

A fractional future

The revolution reshaping modern careers

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Introduction

A word from our CEO

For too long we've been told that the "future of work" is just around the corner. But in truth, that future is already here. Fractional work isn't tomorrow's concept, it's today's reality and it's driving a fundamental shift that is already reshaping how people and businesses grow.

At Connectd, we are immensely proud - and excited - to be at the heart of this transformation, supporting hundreds of professionals every month as they take the leap into rewarding fractional careers. These individuals are choosing freedom, flexibility and fulfilment, using their experience to make a tangible impact across multiple ventures. At the same time, startups and scaleups are reaping the benefits. By accessing exceptional expertise at the right stage of their journey, ambitious founders can

accelerate growth, strengthen strategy and unlock innovation.

In an era increasingly driven by technology, Connectd remains a human-first organization. We believe that progress is powered by people, through their knowledge, creativity and lived experience. Technology enables us, but it is human expertise that defines direction and drives real success.

Fractional work is not the future of work; it is the present. Connectd is leading this movement, and building the platform, community and confidence to help more people and businesses experience its potential and power.

Welcome to the new world of work - one built on expertise, collaboration and opportunity.



Roi Samuel

Founder & CEO, Connectd

Overview

Context

The world of work is rapidly changing. Economic volatility, technological acceleration, and shifting professional expectations are redefining traditional career paths. Professionals are increasingly seeking flexibility, purpose, and autonomy, while organizations demand agile access to senior expertise without full-time overheads.

The OECD forecasts that by 2030 half of all professionals will have portfolio careers¹, highlighting the growing shift towards more flexible, project-based work. This convergence has catalysed the rise of fractional work, a model that blends independence, impact, and adaptability. To embrace the future of work, professionals must understand and prepare for this evolution.

Aims

This guide explores what fractional work truly means, the types of roles it encompasses, from fractional CFOs and CMOs to specialists in product, people, and operations, and how professionals can position themselves to succeed within this expanding market.

It examines the rise of fractional talent within the startup and scaleup ecosystem, where high-growth companies increasingly rely on fractional leaders to drive momentum and manage complexity.

Finally, it outlines practical strategies for entering and thriving in the fractional economy, from building a credible personal brand to creating sustainable work pipelines.

Findings

Our research shows that fractional roles are on a steep upward trajectory. While the United States still leads the movement, Europe and the UK are quickly catching up in both understanding and adoption.

Within our network, demand for fractional professionals supporting startups has more than doubled since 2022, spanning over one hundred skill sets and sectors. As a membership platform for the early-stage ecosystem, our insights draw on proprietary data and thousands of interactions with startups and fractional experts - offering a uniquely data-driven view of a flexible, fast-maturing model that benefits both companies and professionals.



Understanding fractional work

What is **fractional** work?

Fractional work

'frakʃənl wɜ:rk

noun

Strategic and operational support provided to organizations on a part-time or flexible basis.

Fractional work is characterized as strategic and operational support provided to organizations on a part-time or flexible basis.

Unlike traditional consultancy, fractional roles often involve being embedded within the business, contributing to both strategic planning and day-to-day execution.

Fractional work sits between consultancy, freelancing, and permanent roles. It allows seasoned professionals to make a deeper impact than a typical consultant, while retaining the freedom and diversity of a portfolio career.

Fractional executive roles often sit alongside other professional engagements such as independent directorships, advisory board positions, and mentoring or coaching.

Together, these roles form part of a portfolio career - a modern, flexible approach to work where professionals build a diversified mix of contributions.

What unites these roles is their fractional nature: they are typically part-time, time-bound, or focused on specific areas of strategic input. Whether guiding a startup as a fractional CFO, providing governance as an independent director, or advising a founding team, each role leverages the individual's expertise in a targeted, high-impact way.

This structure allows experienced professionals to balance variety, autonomy, and influence - while helping multiple businesses benefit from senior-level insight without the overhead of full-time hires.

Building a fractional portfolio

Fractional executive

Fractional executive positions allow seasoned leaders to step into organizations on a part-time basis, embedding themselves in key operational and strategic functions without a full-time commitment. They collaborate closely with leadership teams to drive growth, improve efficiency, and implement best practice, while maintaining flexibility to serve multiple organizations. The role combines hands-on impact with adaptable engagement.

Board advisor

Board advisory roles allow portfolio professionals to share specialist insight and act as trusted sounding boards for leadership teams. Advisors work alongside executives to identify growth opportunities, shape strategic priorities, and recommend improvements that support scalability. The role is collaborative yet independent, making it a valuable complement to other professional engagements.

Independent director

Bringing the opportunity to influence at board level while maintaining independence from day-to-day operations, Independent directors engage deeply with a company's strategy and governance, offering fresh perspectives and oversight that contribute to sustainable growth. These positions balance strategic involvement with objective distance, enhancing the effectiveness of the board as a whole.

The **rise** of fractional work

Fractional work has emerged from the evolution of freelance and interim leadership models but has taken on a distinct identity of its own. It's not just a temporary fix or a short-term contract; it's a strategic way to deliver senior-level value without the overhead of full-time employment. Several factors are driving this rise:

Flexibility



The mainstreaming of remote and hybrid work models has normalized flexible, asynchronous ways of working.

Efficiency



Increasing economic uncertainty and AI adoption, prompting startups to operate leaner while still requiring expertise.

Control



The desire among senior professionals to have greater control over their careers, embrace variety and achieve work-life balance.

Why are startups embracing fractional talent?

1 Independent perspective during growth or change

Fractional leaders bring an objective, external view that can be invaluable during periods of rapid growth or change. Unlike internal executives, they are free from company politics and can challenge assumptions with fresh insight.

Their experience across sectors means they often recognize patterns and risks early on, especially during key moments such as fundraising, product expansion, or restructuring. For founders who are deeply involved in the day-to-day, a fractional leader offers clarity and strategic direction, helping the business make better decisions when it matters most.



181%

increase in fractional placements on the Connectd platform²

This felt like building a team and the fractionals are your coaches - helping you see the bigger picture and make smarter moves."

Casey Stabile
Evergreen Exchange



Scalable leadership that evolves with a business

2

Early-stage companies often need senior leadership before they are ready to commit to full-time hires. Fractional leaders provide a flexible solution, engaging for a few days a month or scaling up as the business develops.

This allows startups to benefit from experienced leadership without overstressing resources. Whether supporting a specific project or filling a short-term gap, the model adjusts to meet the company's needs. For fractional professionals, it also offers a varied and autonomous career across multiple clients and sectors.

Faster access to expertise without the overheads

3

Recruiting a full-time executive can be expensive and time-consuming, often taking several months. In contrast, fractional leaders can step in quickly and begin adding value immediately. Startups gain access to seasoned expertise without the burden of lengthy hiring processes, high salaries, or long-term commitments.

These professionals understand what is required and can make an immediate impact, whether setting up financial systems, leading a funding round, or advising on strategy. It is a cost-effective way to bring in senior talent exactly when it is needed most.



35%

average saved by
hiring fractional vs
full-time³

Fractional vs Interim vs Part-time

Understanding the differences

Fractional

Ongoing
(long term)

Part-time, deep
engagement

Startups/SMEs needing
senior leadership on
flexible terms

High strategic
involvement

1 - 3 days
per week

Interim

Short-term
(3-12 months)

Full-time, short-term
engagement

Leadership gap,
crisis transformation,
maternity cover

High strategic
involvement

4 - 5 days
per week (full)

Part-time

Ongoing
(Varies)

Part-time,
limited scope

Routine functions
or support roles

Low to moderate
strategic involvement

2 - 4 days per
week (Variable)



The **value** of fractional work

From full-time to fulfilled

For seasoned professionals, particularly those who have held senior management, C-suite, or board-level roles, the appeal of fractional work is increasingly clear. This model enables individuals to continue applying their expertise at a high level, but with greater flexibility, autonomy, and variety.

Independence with impact

Fractional roles offer professionals the freedom to structure their working lives around personal priorities, whether that's family, travel, health, or passion projects. Unlike permanent roles, fractional work allows for greater control over one's time, yet the depth of impact can be just as significant.

Many fractional leaders find that their strategic input has even greater resonance in early-stage or scaling companies, where decisions are critical and the right advice can meaningfully alter a company's trajectory.

Financial and lifestyle benefits

Fractional professionals often command strong day rates or retainers. While total annual earnings may vary from a traditional salary, many professionals find the trade-off worthwhile, especially when combined with portfolio diversity, flexibility, and a more sustainable work-life balance.

In addition, some senior professionals supplement fractional roles with independent director appointments, angel investing, or mentoring, creating a varied, stimulating career that evolves over time.

Driving strategic transformation

Fractional leaders frequently play pivotal roles in helping companies across a number of areas, providing external perspective and deep expertise, as well as broader inputs that drive strategic success.

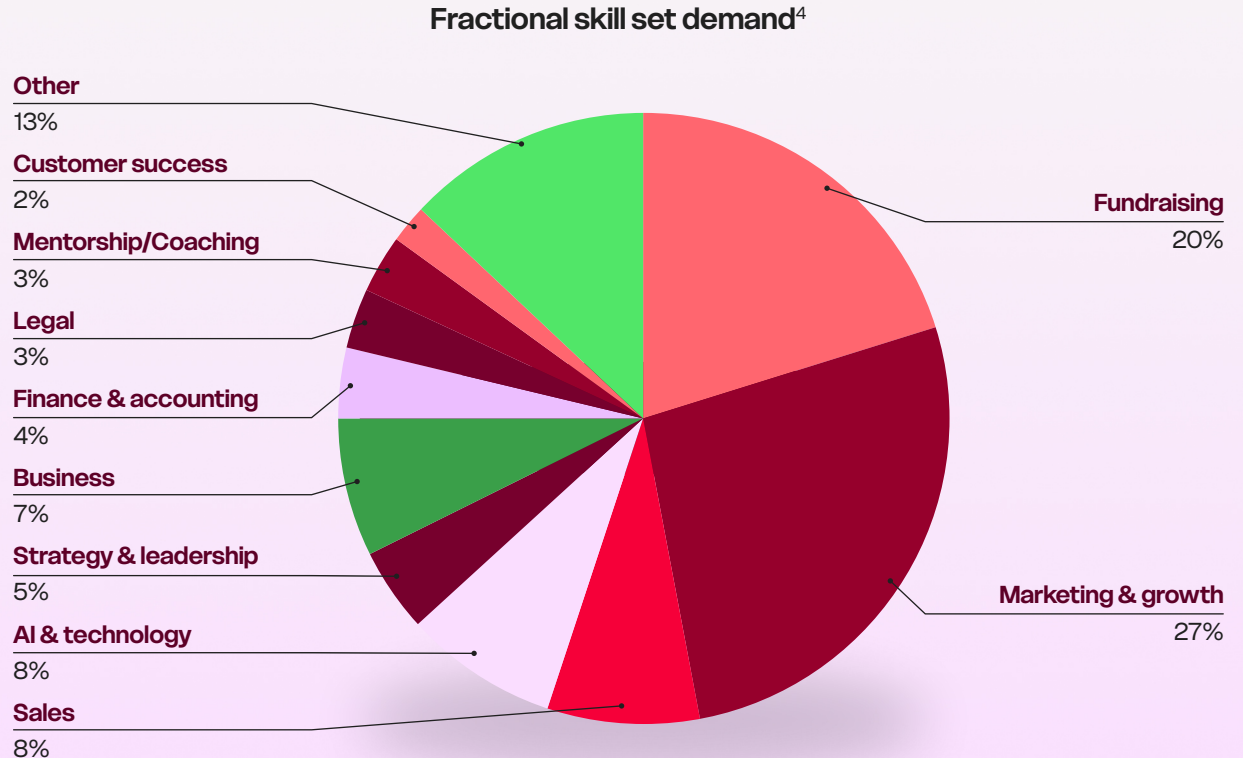
Areas in which fractional experts provide strategic leadership include: developing and implementing go-to-market strategies; restructuring finances and preparing for fundraising; optimizing operations and scaling teams; and entering new markets and territories.

Building a diverse portfolio of work

Fractional work is not just a job, it's a career design. Professionals can curate a portfolio that includes a mix of operational roles, advisory work, board positions, and even entrepreneurial ventures. This mix allows them to stay intellectually engaged and professionally relevant across different areas.

Leveraging deep expertise across multiple businesses

After years in a corporate environment, many professionals find renewed energy in applying their knowledge to different contexts. Fractional work allows them to share what they've learned across industries and company types, often simultaneously. This cross-pollination of knowledge can lead to better outcomes for all parties. Startups gain insights rooted in years of lived experience; professionals stay sharp by solving diverse, real-world problems.



The fractional effect: **reshaping** the way we work

Pursuing a fractional career can be a liberating move for experienced professionals seeking renewed purpose, balance, and greater autonomy. But this path also comes with unique dynamics that require careful consideration.

The benefits are compelling - flexibility, diverse impact, professional growth, and the opportunity to craft a tailored portfolio that reflects your values and strengths. For many, it's a welcome departure from the rigidity of traditional roles.

However, managing multiple clients, maintaining consistent visibility, and planning for variable income are all part of the reality. Success hinges on clear boundaries, strong communication, and a proactive mindset.

At Connectd we've seen a sharp rise in this new way of working, with a 110% increase in fractional placements on our platform in the past 12 months⁵.

Professionals are realizing that fractional work has so much to offer, whether you're looking for more freedom, new challenges, or simply a change of pace.

Understanding the considerations will help you approach fractional work not just as a job shift, but as a deliberate and sustainable career design.

Benefits of going fractional



Greater control over time & energy

Fractional work empowers professionals to design a working life that aligns with their values. Many find they can choose projects that match their interests, avoid the cycle of corporate burnout and overwork, and intentionally build in time for travel, learning, or side ventures.



Renewed purpose & engagement

Working across different companies keeps challenges fresh and varied. Many fractional professionals report increased job satisfaction and personal fulfilment compared to their previous full-time roles.



Broader influence & strategic impact

Supporting multiple organizations allows professionals to scale their impact across sectors, influence high-stakes decisions in dynamic environments, and gain meaningful visibility within entrepreneurial ecosystems.



Professional evolution & learning

Exposure to diverse challenges accelerates growth. Professionals are constantly learning - from founders, teams, markets, and fellow advisors - making this a compelling model for those who want to keep evolving.

Considerations to navigate

Managing multiple stakeholders

This requires balancing diverse expectations across different clients. Success depends on setting clear scopes and boundaries from the outset, communicating availability transparently, and practicing proactive time and task management to maintain trust and deliver consistent value.

Maintaining professional identity

Developing a cohesive personal brand that clearly reflects your fractional offerings and outcomes is critical to fractional success. Ensure your presence is visible across LinkedIn, personal websites, and platforms like Connectd, positioning yourself as a leader and expert, rather than just a contractor.

Financial planning

Effective financial planning is essential for fractional professionals, since income can fluctuate between project-based and retainer-driven work. Budget carefully, maintaining a cushion to manage periods of variability, and clearly communicate pricing and the value of your services to ensure both financial stability and sustainable professional growth.

Entrepreneurial mindsets

Adapting your approach and attitudes is critical to fractional professionals, and requires agility and flexibility. Operating with limited structure, making decisions quickly, and thriving within lean, high-growth teams is essential, all while embracing the dynamic of high growth businesses.

Motivations for making the move to fractional



Claudia Stankler

COO, Connectd

At Connectd, we speak with thousands of senior professionals every year who are rethinking how they work. Over time, our team have noticed something really interesting. No matter where someone is in their career, there are usually three core motivations that bring them towards a fractional or portfolio path.

Building a portfolio

Let's start with the first: building a portfolio. I meet many people who have reached a point where the traditional nine-to-five no longer fits. Perhaps it is burnout, life has shifted, or they have realised that variety and autonomy matter more than anything. Does that sound familiar?

One conversation that sticks with me was with a senior executive who had stepped back from a high-powered role after a significant life change. She was not looking for another full-time job; she wanted a way to do meaningful work, take on different projects, and reclaim control over her schedule, but she did not want to do it alone. She wanted freedom, yes, but with structure.

That is what a portfolio career provides. It allows you to create a life that balances independence with purpose. You can work on projects that excite you, challenge you, and align with your values, all while having guidance and a network of people who have navigated this path before.

Accelerating a career

Then there is the second group: the accelerators. These are people who have already achieved a lot, but they are not finished. They want to amplify their influence, access new opportunities, and move faster than a traditional corporate ladder would allow.

For these professionals, fractional and board roles are not side projects. They are strategic tools. They boost credibility, open doors, and allow you to stand out in competitive leadership circles. I spoke with a board-level executive who told me that taking on a fractional role was the fastest way she'd ever seen to increase visibility and impact, and it completely changed how she approached her career.

It is about speed, yes, but also about smart leverage. The right opportunities help you expand your influence, grow your income, and make your next career move feel inevitable rather than risky.

Pivoting to something new

Finally, there are the pivoters. Perhaps you have outgrown your role or your industry, or something has changed and you know it is time for something new, but you are not yet sure what that looks like. Don't mistake this for indecision - knowing you want to make a change is a great foundation.

I enjoy working with people in this space because they remind me that it is possible to explore safely. Fractional and advisory roles give you the space to experiment, test your options, and gain clarity, all without committing before you are ready. One client told me that simply having permission to try different projects gave her the confidence to finally step away from a role she no longer loved.

Pivoting is not about jumping blindly. It is about taking control, understanding what is possible, and shaping a career that fits your evolving values and priorities.

Why guidance matters

Whatever your motivation, whether building a portfolio, accelerating your career, or pivoting, one thing is consistent. Success in this world depends on guidance, the right opportunities, and a realistic picture of what is possible. That is why we built Connectd, to provide the roadmap, community, and credibility professionals need to make these transitions with confidence.

From where I sit, fractional work is not a passing trend. It is a smarter, more intentional way to design a career on your own terms. The momentum behind it is only growing. Every conversation I have and every person I meet who has taken the leap reminds me how energising and fulfilling this path can be. Honestly, that is what keeps me excited about what we do at Connectd every single day.



The **future** in action

Changing times for talent

Fractional work isn't just a trend - it's a structural shift in how leadership talent is deployed and careers are built. While the first meaningful search of fractional work appears in February 2008 worldwide, the fractional revolution has only gained real momentum in the last few years. The highest search volume for 'CFO' and 'CTO' was reported by Google in July of 2025⁶ and interest in this new way of working looks set to rise exponentially over the next decade.

As economic pressures, remote work norms, and changing workforce values converge, fractional models are becoming a go-to solution for both companies and professionals. Startups benefit from experienced leadership without long-term overheads, while professionals gain flexibility and purpose. Across North America, Europe, and parts of Asia-Pacific, early adopters are already redefining how strategic expertise is sourced and shared - but in global terms, professionals and businesses are only beginning to recognize the opportunity.

Technology, AI, and automation are enhancing this model further, creating a clearer divide between execution and strategic oversight. As digital infrastructure expands globally and cross-border collaboration becomes frictionless, the potential for fractional work to reshape leadership on a worldwide scale grows even stronger.

The future of work has already arrived, so for senior professionals looking to stay ahead of the curve, understanding these trends is key to making confident, forward-thinking career decisions.

Global growth: fractional adoption worldwide

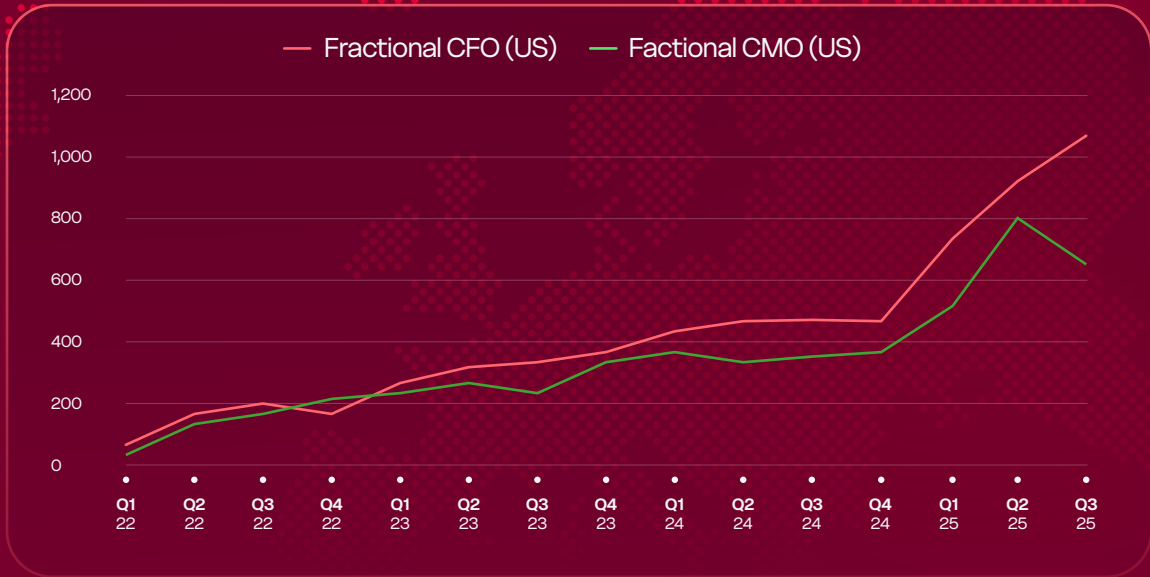
The US has historically led the charge on fractional executive models, particularly pioneering hubs like Silicon Valley and New York. The model is well-established across functions such as product, growth, finance, and operations. Platforms and networks for fractional talent are relatively mature and widespread in comparison to the UK and Europe, where awareness and adoption is still nascent.



60%

of global fractional talent is based in North America⁷

Relative search term interest



The UK and Europe are catching up fast

Europe is hot on the heels of the US, with leading startup hubs such as London, Berlin, Paris, and Stockholm embracing the fractional model. Initial traction centred on fractional CMOs, CTOs, and CFOs, offering agile expertise to accelerate growth and drive transformation. As adoption deepens and the model matures, the range of roles and specialisms sought has expanded, reflecting a broader shift toward flexibility and strategic scalability across the European ecosystem.



A surge in UK-based platforms like Connectd supporting fractional placements



Increased adoption among European startups, particularly in fintech, healthtech, & green sectors



Policy discussions in Brussels & London around future-of-work classifications



47%

of UK businesses utilise some form of fractional working⁸

Macro trends driving adoption

Economic pressures:

startups & SMEs want senior talent without full-time costs

In an increasingly volatile economic climate, startups and small-to-medium enterprises (SMEs) are under pressure to maximize output with limited budgets. Hiring full-time senior executives can be prohibitively expensive, particularly during early growth phases.

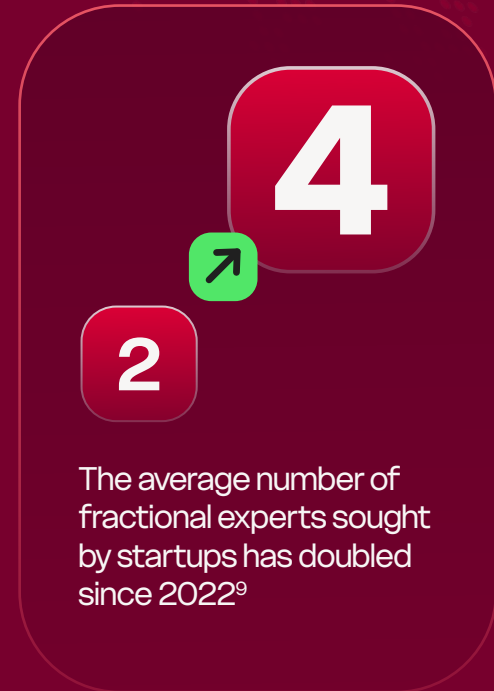
Fractional leaders offer a cost-effective alternative, bringing high-level expertise, strategic insight and deep experience, without the commitment of a full-time salary. This flexibility allows businesses to scale leadership input as needed, making it possible to compete with larger firms while maintaining financial agility.

Remote work norms:

location is no longer a hiring constraint

The shift to remote work, accelerated by the pandemic, has dissolved geographic hiring barriers. Businesses are now free to seek out top-tier talent regardless of location, enabling them to work with fractional executives across borders and time zones.

This decentralization means startups can access niche or specialized leadership that would otherwise be unavailable locally, while professionals can expand their client base globally. As remote collaboration tools continue to improve, this trend is only gaining momentum.



Macro trends driving adoption

AI ↗

Tech ↗

SaaS ↗

FinTech ↗

Top four sectors working with fractionals in the Connectd network¹⁰

AI and automation: senior oversight & strategic thinking remain irreplaceable

While AI and automation are transforming many operational roles, they cannot replace human judgement, emotional intelligence, and long-term strategic thinking.

As technology handles more of the execution, the need for high-level oversight becomes more critical, not less. Fractional leaders provide exactly this: strategic direction, critical analysis, and experience-led insight. Their ability to align innovation with business goals ensures that companies remain human-led, even as they become more tech-enabled. This reinforces the value of fractional thinking roles.

Workforce expectations: professionals seek autonomy & purpose

A growing number of senior professionals are choosing flexibility over hierarchy, autonomy over routine. After years in traditional leadership roles, many seek more purposeful, values-aligned work - often across multiple organizations.

Fractional work offers exactly that: control over their time, the freedom to choose meaningful projects, and the ability to make a significant impact without being tied to one company. This shift reflects broader generational and cultural changes in what 'success' looks like in a modern career.



Building a **successful** fractional career

The **foundations** of fractional success

Transitioning into a successful fractional career requires more than past experience, it demands strategic intent, continuous learning, and the ability to operate like a business. Success begins with training and mentoring to build the leadership, entrepreneurial, and client-management skills essential for this new path. Gaining hands-on experience through real projects or pilot engagements helps translate knowledge into confidence and credibility.

As your expertise grows, the next step is to build your personal brand and professional network. Clearly defining your niche, articulating your value proposition, and maintaining a visible digital presence position you to attract ideal clients and opportunities. Thought leadership and authentic relationship-building strengthen your reputation in the fractional marketplace.

In this section, we will also take a look at those who have worked with Connectd to successfully embrace fractional and portfolio careers.

Through their stories, we uncover insights into the outcomes of embracing this way of working, offering real-world inspiration to support your own journey toward a flexible, fulfilling fractional career.

Positioning power as a fractional leader

Define your niche and value proposition

Start by understanding the unique value you bring as a fractional professional.

- What problems are you best equipped to solve?
- Which sectors benefit most from your experience?
- What transformation can you deliver for businesses?

Build and leverage your network

Former colleagues can provide warm introductions, and you can extend your reach by:

- Attending industry events
- Speaking on panels or webinars
- Engaging in professional communities

Create a strong digital presence

A polished online presence builds credibility and attracts clients. Focus on:

- A clear LinkedIn headline
- A summary emphasising measurable outcomes
- Visuals or media that showcase achievements

Establish thought leadership

Demonstrate expertise by sharing insights and contributing to industry conversations. Options include:

- Writing articles or posts on LinkedIn
- Participating in roundtables or podcasts
- Contributing to industry publications

Making an impact: stories from the Connectd community

Michael Horsley

Verified expert in change management

Previously at:



Reason for joining Connectd

Joined the Transition to Portfolio program in late 2023 to leverage experience into board advisory and fractional roles, particularly in startups.

Positive outcomes

- Turned first pro bono advisory role into a paid fractional position
- Secured multiple board roles and a Leader in Residence post at Leeds University Business School
- Gained structured training and visibility
- Now mentors founders and advisors at Connectd

Evelyn Kim

Verified expert in digital product

Previously at:



Reason for joining Connectd

Joined the Transition to Portfolio program for a pro bono placement to apply global product expertise to early-stage businesses.

Positive outcomes

- Turned pro bono placement into a paid advisory role
- Guides startup go-to-market strategy with measurable impact
- Builds strong partnerships with founders
- Combines global expertise with entrepreneurial vision

Dani Saadu

Verified expert in talent & culture

Previously at:



AstraZeneca  **Wavemaker**

Reason for joining Connectd

Joined the Transition to Portfolio program to translate corporate expertise into early-stage business impact.

Positive outcomes

- Secured first paid board role with startups
- Built a portfolio and amplified personal brand
- Featured on industry podcasts and panels
- Balances board position with Head of Talent Management role at a global tech company

Brian Fitzpatrick

Verified expert in digital innovation
& startup investment

Previously at:



essence**mediacom** **GAME**

Reason for joining Connectd

Joined to mentor professionals launching portfolio careers, sharing experience while helping others gain confidence in new roles.

Positive outcomes

- Provides mentoring and guidance to aspiring portfolio professionals
- Supports skill-building and confidence development
- Engages in Connectd events and peer-to-peer learning
- Helps grow the community of skilled advisors and fractionals

Finding freedom: building a career on flexible impact



Connected mentor
Volker Ballueder
on embracing a fractional portfolio, navigating uncertainty, and finding freedom through flexibility.

I went self-employed in 2019, just before Covid. My plan at the time was to build a full-time coaching business. After spending most of my career in corporate roles and experiencing several redundancies, I reached a point where I said, "Enough." I didn't want to keep losing 100% of my income every time a company changed direction.

Then a friend asked if I could support him part-time in a commercial role, around ten days per month. That was my first experience of what we now call fractional work. I started with three days a week for him, then picked up advisory roles with startups and continued building the coaching side of the business. When Covid hit, interim

roles offered some added stability, but I soon returned to fractional work and haven't looked back since.

It wasn't planned, but once I started, I really enjoyed the variety. Today I work as a sales consultant, sales leadership coach, executive coach, and mentor. Some days it is strategy, others it is

execution. That mix suits me perfectly.

Of course, there are challenges. You have to keep looking for work while delivering

on your current commitments, which means always wearing your business development hat. Many fractional professionals only hold a couple of roles at a time because of this. When working with startups, you need to be flexible

“ With multiple income streams, I'm no longer dependent on a single employer - and I control my schedule on my terms. ”

and able to pivot quickly. You are often building the plane while flying it.

I am seeing more founders realize that having strategic leadership doesn't always mean a full-time hire. In my work, I've helped scale revenue engines and develop leadership muscle in a fraction of the time, and cost, of a traditional executive hire. It's about impact, not headcount.

But there are clear advantages. I'm no longer involved in office politics, which I find draining. I control my schedule. I'm an early riser, up at 5am for the gym, followed by a long lunch break to walk the dog or recharge. That balance allows me to work later into the evening with energy. It is only recently that I've really protected this routine, and it has made a big difference.

“ **Fractional work isn't a temporary fix; treat it like a business, and it can offer both stability and freedom.** ”

Another benefit is financial stability. With multiple income streams, I'm not dependent on a single employer. And then there's the freedom to explore opportunities. Just last week, I took a call from a university about a potential lecturing role. If I want to pursue it, I can.

Since Covid, more people have started to value flexibility. My advice is not to treat fractional work as a temporary fix.

If you are serious, begin by scaling down your current role and adding a second one. Treat it like a business, not a side project.

Platforms like Connectd are helping to drive this change. They connect experienced professionals with startups in need of flexible, senior support. It is a win-win. Founders gain access to decades of experience at a

fraction of the cost, and professionals like me get to make a meaningful impact.

For me, that impact includes helping scale a startup by several million pounds and leaving behind systems that continue to deliver results today.



Looking ahead

Looking ahead: the next era of fractional work

As we look to the future, one thing is clear: the world of work is changing faster than ever before. Technology, social change and evolving business priorities are reshaping not only the roles we hold, but the very structure of our careers. In this new landscape, the fractional model is no longer a niche experiment. It is fast becoming one of the most dynamic and rewarding ways for experienced professionals to contribute at the highest level.

The latest insights from the World Economic Forum's Future of Jobs Report 2025 show that no skill set, however established, can be considered future-proof. Entire roles will evolve, some will fade away and new ones will emerge around the capabilities of generative AI and advanced technologies. For experienced leaders, this brings both challenge and opportunity. Those who remain curious, keep learning and seek to diversify their experience across industries and

business models will not only stay relevant, they will be the ones shaping the future.

At the same time, the benefits of a fractional career have never been stronger. Working with several organizations allows you to stay close to innovation, exposed to new ideas and fresh challenges. It offers variety, flexibility and the satisfaction of making a real difference where it matters most. As this model becomes more established, its rewards will only grow: greater demand, stronger professional networks and increasing recognition for adaptable, high-performing talent.

Startups and scaleups are already at the forefront of this shift. Entrepreneurial, agile and technology-focused, they understand the value of bringing in senior expertise flexibly. Many founders themselves now build portfolio careers, combining their ventures with advisory, mentoring and

fractional leadership roles. This shared outlook between innovative founders and experienced professionals will drive the next wave of business growth and creativity.

The future is bright but selective. The professionals who will flourish are those who remain endlessly curious, technologically confident and ready to adapt. The era of fractional work is not just an alternative career path; it is becoming the blueprint for success in the evolving world of work.

There has never been a better moment to begin. As the next five to ten years unfold, the opportunity for skilled, forward-looking professionals to shape the future - on their own terms - has never been greater. The future of work is fractional. And for those ready to embrace it, the possibilities are limitless.

What next?

At Connectd, we've helped over 6,000 professionals make the move to fractional work and portfolio careers.

Find out how you can make the transition yourself and join the fractional revolution shaping the **future of work**.

[Book a call](#)

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