More customers. More people. More compliance. More noise. What got you here won't get you there. That's not failure. You've hit the founder's wall. The Fractional model exists for this exact moment.

You need to shift from surviving to thriving.

### WHY BUSINESSES CALL US

Cash pressure.  
Eroding margins.  
Sales stalling  
Delivery chaos.  
Investor pressure.  
Overstretched founders.  
M&A friction.  
Growth ambition without the infrastructure to support it.

Sound familiar?

# A NEW MODEL

## What makes a great fractional?

### WHAT MAKES A GREAT FRACTIONAL

Years of leadership experience & knowledge.

(and previous mistakes!)

They've restructured.

They've stabilised.

They've scaled.

They've raised

They've bought

They've built

They've integrated

They've existed

They walk in with fresh eyes and a new perspective

They bring years of pattern recognition sharpened by :  
Experience.

No politics.

No vanity metrics.

Just clarity and impact.

**"Legacy is capability, not dependency"**

# FOR A NEW ERA



## Two ways to engage

### SELF SERVICE - Pay as you go

Browse our curated network of seasoned C-suite leaders. Request introductions. Hire directly. You're in the driving seat.

### WHITE GLOVE

We diagnose your leadership gap. We handpick the right executive. We facilitate alignment. We set you up for success. No long-term lock-ins. No unnecessary layers. No corporate theatre. Let us do the heavy lifting.



# THE NEW EXECUTIVE CLASSIFIEDS

# MEET THE TIME SAVING



## Your executive classifieds have arrived.

A curated bench of battle-tested Fractional leaders, bringing judgement, firepower, and sleeves already rolled up.

There was a time when building a leadership team meant long searches, longer notice periods, and a quiet hope you'd got it right.

That time has passed.

Today's modern businesses don't need more headcount, they need access to seasoned and experienced executives, applied at the right moment, in the right place, without the full-time cost and headcount.



# ON DEMAND

### Fractional CFO

Financial clarity. Cash discipline. Investor confidence. Brings control to the numbers, credibility to the narrative, and a firm grip on runway when it matters most.

### Fractional COO

Operational rhythm. Delivery precision. Scalability. Turns intent into execution, aligns moving parts, and removes the friction slowing everything down.

### Fractional CCO / CRO

Revenue acceleration. Market positioning. Commercial focus. Builds pipeline with purpose, sharpens the offer, and ensures growth is engineered, not accidental.

### Fractional CTO / CIO

Technology architecture that scales without snapping. Designs systems that support ambition, not constrain it, keeping tech firmly in service of outcomes.

### Fractional CMO

Brand clarity. Pipeline generation. Market authority. Cuts through noise, defines positioning, and creates demand that actually converts.

### Fractional CEO

Direction. Decision velocity. Total accountability. Steps in to stabilise, scale, or reset, bringing clarity and momentum at critical inflection points.

### Fractional CHRO / CPO (People)

Culture. Capability. Leadership bench strength. Builds the team behind the strategy, ensuring the business can grow without breaking itself.

### Fractional CSO (Strategy)

Clarity of direction. Strategic focus. Competitive edge. Defines where to play, how to win, and what to stop doing.

### Fractional CDO (Data / Digital)

Insight. Intelligence. Data-driven decisions. Turns data into advantage, enabling faster, smarter decisions across the business.

### Fractional CISO (Security)

Protection. Resilience. Risk management. Keeps the business secure, compliant, and prepared as it scales.

### Fractional CLO / General Counsel

Risk mitigation. Governance. Commercial protection. Ensures the business is protected in what it signs, how it operates, and how it grows.

### Fractional CPO (Product)

Product-market fit. Roadmap clarity. Customer obsession. Builds products people want, aligned to both customer need and commercial reality.

### Fractional CXO (Customer Experience)

Customer loyalty. Retention. Experience design. Designs journeys that keep customers, not quietly lose them.

### Fractional CSO (Sustainability / ESG)

Responsible growth. ESG credibility. Long-term value. Aligns growth with responsibility, meeting the expectations of investors, regulators and customers alike.

**Each one vetted.  
Each one experienced.  
Each one ready to  
make an impact.**

**FIREPOWER ON  
DEMAND™.**



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# COMMUNITY & VALUES

BUILT BY FRACTIONALS. FOR FRACTIONALS.

A battle-tested leadership community covering the full Leadership C-Suite (CxO) and non-executives (NEDs)  
Powered by trusted networks integrity and a people-first ethos that puts relationships before transactions.

**FOUNDING PRINCIPLE**  
Integrity, Trust & Care in every connection.

Because reputations are built over decades, not deals.

**PAY IT FORWARD**  
What goes around comes around. When one rises, standards rise.  
This isn't transactional leadership, it's accountable leadership with integrity and trust at the core

We believe modern Leadership should open doors, not close them.

# **YOUR BUSINESS DOESN'T NEED MORE NOIOSE. IT NEEDS IMPACT.**

**"The old playbook built  
hierarchy. The new one  
deploys firepower.  
FIREPOWER ON DEMAND<sup>™</sup>  
has arrived".**

If you're scaling...  
If you're stuck...  
If you're preparing for investment...  
If you're firefighting weekly...  
It may be time for Firepower On Demand<sup>™</sup>.

## **HOW TO START**

Create your account.  
Post your requirement.  
Or speak to our team.  
Explore our executive network.  
Hire within weeks, not months.



Join the club



[Thefractionals.ai](https://thefractionals.ai)  
[hello@thefractional.ai](mailto:hello@thefractional.ai)

The Fractionals<sup>®</sup>  
FIREPOWER ON DEMAND<sup>™</sup>  
Connecting scaling businesses with elite Fractional C-Suite Leaders.



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