



# PIVOT

---

**From corporate employment to independent - consulting, advisory, or fractional**

A practical framework for **experienced professionals** navigating the new world of work.



# Welcome

A new world of 'work' is emerging and its a **golden opportunity** for some.

**I spent 25 years building my career** at Virgin Media, C&W, and Expedia Group. It was great, I learnt so much, but by 2024 it was clear that things were changing: jobs were disappearing and I was turning 50!

**I'd always wanted more independence**, so I made the move from PAYE to fractional work, supporting a handful of clients. It was a disaster, in someways. A victim of my own success, I ended up working 7 days a week and dropping the quality.

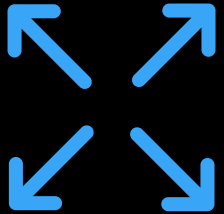
**I've taken the lessons from that year**, along with insights from books, courses, and talking with others, and created a framework called PIVOT, which can help you avoid making the same mistakes and fast-track your transition from independence.



**Adrian Whitcombe,  
Founder, Boost FMA**

# Reality Check

Without a framework, many professionals end up



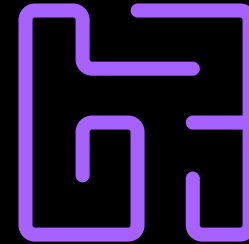
## No clear niche

Trying to serve everyone → competing on price and being overlooked.



## Reactive

Waiting for work → inconsistent pipeline and unpredictable income.



## Unclear offer

Hard to explain what you do → slow sales and low conversion.



## Trading time

Every client is bespoke → overworked, underpaid, and capped.

Without a framework, most independents stay stuck here.

# PIVOT Framework

## Positioning

Niche and Value Proposition

What you do, who for, and why you.



## Transition

Plan to Independence

Treat as a managed shift, not a jump.



## Influence

Visibility and Trust

How to become findable and credible, without 'cold calling' people.

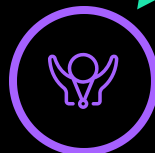


PIVOT

## Outcomes

Early Wins

Identify tangible proof you already have, or can create quickly.



## Value

Package and Price

Design services and pricing clients trust. Think *Outcomes*, not *Hours*.

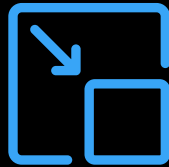


POSITIONING

Defining your authority  
niche and value prop

# Niche and Value Proposition

Define what you do, who you help, and why you.



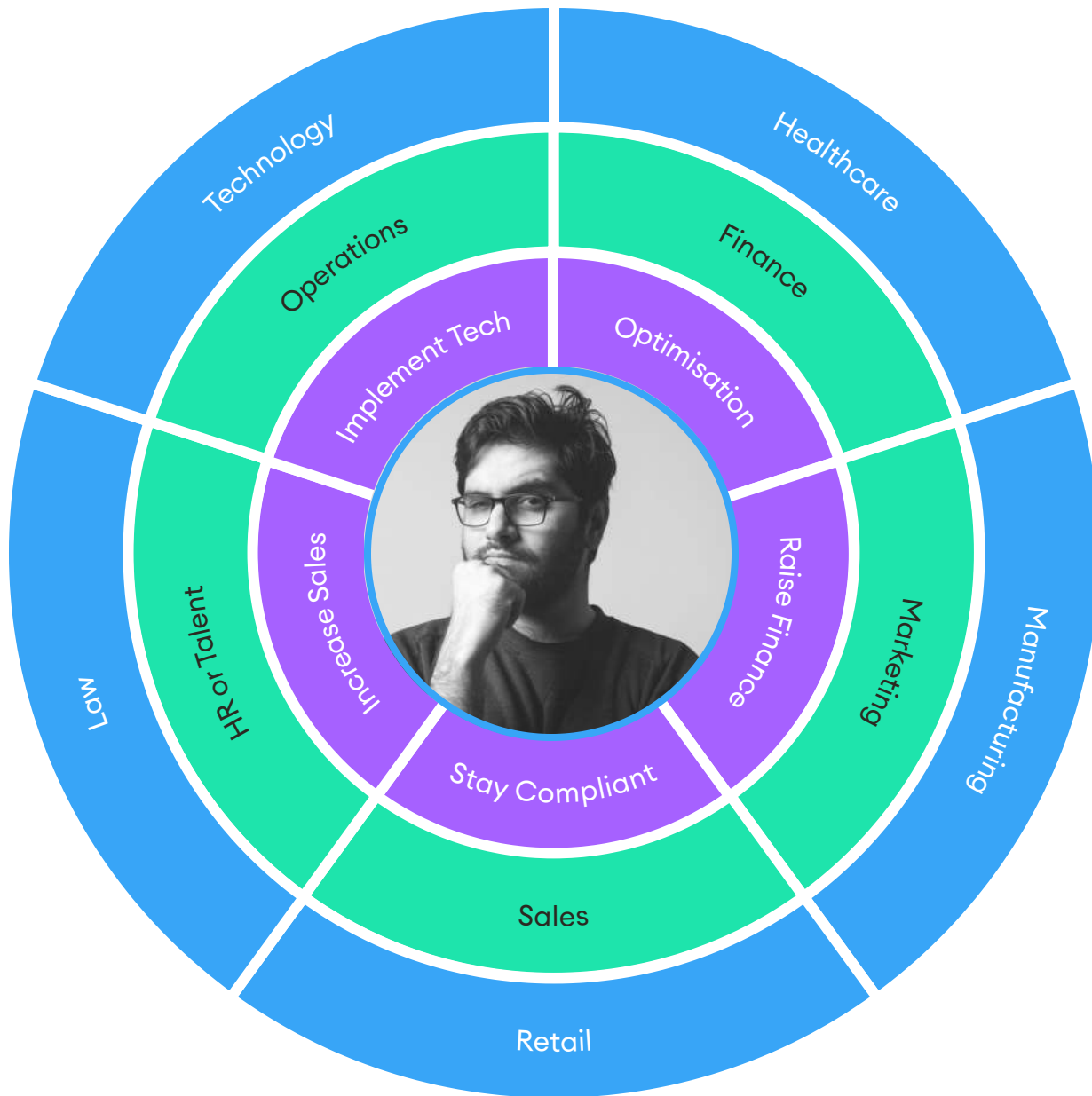
## 3 ingredients for a strong niche

1. Your experience & expertise.
2. Proof you can solve problems and get results.
3. A market that values it.



## From 'job title' to 'value'

- **Employee:** "I'm a Finance Director".
- **Advisor:** "I help SaaS founders at series A maximise their cash flow in order to scale to series B".



## FORMULA: RICHES-IN-NICHES

- Industry Expertise
- + Functional Skill
- + Specific Outcome

### Example:

"I help medical practices reduce overhead by 25% by implementing workflow optimisation software".

INFLUENCE

**Building visibility and trust**

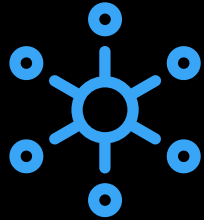
# Visibility and Trust

Become findable and credible... without trying to be a 'Wannabe Influencer'



## Visibility

Being seen by the right people (not everyone), online and offline.



## Network

Start with people who already know your value, asking them to refer you.



## Expertise

Being *trusted* for something *specific*, where you've made an impact.

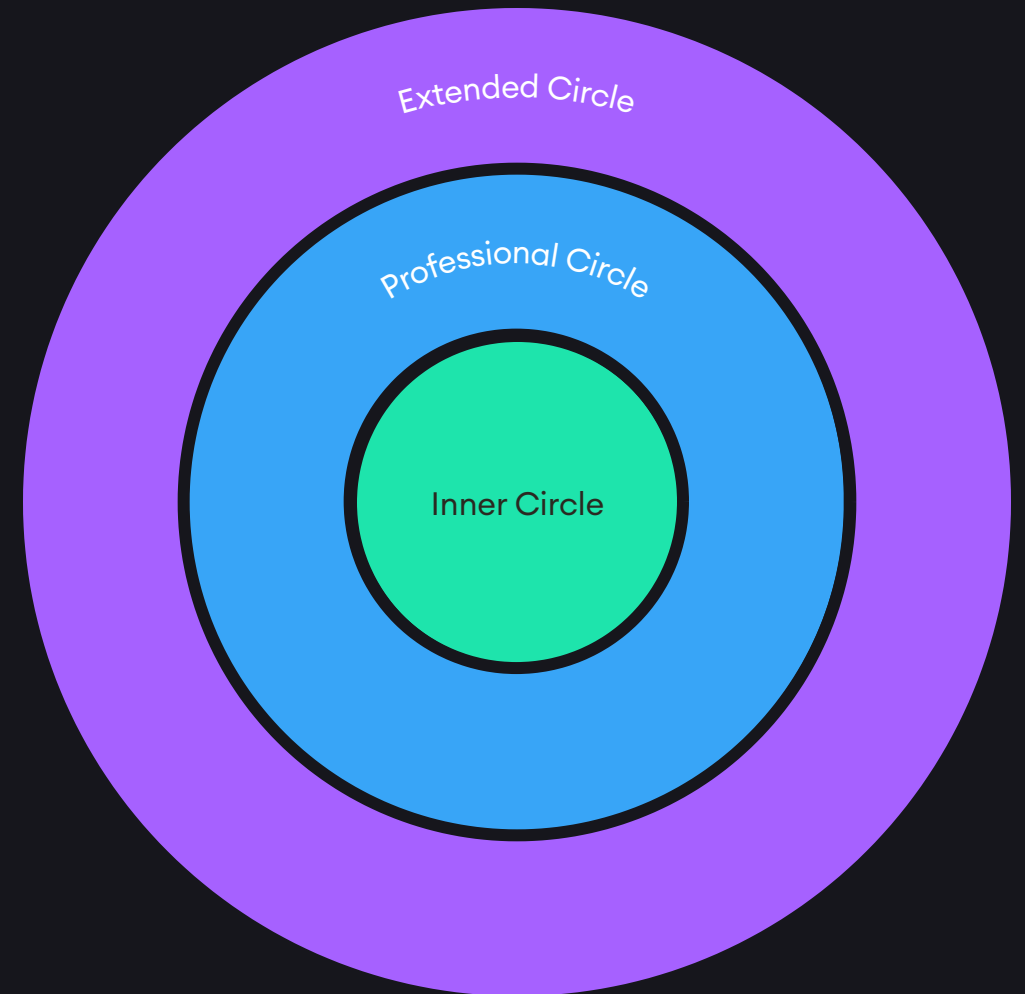


## Signals

Occasional posts, articles, and comments to give visibility.

# 3 Layers of Network Activation

- **Inner Circle (immediate advocates)**  
Former colleagues, clients, and peers who know your strengths. Start here for testimonials.
- **Professional Circle (your industry)**  
People who respect your expertise but need reminding or updating on what you do now.
- **Extended Circle (warm connections)**  
People who know of you, or are one connection away. Access them via intros and referrals.



VALUE

Packaging and Pricing  
your expertise

# Packages and Pricing

Think in outcomes, not hours.



## Pricing Psychology

1. **Cost vs Investment** – Help clients see what they 'gain', not what they spend.
2. **Hourly vs Outcome** – Price the 'result', not the time it takes.
3. **Justification vs Confidence** – State your fee as value. If they want to reduce the fee, reduce your scope and impact.



## Example

Instead of communicating '£500 per day', say "£499 for a workshop to improve retention by 20% and reduce recruitment costs by 10%".



## Product Ladder

1. **Entry** – low cost entry enabling you to get to know each other.
2. **Core** – your main REPEATABLE solution or service i.e., workshop.
3. **Ongoing** – ongoing support as consulting, advisory, or fractional.

# Product Ladder example

Entry

Core Offer

Ongoing

	Entry	Core Offer	Ongoing
Example Price	£499	£4,999	Flexilbe
Example Service	Audit or Readiness Assessment.	<b>Onsite workshop for specific project.</b>	Ongoing Support i.e., fractional.
Notes	Use as a 'low cost entry point'.	Repeatable template.	Fixed price fixed time.

Many independents optimise towards delivering 2 or 3 core projects per month + ongoing work.

OUTCOMES

Delivering with leverage

# Build a repeatable service



## Time

Move from selling days to delivering structured outcomes you can repeat and scale.



## Experience (IP)

Package 15–20 years of experience into a clear, defined service (e.g. audit, workshop, framework).



## Assets (Tools)

Build once, reuse often: decks, diagnostics, templates, and delivery playbooks.

A repeatable service you can deliver across multiple clients with confidence.

TRANSITION

Planning your first 90 days

# 90-day launch plan

Focus on the 20% of actions that create 80% of results



**Focus:** Setting up

**Key Activities:**

- Complete essential admin (banking, tax, insurance).
- Deliver one 'Entry' service i.e, an audit, free for a reference.
- Build new daily routines and habits (working when energy levels are highest).

**Focus:** Building visibility

**Key Activities:**

- Publish one insight per week on LinkedIn and activate your network for introductions.
- Refine your product ladder description based on feedback.
- Draft 2–3 live proposals or collaboration offers.

**Focus:** Build systems and processes

**Key Activities:**

- Formalise processes for client project delivery and follow-up.
- Nurture potential clients. Keep posting on LinkedIn (now fortnightly), and asking for intros.
- Review finances and productivity tools, and next quarter's focus.

**1** Positioning: Define your niche and value proposition

**2** Influence: Build visibility and trust

**3** Value: Package and price your expertise

**4** Otcomes: Deliver high quality with leverage

**5** Transition: Plan your first 90 days after launch

**PIVOT**  
**summary**

Go Deeper

# Free resources for going independent

Practical insights to help you plan, launch, and scale your independent career.

## The PIVOT series

This short series of six articles explores the shift toward independent professional work.

Read the articles in any order, but it's best to start with **The Future of Work** and follow the series.

### 1. The Future of Work: Towards 2030

Discover how AI, automation, and changing organisations are reshaping careers — and why independent work is becoming the new normal.



### 2. Should You Go Independent?

Thinking about leaving corporate life? Use a simple structured approach to test independence safely before making the leap.



### 3. The PIVOT Framework Explained

Turn your experience into an independent practice using the PIVOT framework: Position, Identify, Validate, Organise, and Transition.



### 4. Branding That Builds Trust

Build credibility outside corporate. Learn how positioning, proof, and clear messaging help independent professionals stand out.



### 5. The Simple Visibility Engine

How a professional LinkedIn profile and website can work together to enable visibility, credibility, and even a few inbound enquiries.

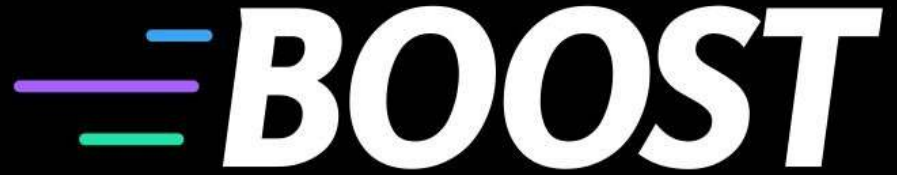


### 6. Planning Your Pivot to Independence

Thinking about independence? A practical roadmap for planning your transition and building your first clients.



Visit online here: [Resources](#)



FRACTIONAL MARKETING AGENCY

[boostfma.com](https://boostfma.com)

[linkedin.com/company/boostfma](https://www.linkedin.com/company/boostfma)

If this resonates, I am very happy to share a few thoughts on how this could apply to your situation.

<https://cal.com/adrian-whitcombe/30min>