

## O P E R A T O R   G U I D E

# Integrator vs Fractional COO: Which One Does Your Business Need?

An integrator and a fractional COO both help the owner step out of the day-to-day. The difference is the seat. An integrator is usually a full-time role inside the company. A fractional COO is a part-time execution partner who builds the systems for a scoped engagement.

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## 01 Integrator

Full-time. Owns the day-to-day inside the company. Makes sense when the business is large enough for the seat and the systems are already built or being built by someone else.

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## 02 Fractional COO

Part-time. Builds the systems, processes, and handoffs for a fixed scope and fixed price. Makes sense when the work is more than you can do but not yet a full-time role. Leaves the process running without them.

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## 03 Which one you need

If the business can support a full-time seat and the work is ongoing, look at an integrator. If the work is stuck and you need the systems built before you decide on a full-time hire, start with a fractional COO. Many owners use a fractional engagement to build the systems, then hire the full-time seat later.

*Ask both to name the first process they would rebuild and how long it would take. The one who can answer is the one who has done the work.*

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## 04 What to do next

Write down what is stuck. Decide whether you need a full-time seat or someone to build the systems first. Then choose the option that matches.