

**Assignment 9 - fractional value framework (FVF) template**

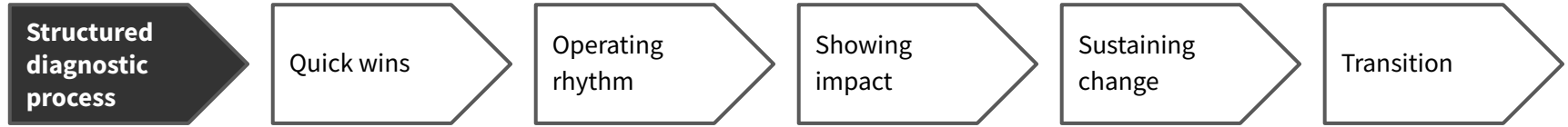
**GOING  
FRACTIONAL**

## Framework overview

*Write a brief introduction to your FVF that includes:*

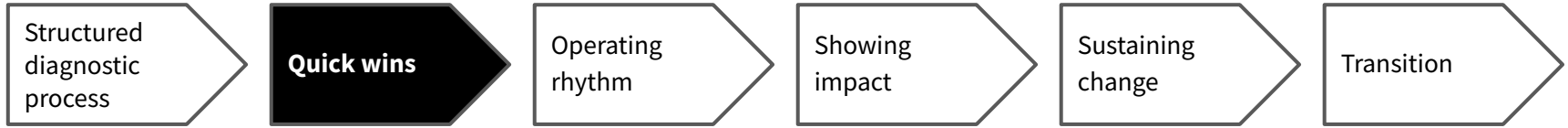
- A compelling name for your framework (eg "The Revenue Acceleration System" for fractional CMOs)*
- A summary of your fractional value proposition*
- How your framework addresses the specific challenges your ideal clients face*
- Why your corporate background uniquely qualifies you to deliver this framework*

# Framework element 1 - structured diagnostic process



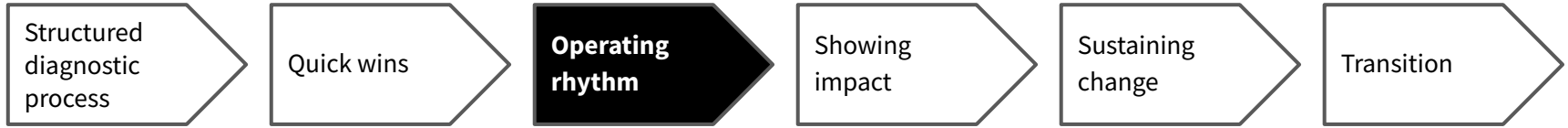
- *Timeline: How long will your diagnostic take? (typically 2-4 weeks)*
- *Stakeholder approach: Who will you interview and how many people?*
- *Data analysis: What systems/metrics will you usually review?*
- *Tools/templates: What techniques will you use to identify root causes?*
- *Deliverables: What will the client receive at the end of your diagnostic?*
- *Corporate experience: How does your executive background inform your diagnostic approach?*

## Framework element 2 - quick wins



- *Criteria: What makes something a "quick win" in your functional area?*
- *Examples: Provide 3-4 specific examples of quick wins you could implement based on your corporate experience*
- *Timeline: How quickly can you typically deliver these wins?*
- *Measurement: How will you track and communicate the impact?*

## Framework element 3 - operating rhythm



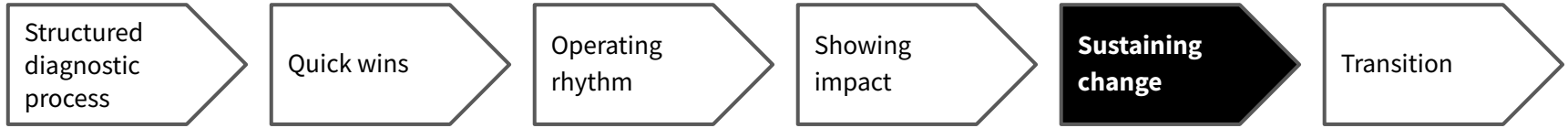
- *Meeting cadence: What regular touchpoints will you establish?*
- *Communication protocols: How will you keep stakeholders informed?*
- *Agendas: What will you cover in each type of meeting?*
- *Escalation: How will you handle roadblocks or decisions?*
- *Stakeholder management: How will you manage different personalities and priorities based on your executive experience?*

## Framework element 4 - showing impact



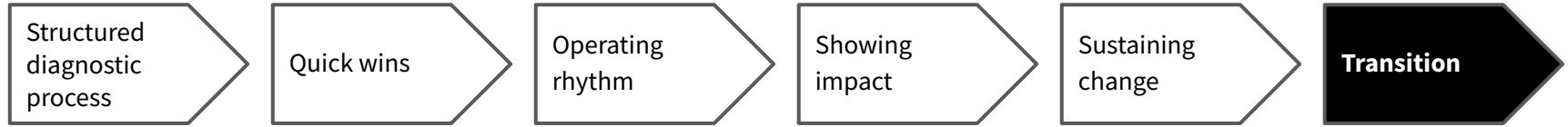
- *Metrics framework* What quantitative measures will you track?
- *Qualitative indicators*: How will you capture "soft" improvements?
- *Reporting*: How often and in what format will you report progress?
- *ROI*: How will you show return on investment?
- *Success stories*: How will you document your wins for future case studies?

## Framework element 5 - sustaining change



- *Documentation strategy: How will you capture and transfer knowledge?*
- *Internal champions: How will you identify and develop internal capabilities?*
- *Systems building: What types of processes/systems will you typically create?*
- *Accountability mechanisms: How will you ensure changes stick after you leave?*
- *Corporate insight: What have you learned about sustainable change from your executive roles?*

## Framework element 6 - transition



- *Handover process: How will you transfer responsibilities?*
- *Timeline approach: How will you structure the transition?*
- *Knowledge transfer: What documentation will you leave behind?*
- *Future value positioning: How might your role evolve with the client?*
- *Testimonials and referrals: How will you secure references for future prospects?*