



PIVOT

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

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

boostfma.com



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.

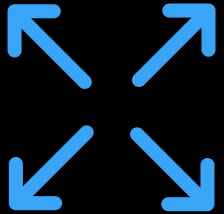
I've taken the lessons from that year, along with insights from books, courses, and talking with others, and created a framework called PIVOT, which can help you avoid making the same mistakes and fast-track your transition from independence.



**Adrian Whitcombe,
Founder, Boost FMA**

Reality Check

Without a framework, many professionals end up



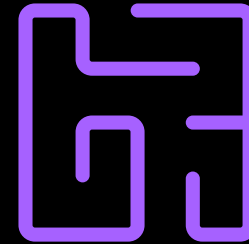
No clear niche

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.

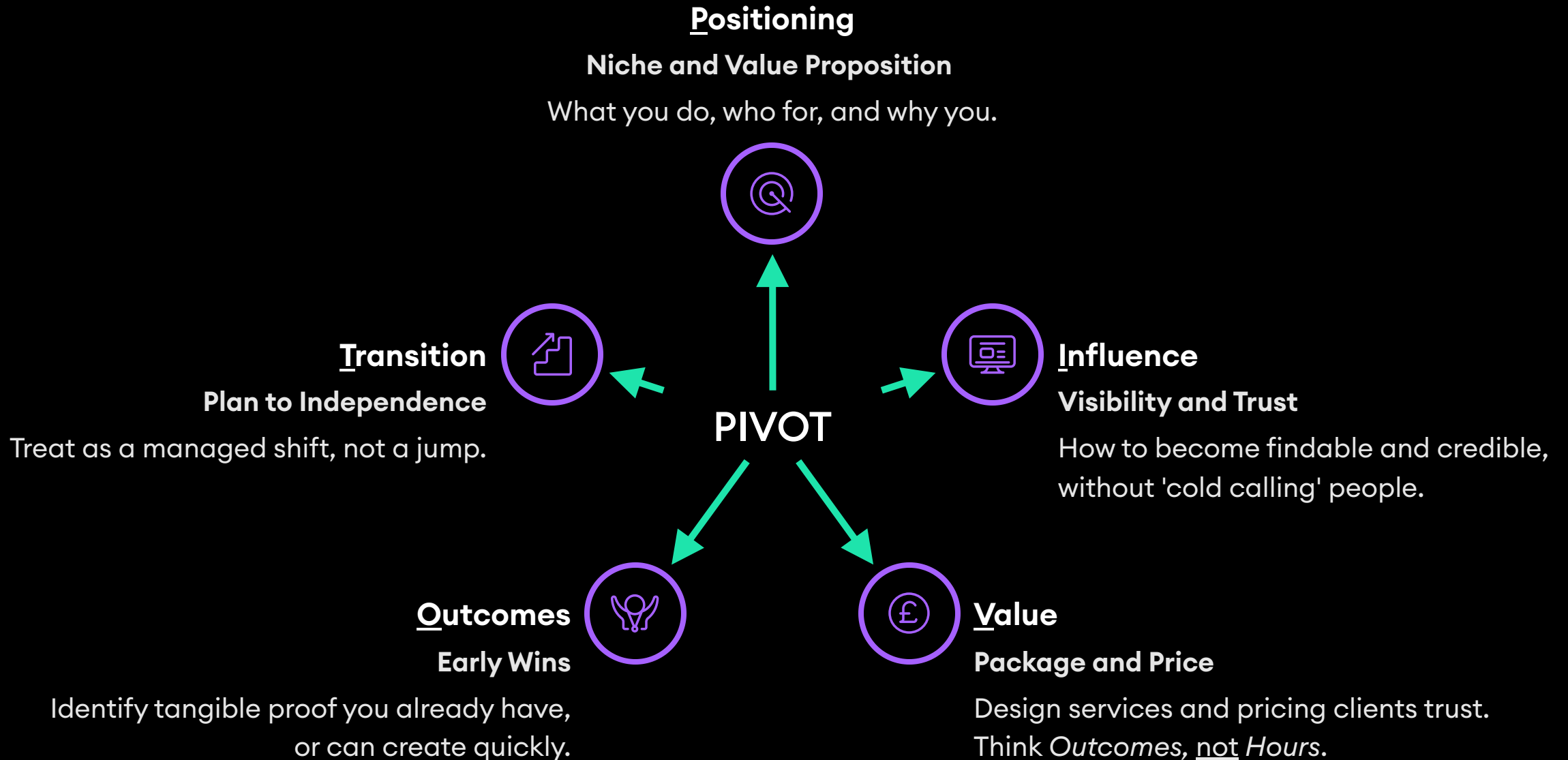


Trading time

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

Without a framework, most independents stay stuck here.

PIVOT Framework

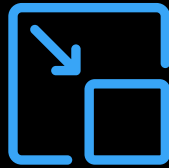


POSITIONING

Defining your authority
niche and value prop

Niche and Value Proposition

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



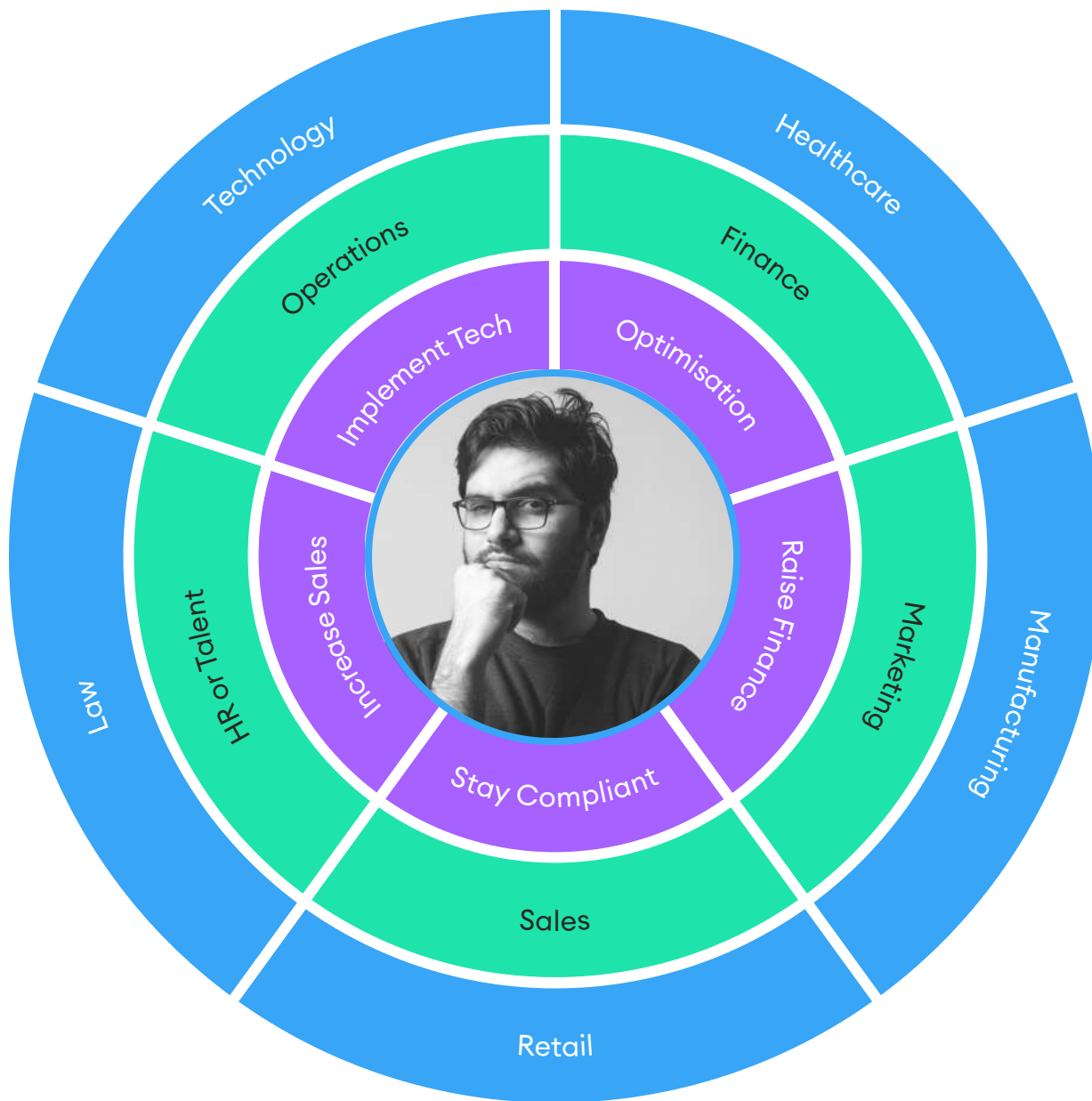
3 ingredients for a strong niche

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

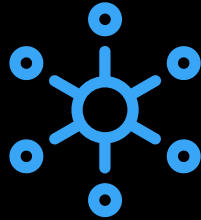
Visibility and Trust

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.

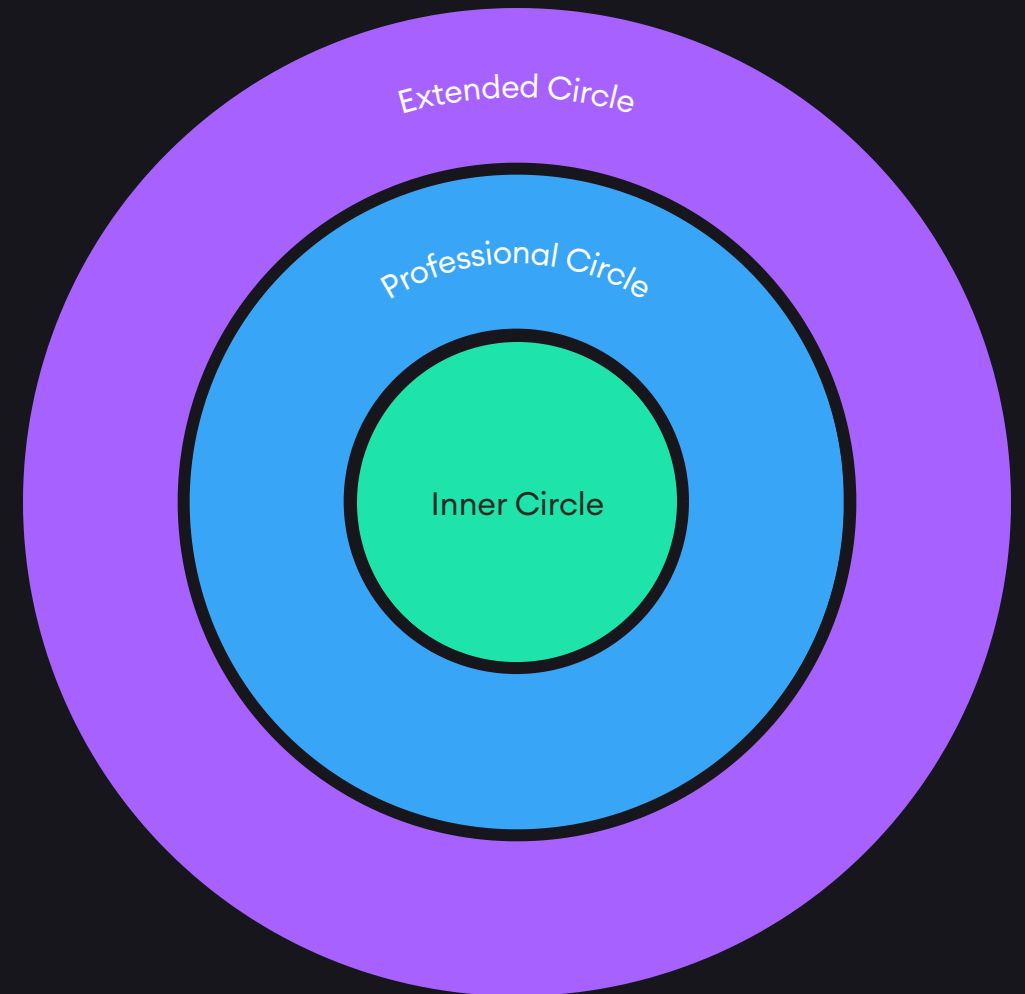


Signals

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
Example Price	£499	£4,999	Flexible
Example Service	Audit or Readiness Assessment.	Onsite workshop for specific project.	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



1 Positioning: Define your niche and value proposition

2 Influence: Build visibility and trust

3 Value: Package and price your expertise

4 Outcomes: 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.

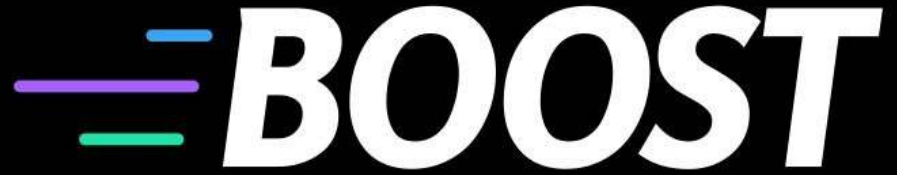


6. Planning Your Pivot to Independence

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



Visit online here: [Resources](#)



FRACTIONAL MARKETING AGENCY

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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>