

Why Fractional Leadership?

Unlocking Exceptional Leadership for Small to Mid-Size Companies

By Mike Huszar, President of DRIVE, Inc.

Every day, I see companies seeking to fill critical leadership roles with listings like this:



Top job picks for you



Chief Operating Officer
United States (Remote)
\$200K-\$250K / year
High skills match
Easy Apply

As a professional with decades of experience navigating the C-Suite power zone of multi-billion-dollar multi-national businesses, these listings prompt the question: Can this role truly be performed well remotely, and what level of talent will they attract with the offered compensation?

The hard truth is that companies with annual revenues between \$50 million and \$500 million often can't offer the kind of high-powered packages that attract top-tier talent. Many end up settling for "diamonds in the rough," hoping for untapped potential while sacrificing high-impact experience. They may skip relocation costs, but the hire inevitably faces extensive travel and time on-site just to gain a baseline understanding of the company's markets, products, processes, and teams.

Our Experience with Fractional Leadership: We've found a powerful alternative: fractional leadership. Here's why fractional leaders make sense for companies like yours and why this approach can drive success even faster than traditional hiring.

Case in Point: I recently worked with a \$70M Engineer-to-Order / Build-to-Order division needing urgent leadership to boost its operating income, which had lagged at 6%. In just ten months with a 50% fractional engagement, here's what we achieved:

- **Revenue Growth:** 12% increase from previous year
- **Operating Income:** Over 200% increase from previous year
- **On-Time Delivery:** Raised from 58% to 98%, a new company record
- **Employee Bonuses:** Incentive targets hit for the first time in years



Aligned for Results...

The Competitive Advantage in a Global Marketplace

P.O. Box 23031, Knoxville, TN 37933-1031

Phone 865.323.3491

Fax 865.288.3304

www.DriveInc.com

How Fractional Leadership Delivers Fast, Measurable Results: Our success came from leveraging an A-player's skills in a part-time, high-impact capacity. Here's what makes it work:

- **Rapid Focus and Strategic Execution:** In just one week, our fractional leader set clear priorities. Profitability came first (through pricing, leveraging sales in a high margin portion of the market, and operational excellence), followed by delivery improvements and team alignment.
- **Unmatched Strategy Execution:** Executing strategy is the Achilles' heel in many companies, according to a Franklin Covey study of Fortune 500 C-suites. Fractional leaders excel at transforming strategy into tangible results.
- **High ROI:** Although our fractional executive exceeded budget for a standard role, the ROI exceeded 1000% within the engagement period. It was a game-changing investment.
- **Leveraging a Vast Network of Experts:** Fractional executives bring a powerful asset beyond their individual expertise: a vast network of specialists. They understand they don't need to be the master of every detail—they know who to call. Whether it's navigating a complex financial issue, optimizing supply chain processes, or implementing new technologies, fractional leaders can tap into a deep bench of industry experts. This network enables them to bring in precisely the expertise needed, precisely when it's needed, amplifying their impact and delivering rapid, targeted results.
- **Team Development and Succession Planning:** The next president was promoted from within, following a seamless transition with our fractional leader, maintaining and building on the success achieved.

Why Fractional? The case study above speaks for itself, but if there's still doubt, consider this: Fractional contracts are flexible and can be month-to-month, allowing for minimal risk and easy exit. Fractional leaders also assess and refine team dynamics quickly eliminating longstanding issues and building on existing strengths. Beyond financial gains, they create lasting value in areas like quality processes, safety, environmental impact, and senior leadership alignment.

If your company is struggling to fill key leadership roles, our fractional leaders can bridge those gaps, drive performance, and groom successors from within. Ready to unleash this high-impact solution? Contact Mike Huszar at 865-776-2528 or mike.huszar@driveinc.com. **Let's make it happen.**

