



YOUR GUIDE TO OUR
Fractional
Chief Operating Officer
Services



SYNERGY PATHFINDERS, LLC ®



Elevate operations, accelerate your growth

Welcome to your journey to strategic insights.

As a business leader, you understand that operational excellence is the backbone of sustainable growth and long-term success. Yet, hiring a full-time Chief Operating Officer (COO) may not always be feasible or necessary, especially for businesses navigating growth stages, transformation, or transitions. This is where Fractional COO services come into play.

Our Fractional COO services provide you with seasoned executive expertise tailored to your specific business needs—without the overhead costs of a full-time executive hire. Whether your company is experiencing rapid expansion, operational bottlenecks, or strategic shifts, a Fractional COO brings clarity, efficiency, and proven strategies to help you achieve your business objectives.

In this guide, you'll learn how Fractional COO services can deliver immediate value, streamline your operations, and support you in making informed, strategic decisions.

Discover how partnering with a Fractional COO can help elevate your business to its next level of success.

What is a fractional COO?

In today's fast-paced business environment, a Fractional COO offers the strategic leadership and operational expertise growing organizations need—without the full-time cost or commitment.

Think of a fractional Chief Operating Officer (COO) as your operations expert on-demand. You get executive-level insight to improve efficiency, lead change, and streamline your business—without the commitment of a full-time hire.

We help you with:

- Strategic planning
- Operational improvements
- Team leadership and mentoring
- Risk management
- Process development
- Change management
- Scaling growth

It's the smart way to get seasoned leadership exactly when you need it.



“With a 360-degree approach to our department's needs... she [Heather Garland] ensures we stay agile, efficient, and primed for growth.”

–Jennifer Willette,
Altman, Rogers & Co.

Strategic Planning

Build a clear roadmap for your business.

Success doesn't happen by chance—it's built through intentional strategy, smart decision-making, and future-focused planning. We help you define your goals and align your operations, whether aiming to scale, optimize, or prepare for transition. Our process is collaborative, data-driven and tailored to your unique vision. We provide direction and actionable strategies to guide you forward while ensuring a succession plan is in place when it's time to transition.

Services include:

- Business assessment
- Vision & goal setting
- Strategic roadmap development
- Succession planning
- Execution support

Deliverables can include:

- Strategic plan document
- 3-5 year business growth roadmap
- Succession plan
- Action plan workbook
- Quarterly check-in reports



*“Remember, today
is the tomorrow
you worried about
yesterday.”
– Dale Carnegie*

Operational Optimization

Run leaner, smarter, and more efficiently.

Running a business involves countless moving parts- and inefficiencies in any area can cost you time, money, and competitive advantage. Our services are designed to identify, streamline, and enhance your internal processes, giving you back control and clarity over how your business runs. We take a hands-on approach to uncover gaps, redundancies, and opportunities across your operations. From workflow improvements to better resource allocation, our team partners with you to build an agile and data- driven operation.

Services include:

- Operational audit
- Dashboard setup
- Resource allocation and capacity planning
- Ongoing support

Deliverables can include:

- Operational assessment & benchmarking
- Process mapping and redesign
- Performance metrics & KPIs
- Technology & systems recommendations
- Implementation roadmap



“Streamlining is not about cutting corners. It’s about clearing the path.”
– Unknown

Policies and Procedures

Create structure and clarity that scales.

Success in business comes not only from offering great services, but also from having structure, clarity, and consistency. Our services are designed to help streamline operations, reduce risk, and empower your team with the tools they need to perform confidently and compliantly. We work closely with you to document, refine, and implement the core processes that drive your business forward. Our service provides a solid foundation for sustainable growth and operational excellence.

Services include:

- Interviews with personnel regarding current processes
- Reviewing and updating existing outdated policies and procedures
- Process mapping
- Regulation compliance review
- Implementation & training support
- Ongoing support

Deliverables can include:

- Operational policy manual
- Standard operating procedures
- Custom templates and checklists



“If you don’t have a process, you don’t have a business – you have a mess.”
– Michael Gerber

Risk Assessment

Protect what you've built.

Running a business comes with inherent risks- financial, operational, legal, cybersecurity, and more. Our services help you identify, evaluate, and prioritize potential threats so you can make informed decisions to protect your company and ensure long-term success. We take a comprehensive approach to uncover the vulnerabilities your business may face- both the known and unknown- and deliver actionable insights to help you mitigate risk and improve resilience.

Services include:

- In-depth analysis of operations
- Interviews and workshops
- Compliance evaluation
- Existing controls review

Deliverables can include:

- Custom risk assessment report
- Risk heat map
- Gap analysis & recommendations
- Mitigation action plan
- Business continuity & contingency review
- Ongoing support



“Risk comes from not knowing what you’re doing.”
– Warren Buffett

Change Management

Lead your team through transitions- without the chaos.

In today's fast-paced business environment, change isn't just inevitable- it's necessary for growth, innovation, and competitiveness. But poorly managed change can lead to confusion, lost productivity, and employee resistance. Our services help you successfully lead your organization through transitions- whether it's implementing new technology, restructuring teams, integrating acquisitions, or shifting strategy. We equip your team with the tools, support and communication needed to adapt, adopt, and thrive.

Services include:

- Change readiness assessment
- Change management coaching
- Post-implementation review
- Ongoing support

Deliverables can include:

- Change readiness assessment
- Stakeholders engagement plan
- Communication strategy & messaging
- Training & support plan
- Change impact analysis
- Resistance management plan
- Success KPIs



“People don't resist change. They resist being changed.”
– Peter Senge

Artificial Intelligence Initiatives

Use AI to gain an edge even if you're not tech-savvy.

In today's competitive market, businesses can no longer afford to ignore the power of Artificial Intelligence (AI). Our services are designed to help you harness AI to streamline operations, enhance customer experiences, and ultimately grow your bottom line. We simplify AI and make it accessible- no technical background needed. Whether you're looking to automate repetitive tasks, improve forecasting or get insights from your data, we'll guide you through every step of launching and integrating AI solutions.

Services Include:

- AI readiness assessment
- Customized AI strategy development
- Tool and vendor selection
- Implementation and integration support
- Change management

Deliverables Can Include:

- AI opportunity report
- Custom AI strategy & roadmap
- Tool/ vendor comparison report
- Implementation checklist
- Ongoing support



“AI is not just a technology, it's a new way of seeing the world.”

– Fei-Fei Li



Tailored solutions

We make it easy.

We work with your team to ensure a seamless integration with your organization.

- Initial consultation
- Define objectives
- Scope and agreement
- Onboarding
- Action plan development
- Implementation
- Feedback and adjustments

Is Now the Time for a Fractional COO?

- *You're experiencing rapid growth and operations feel disorganized.*
- *You need operational expertise but aren't ready to commit to a full-time executive.*
- *You're business is facing significant organizational change or strategic pivots.*
- *You need experienced leadership during a transitional period.*

About Us

Synergy Pathfinders, LLC (SP) was established with the mission of addressing the unique challenges small business owners encounter when seeking to grow or striving to implement best practices within their operations.

Our founder, Heather Garland, brings over 25 years of extensive experience, including more than a decade spent in public accounting. Prior to launching SP, Heather served as the inaugural Chief Operating Officer at Alaska's largest locally-owned certified public accounting firm. Her proven track record includes successfully guiding organizations through crucial improvements in both accounting and operational efficiency. "My passion is working with companies to find solutions for their obstacles - including the ones they don't know they have," says Heather.



Heather



Ready for a free consultation?
Scan the QR Code!



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