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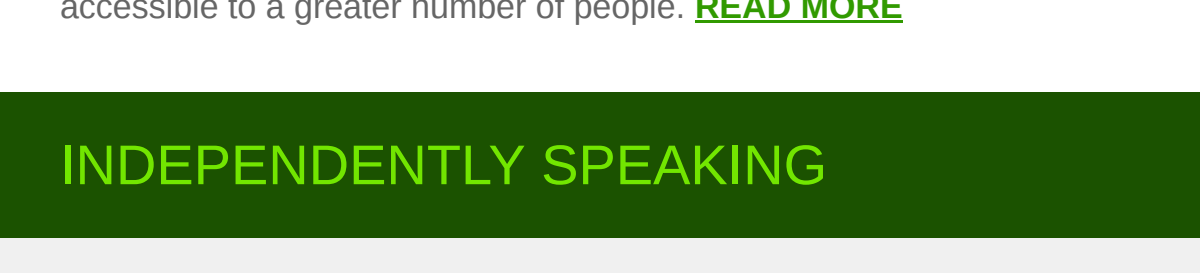
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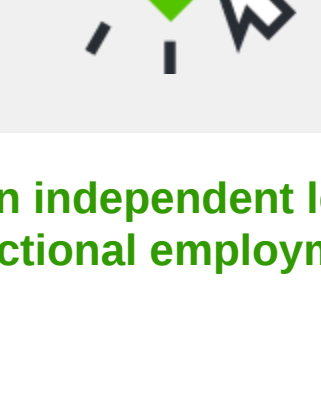
BLOG WORTHY

GigX Launches New Membership Tiers & Monthly Payment Options



The GigX team has adapted the membership model to be more accessible to a greater number of people. [READ MORE](#)

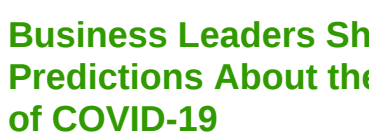
INDEPENDENTLY SPEAKING



Current articles on independent leadership, the Gig Economy, and fractional employment



How Old Is Too Old to Work? [READ ARTICLE](#)

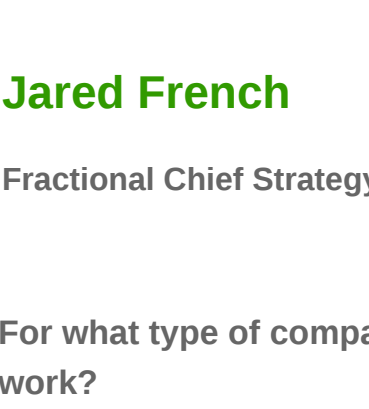


Business Leaders Share Their Predictions About the Lasting Impact of COVID-19 [READ ARTICLE](#)



Will the Pandemic Push Knowledge Work into the Gig Economy? [READ ARTICLE](#)

THE X FACTOR



Jared French [MEMBER PROFILE](#)

Fractional Chief Strategy Officer

For what type of companies have you performed Fractional CxO work?

JARED: Primarily small to mid-size companies in the retail industry. However, I have also worked with companies in the specialty fulfillment and screen printing industries.

How are your fractional engagements typically structured, in terms of the number of days you work and the length of the engagement?

JARED: I have learned over the last year that the "how" I operate with my clients is paramount to delivering sustainable results and in many cases comes after I have met with client in an effort to scope the following:

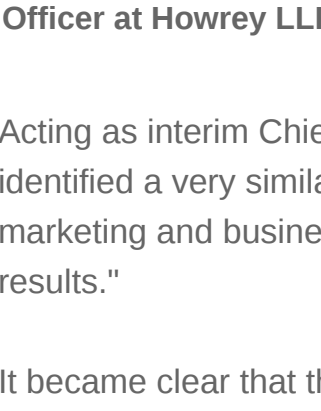
1. Who = Key Stakeholder Mapping
2. What = Scope of Deliverable
3. Where = Remote or In-Person
4. When = Timeline
5. Why = Purpose of My Engagement
6. How = Deliverable with Pricing

What draws you to fractional / independent work?

JARED: I love working with entrepreneurs and executives because they never have a lack of urgent/important problems to solve. Moreover, I find myself working on multiple different types of projects/moreover, it gives me the opportunity to work on multiple different business units/functional areas. In the end, it is high energy, urgent/important topics, and purposeful work that drives my passion for this type of employment.

THE COMPANY WE KEEP

Our GigX members are affiliated with some of the most recognizable and revered academic institutions and companies in the world



Allan Colman [MEMBER PROFILE](#)

Chief Business Development Officer at Howrey LLP

Acting as interim Chief Business Development Officer for 2 firms, we identified a very similar problem. "We're spending lots of money for marketing and business development but not seeing any measurable results."

It became clear that they were blocked from revenue growth and an improved ROI without a Strategic ACTIONS Plan. Here's why, after 2 years, one of their COO's stated, "We are now 90% implemented."

The larger firm had a major national footprint and a significant number of practice areas. The smaller firm had a smaller, defined geographic area but also a wide range of client services. What both firms had in common was an invisible, unrecognized cap on their revenue growth.

Perception dynamics in both firms led to some client outreach but little internal relationship building. We urged them to build client teams in order to maximize work, expand cross selling, avoid duplication and internal competition (yes internal competition for clients). This gross under-utilization of assets was quickly corrected.

The initial opportunity was to identify select practice areas or offices and assist in expanding their presence and business development. In other words, start with those that wanted "in". Stimulating performance, communications, staff support and overcoming inhibitors to performance were the goals.

Based upon implementing many of the elements and corrections recommended, their ROI has been growing steadily - for one of the firms +7-8% in the first full year. These two different firms saw the blockage and acted to remove it and prosper. It is never easy, but as Nike says, "Just Do It!"

DO THE MATH

Here's a current snapshot of GigX:



34 ↑
TOTAL STATES

17 ↑
TOTAL COUNTRIES

448 ↑
NUMBER OF FRACTIONAL LEADERS WITH ACCOUNTS ON GIGX

86 ↑
NUMBER OF FRACTIONAL TITLES CURRENTLY AVAILABLE ON GIGX

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Please forward this newsletter to others who are interested in hiring or working as a fractional executive.

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