

O P E R A T O R G U I D E

Consultant vs. Agency vs. Hire vs. Execution Partner

You have four options when the work is more than you can do. Each one fits a different stage. This guide shows the difference so you can choose the one that matches what is stuck.

01 The options

Consultant: Hands you a plan. You still have to build it.

Agency: Builds what you ask for. Usually one project. You still own the system after.

Hire: Full-time person in the seat. Makes sense when the business is large enough and the systems are already built.

Execution partner: Builds the systems inside your business for a scoped engagement with a fixed price. Leaves the process running without them.

02 When each one fits

- ☐ Consultant when you need advice and you will build it yourself.
- ☐ Agency when you need a specific deliverable and you will own it after.
- ☐ Hire when the business can support a full-time seat and the work is ongoing.
- ☐ Execution partner when the work is more than you can do but not yet a full-time role.

03 What to look for

Whoever you choose should name the first thing that will be built and when it will be done. They should give you a fixed scope and a fixed price before they start. They should work with your people. They should leave the process running without them.

If they will not name the scope and the price before they start, keep looking.

04 What to do next

Write down what is stuck. Decide whether you need advice, a deliverable, a full-time seat, or someone to build the system. Then find the option that matches.