

Fractional Chief Transformation Officer

Strategy + Advising + Accountability • date



A person is captured mid-air, jumping or falling, against a dark, teal-tinted background of a city skyline. The person is wearing a light-colored shirt and dark pants. The city buildings are visible in the background, and the overall scene is dimly lit, suggesting a night or dusk setting. The text is overlaid on the left side of the image.

The Big Picture

Your partner in digital transformation

THE BIG PICTURE

As a CEO you want to...

- Leverage technology
- Grow your revenue
- Increase profitability
- Drive change

SUCCESS: Achieving the results you want



THE BIG PICTURE

But the road is rocky and uphill...

- Unsure of right technology decision
- Your revenue has plateaued
- Too much overhead
- Lack of organization accountability

***You know where you want to go,
but are stuck getting there.***



It is lonely at the top

Who can you trust to help you reach your goals?

65%

Achieve a goal when they commit to someone

95%

Achieve goal when meet with that person

93%

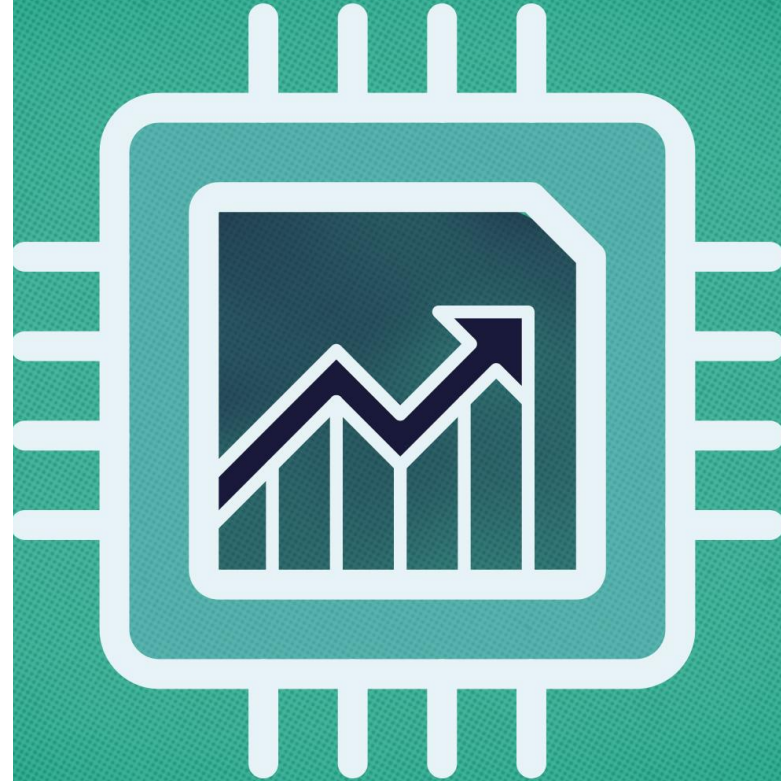
Business owners attribute mentoring to their success



THE BIG PICTURE

As your transformational partner we will:

- Turn your vision into reality
- Champion innovational thinking in your business
- Evaluate opportunities for operational efficiency
- Implement accountability systems
- Independent POV on technology selection and implementation



“Sheila pushes my thinking, answers my questions, helps me set goals, and holds me accountable.” A. Walters



THE BIG PICTURE

Sheila Burkett - Your Transformation partner

- Successful CEO with a technology background
- Experienced people leader
- Driver of organizational change
- Trusted mentor, coach and advisor
- Inventive problem solver
- Advocate for women, racial and social equity
- Known for ability to motivate and inspire
- Community volunteer and leader



A person is captured mid-air, jumping or falling, against a dark, purple-tinted background of a city skyline. The person is wearing a light-colored, patterned shirt and dark pants. The city buildings are visible in the background, with some lights and architectural details. The overall mood is dynamic and energetic.

Our Engagement

Strategy + Advising + Accountability

“Sheila has a unique ability to see potential and nurture it, always pushing me to reach new heights” A. Farley



The Roadmap

Phase 1: DISCOVERY

Review Your Plans

Review Your Financials

Review Your Goals

Review Your Key Strategies

Review Your Key Metrics

Phase 2: GOALS & STRATEGY

Identify Obstacles

Set Strategy

Determine Plan

Set Milestones

Execute Plan

Phase 3: ACCOUNTABILITY

Regular Meetings

Check ins and Updates

Brainstorm & Adjust

Celebrate Success



Level of Investment

TIER 1	TIER 2	TIER 3
Weekly Leader	Accountability Partner	Quarterly Advisor
<i>Drives change with you</i>	<i>Monthly 4 hour planning session</i>	<i>Quarterly 4 hour session</i>
<i>Leadership meetings + team coaching + facilitator</i>	<i>Leadership meeting + facilitator</i>	<i>Leadership meeting</i>
<i>Fractional Chief Transformation Officer</i>	<i>Weekly Accountability Check Ins</i>	<i>Monthly Accountability Check In</i>
\$9,500 / month (20-25 hours a week)	\$4,500 / month (10-12 hours a week)	\$ 950 / month (2-3 hours a week)



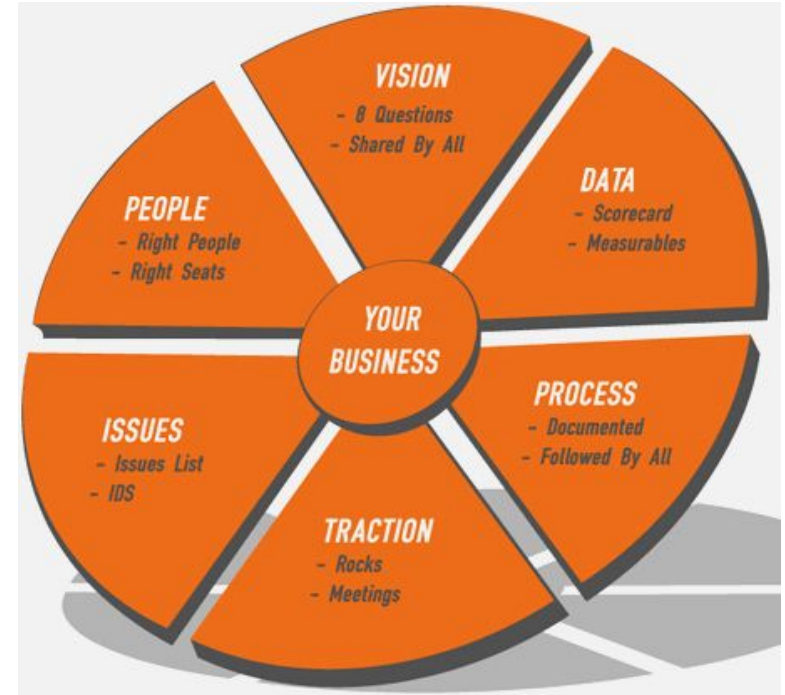


Recommended Frameworks / Tools

How we can work together

EOS: Entrepreneurial Operating System

- Built for entrepreneurs
- Agile approach to adjust quarterly
- Simple framework to help you think about your business
- Online tool: ninety.io



Recommended Frameworks and Tools

ClickUp

- Manage your business and projects
- Manage commitments made
- Collaborate to achieve goals

TEMPLATES

Get a head start with templates.



Meetings.

Use template →



Onboarding.

Use template →



Task Management.

Use template →



Project Management.

Use template →



Get Things Done (GTD).

Use template →



Sprints and Backlog.

Use template →



A person is captured mid-air, jumping or falling, against a dark, purple-tinted background of a city skyline. The person is wearing a light-colored, patterned shirt and dark pants. The city buildings are silhouetted against the sky. The overall mood is dynamic and forward-moving.

Next Steps

Actions to take

ENGAGEMENT

Next steps

- You select the level of engagement
- Agreements signed
- Discovery meeting scheduled
- Onboarding and discovery



A person is captured mid-air, jumping or falling, against a dark teal background. The person is wearing a light-colored, patterned shirt and dark pants. The background features a faint, stylized cityscape with buildings and a road with white lines.

THANK YOU

Sheila Burkett

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