

Before you choose the title

Describe the problem and the work before deciding who to hire.



What is happening? Describe one real example.

What needs to be different when the work is done?

What must someone actually do, decide or own?

What does the business need to retain after the help leaves?

WHAT KIND OF HELP DOES THE WORK CALL FOR?

- ☐ Perspective and challenge
- ☐ Expertise to investigate or solve
- ☐ Senior ownership and decisions
- ☐ Coordination and follow-through
- ☐ Experienced capacity to deliver

More than one may apply. Turn the page to consider the fit and what still needs clarifying.

Which route fits the work?

These are starting points, not a hiring prescription. Use your answers on page one to check what kind of help the business needs.

Route	What it contributes
Advisor	Perspective, pattern recognition and challenge. You retain the decision.
Consultant	Expertise to investigate or solve a defined problem and clarify what changes next.
Fractional executive	Senior ownership for an agreed amount of time, without a full-time seat.
Full-time executive	An enduring area of the business with authority, accountability and daily work.
Chief of Staff	Coordination, prepared decisions and follow-through around an executive.
Specialist / agency	Depth in a discipline without necessarily building it permanently inside.
Contract / project support	Experienced capacity when the plan is clear and the team is full.

Which route seems to fit, and why?

What do you still need to clarify before committing?

Let's talk about the help you actually need

Start with a conversation about the problem and the work.

[Book a conversation](#)