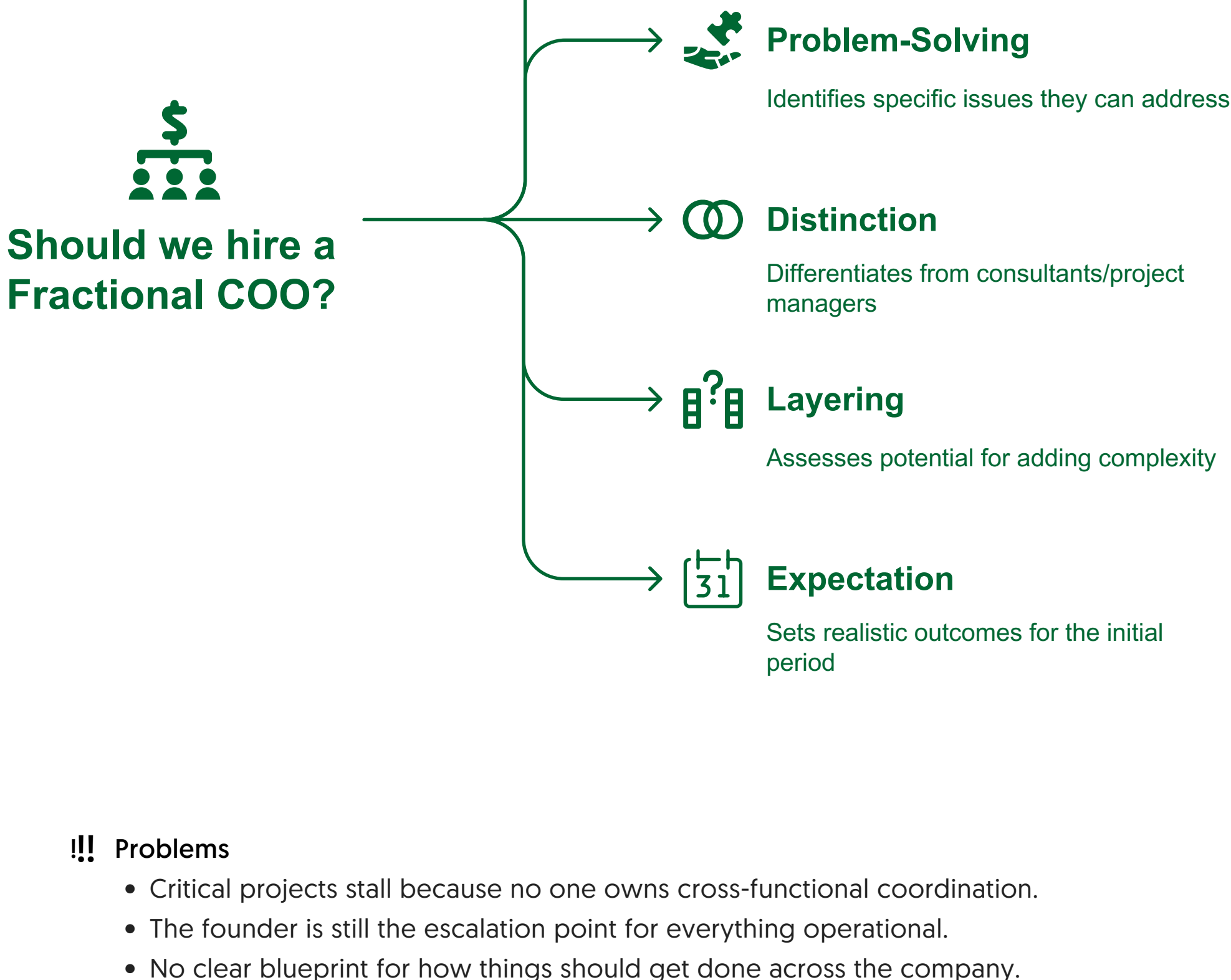


# From Bottlenecks to Blueprints: What a Fractional COO Actually Fixes

## ? Questions

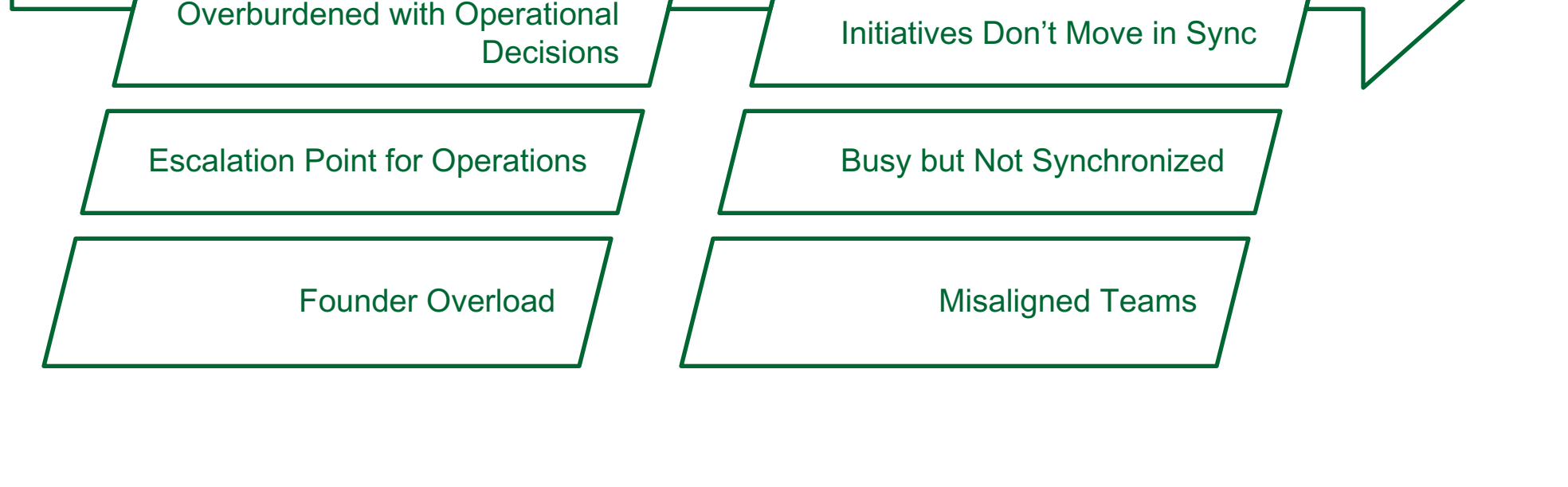
- What does a Fractional COO actually *do* day-to-day?
- What types of problems can they solve?
- How are they different from consultants or project managers?
- Will this fix the things we're experiencing—or just add another layer?
- What results should I expect within the first 30–90 days?



## !!! Problems

- Critical projects stall because no one owns cross-functional coordination.
- The founder is still the escalation point for everything operational.
- No clear blueprint for how things should get done across the company.
- Teams are busy, but initiatives don't move in sync.
- Growth is being throttled by unclear processes and broken handoffs.

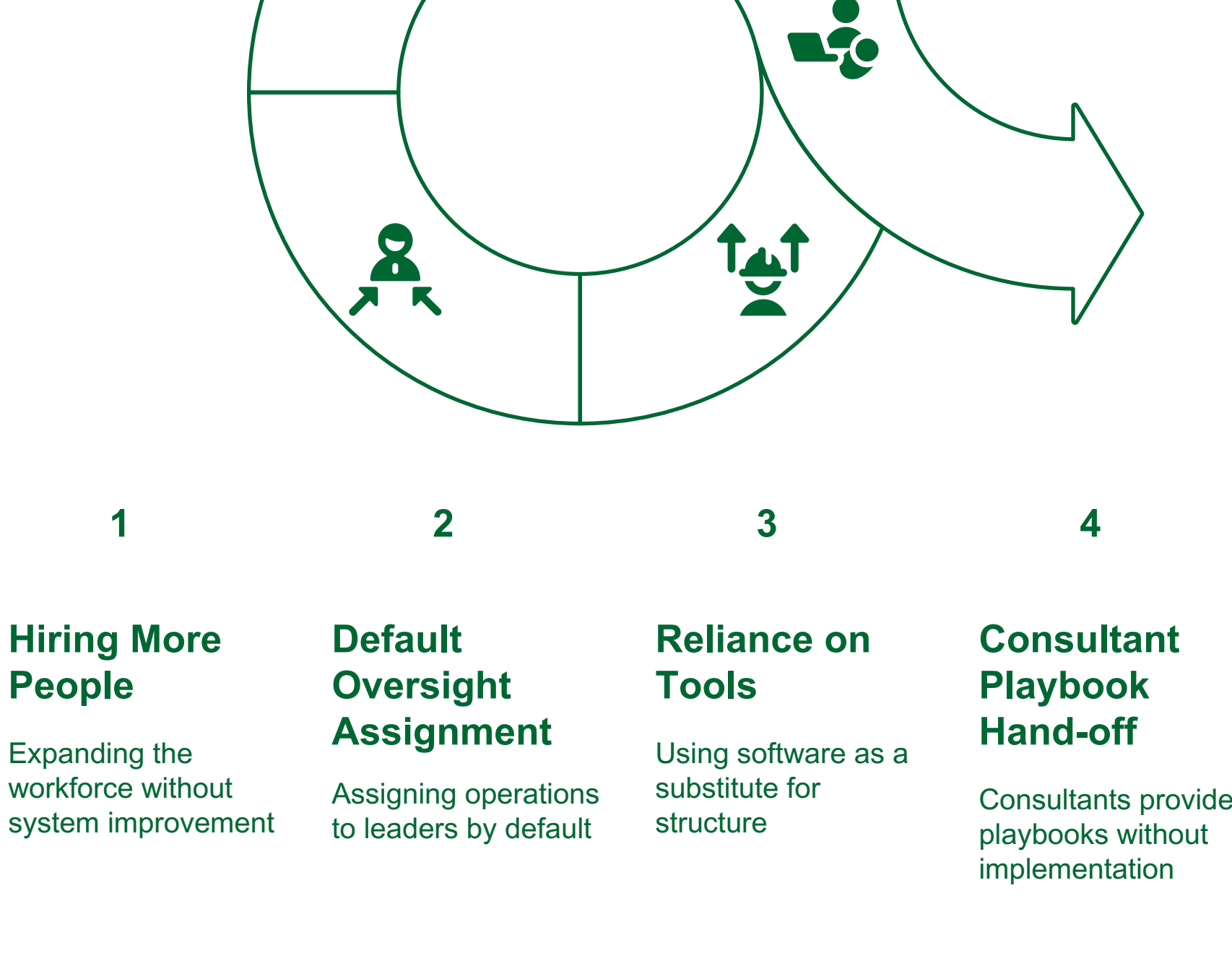
## Operational Inefficiencies in a Growing Company



## ☒ Alternatives

- Hiring more people instead of improving the system they work within.
- Assigning ops oversight to a founder or department head by default.
- Relying on software or tools to replace structure and accountability.
- Working with consultants who hand over a playbook but don't implement it.

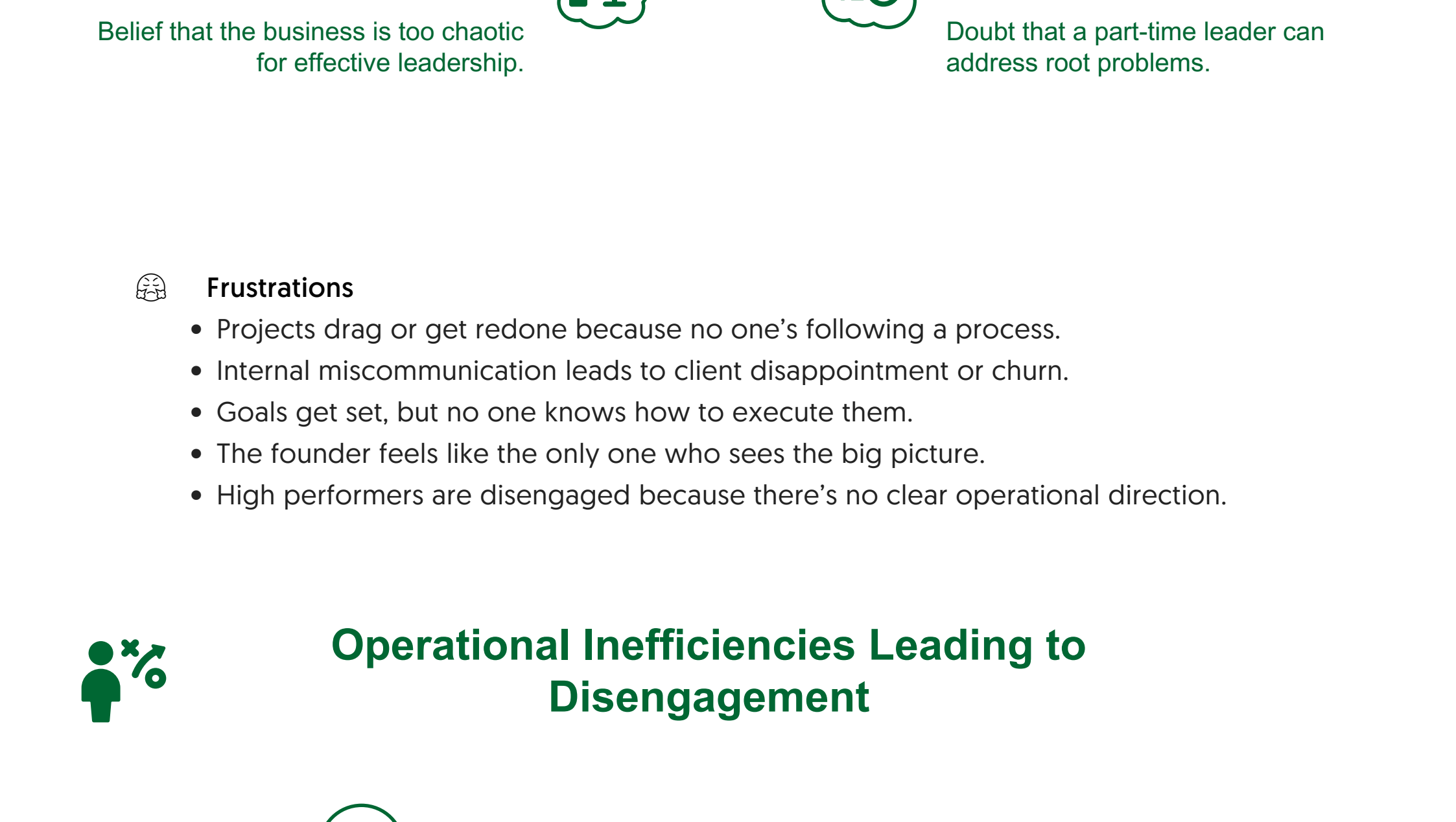
## Cycle of Common Operational Missteps



## 😬 Fears

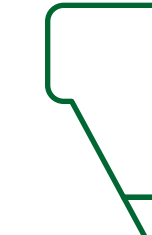
- Bringing in a COO will uncover more problems than it solves.
- The team won't adopt the structure or process changes.
- The business is "too messy" for someone to fix without major disruption.
- A part-time leader won't have the bandwidth to address root issues.
- This will be another cost center without measurable ROI.

## Should we hire a fractional COO?

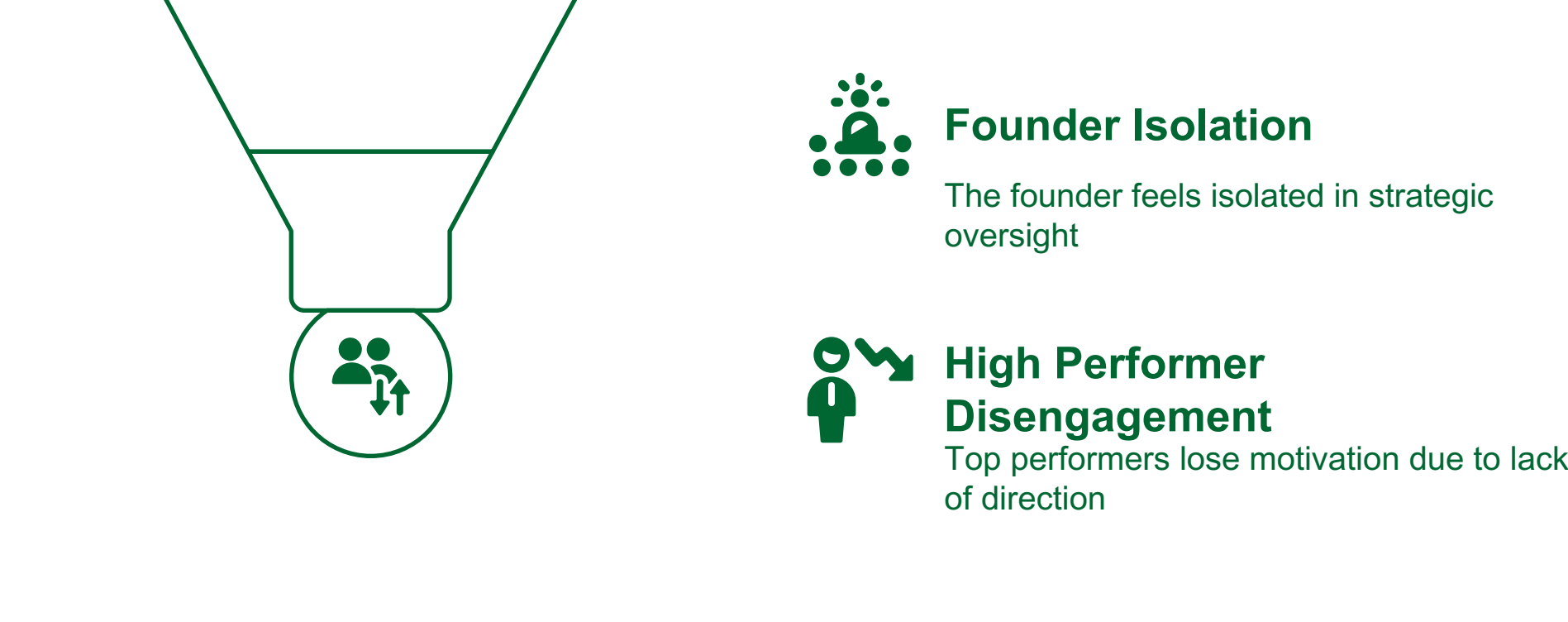


## 🌐 Frustrations

- Projects drag or get redone because no one's following a process.
- Internal miscommunication leads to client disappointment or churn.
- Goals get set, but no one knows how to execute them.
- The founder feels like the only one who sees the big picture.
- High performers are disengaged because there's no clear operational direction.



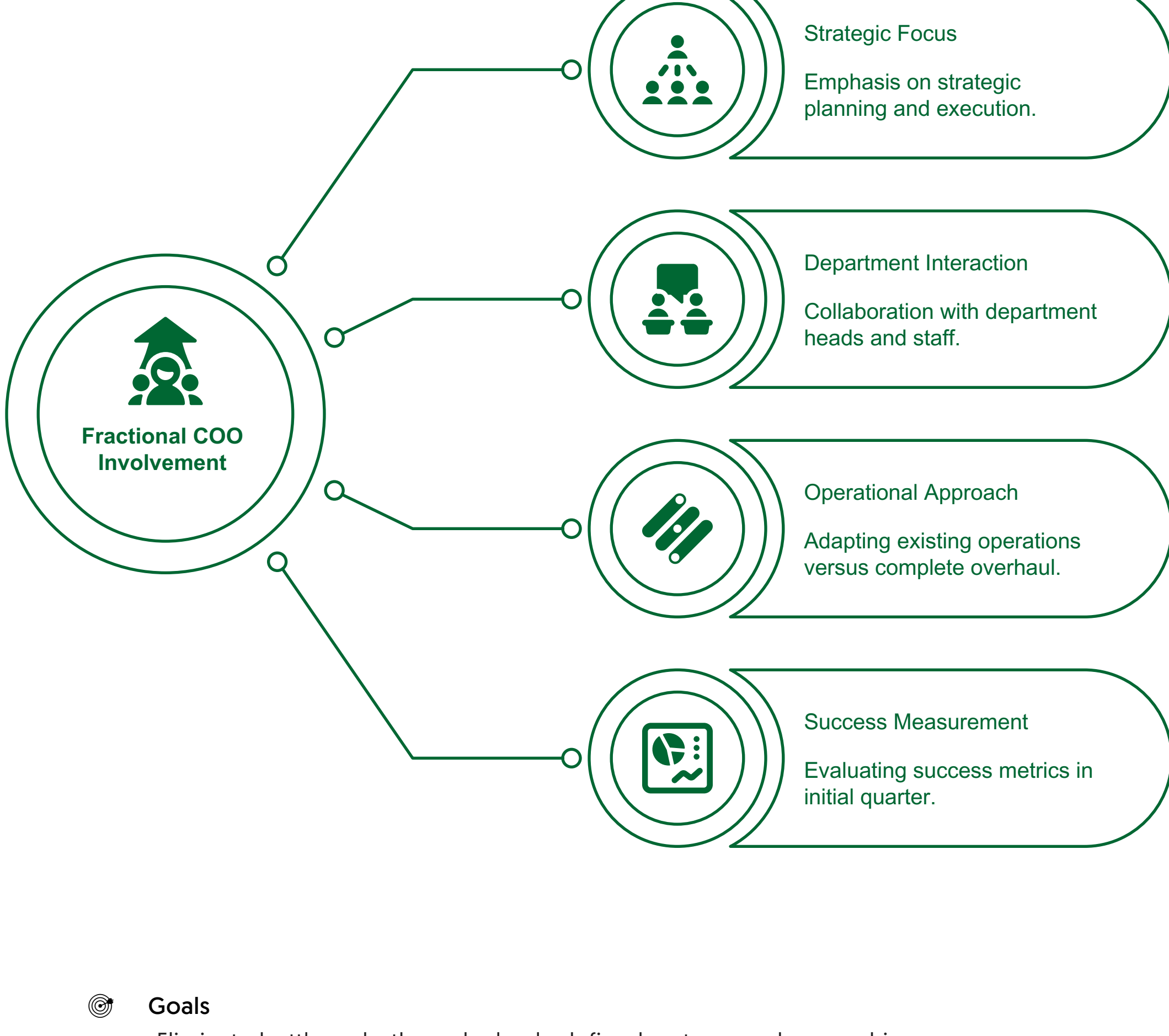
## Operational Inefficiencies Leading to Disengagement



## 😬 Concerns

- Will a Fractional COO focus on strategy *and* implementation?
- How involved will they be with department heads and frontline staff?
- Can they work with what's already in place, or will they try to rebuild everything?
- How do I measure success in the first quarter?

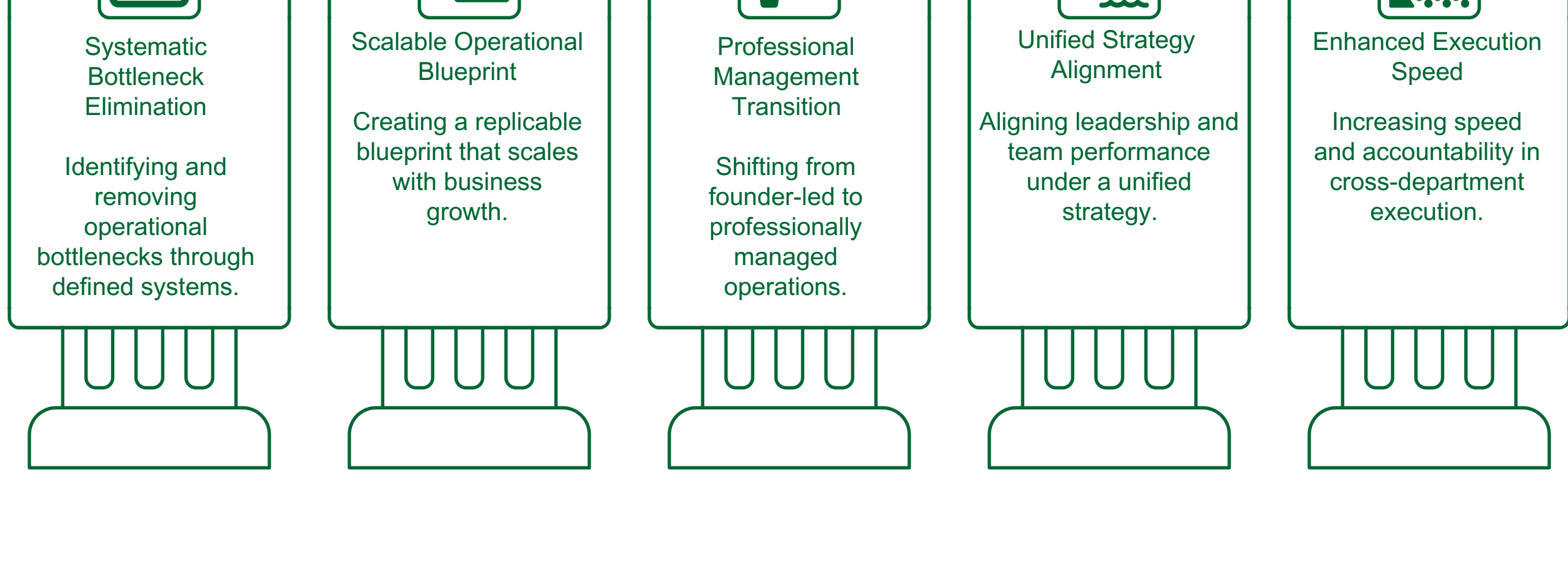
## Exploring the Roles of a Fractional COO



## 🎯 Goals

- Eliminate bottlenecks through clearly defined systems and ownership.
- Create a replicable operational blueprint that scales with growth.
- Transition from founder-led operations to professionally managed execution.
- Align leadership and team performance under a unified operational strategy.
- Increase speed, accountability, and cross-department execution.

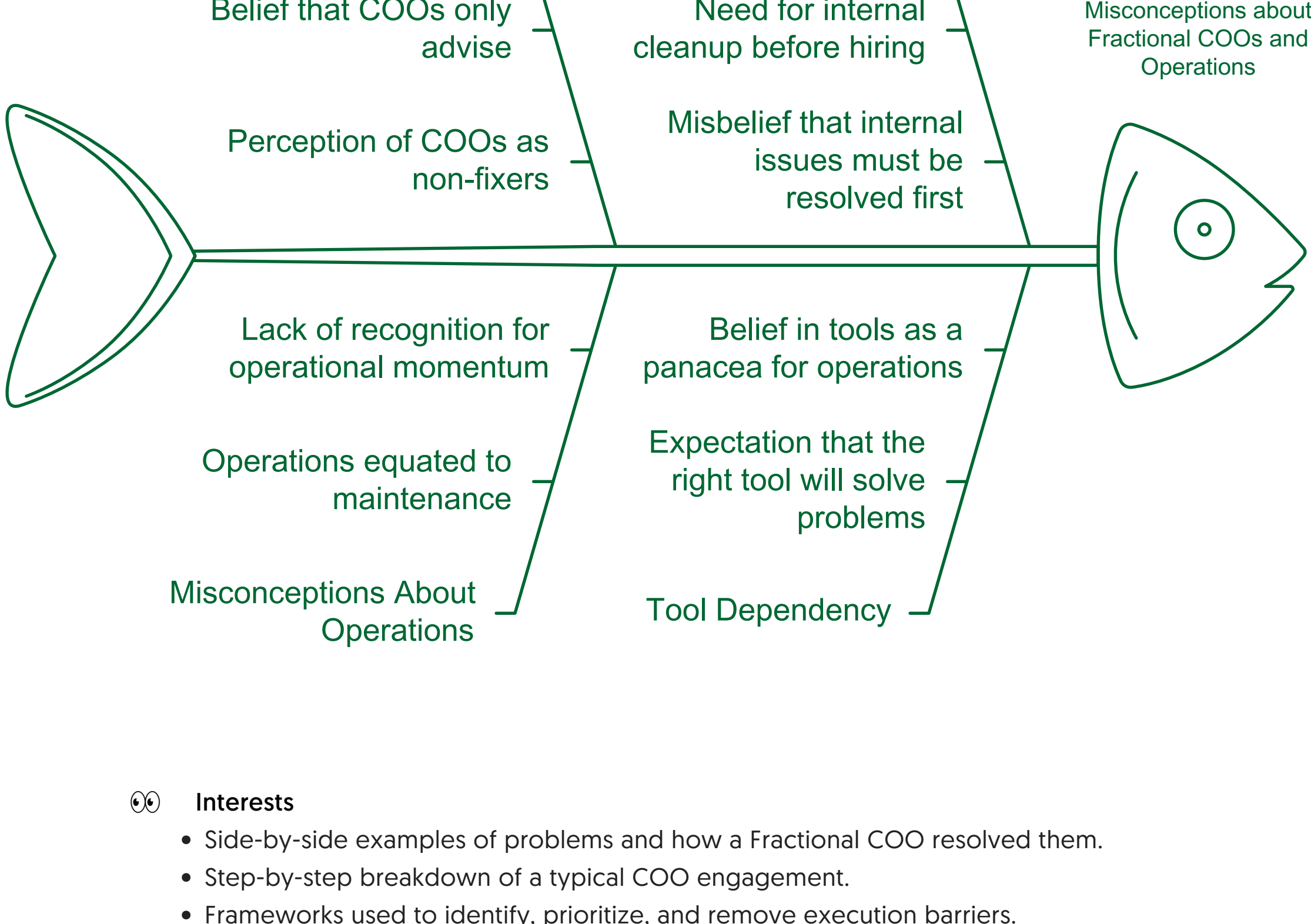
## Achieving Operational Excellence Through Strategic Transformation



## 🧩 Myths

- "Fractional COOs just give advice—they don't actually fix anything."
- "Operations means maintenance—not momentum."
- "We need to clean things up internally before we bring someone in."
- "If we just find the right tool, things will click into place."

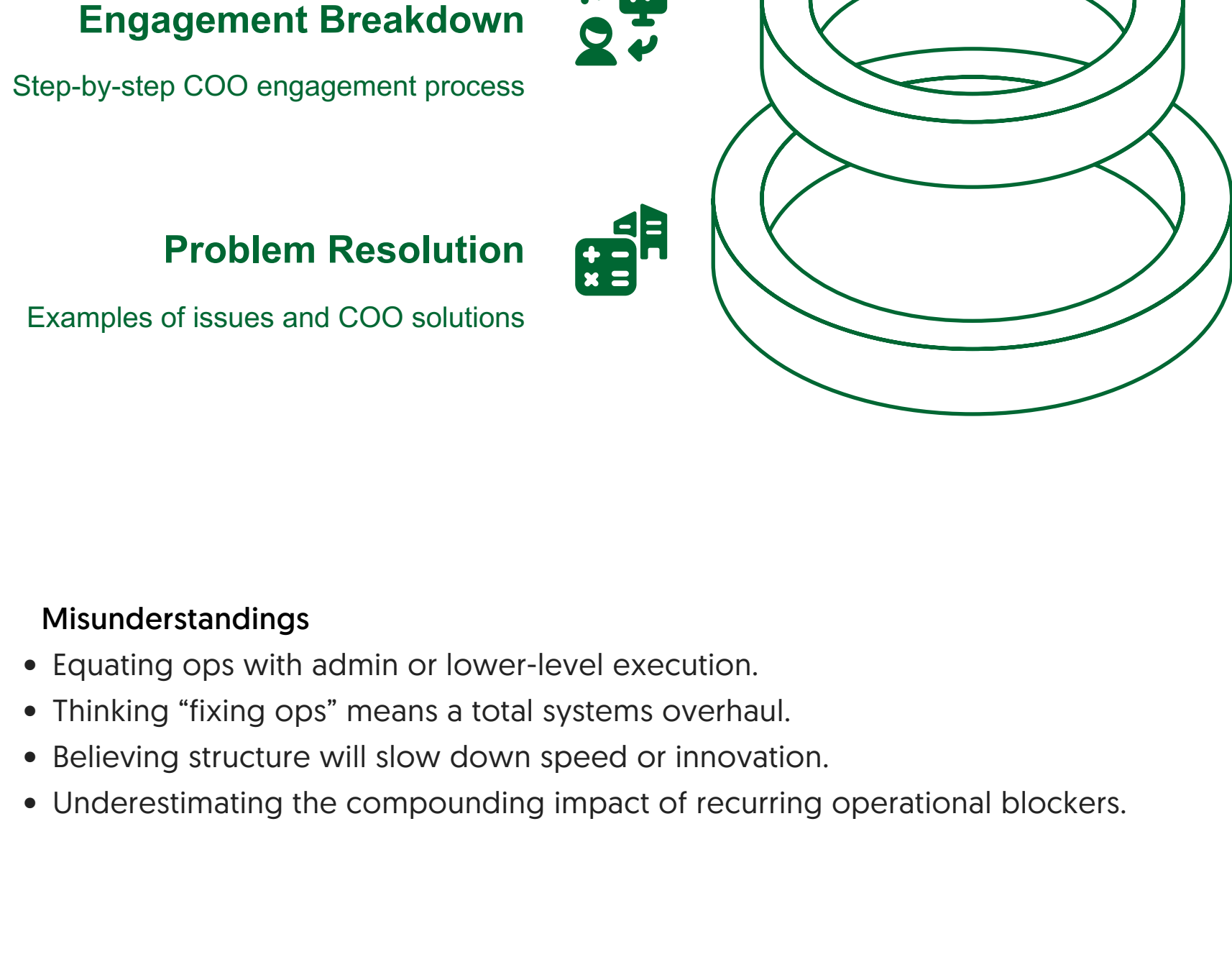
## Misunderstandings About Fractional COOs and Operations



## 🔗 Interests

- Side-by-side examples of problems and how a Fractional COO resolved them.
- Step-by-step breakdown of a typical COO engagement.
- Frameworks used to identify, prioritize, and remove execution barriers.
- Insights into what's handled directly by the COO vs. delegated and trained.

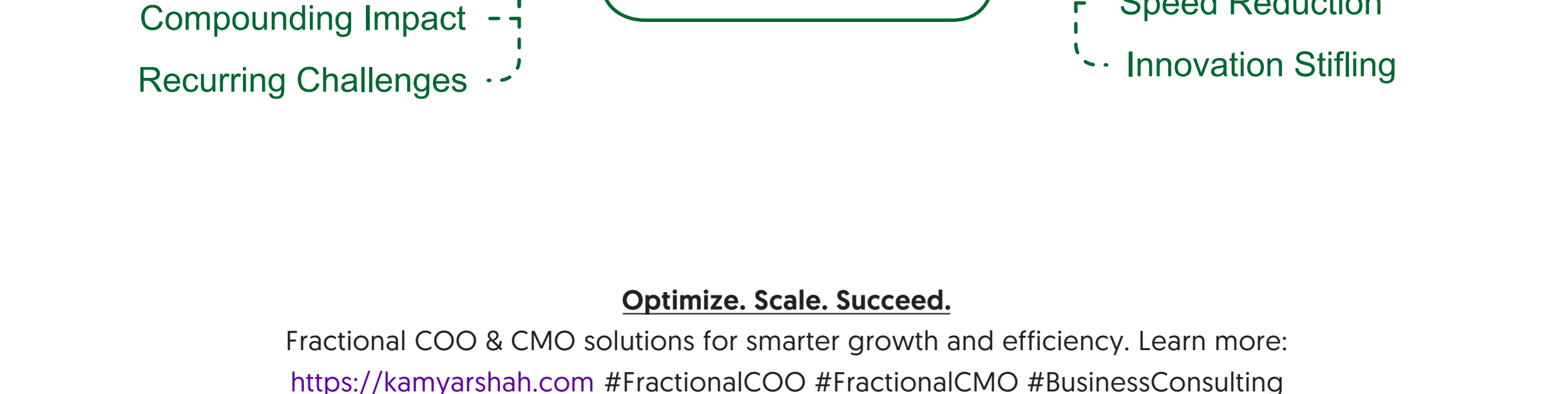
## Fractional COO Engagement Framework



## ✗ Misunderstandings

- Equating ops with admin or lower-level execution.
- Thinking "fixing ops" means a total systems overhaul.
- Believing structure will slow down speed or innovation.
- Underestimating the compounding impact of recurring operational blockers.

## Misunderstandings in Operational Management



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