

ATHENA OPERATIONS STUDIO



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Athena Operations Studio is a business operations firm dedicated to providing high quality operations advisory and execution services for small businesses, from teams of 1 to 10 at revenue of \$0 to \$2,000,000. We provide fractional COO services and startup advisory to visionary CEOs and business owners of product companies who desire to execute their business vision profitably. Our experience in supply chain management and manufacturing operations as well as scaling and growing small businesses make our team uniquely qualified to provide COO services for product-based businesses with the need for leadership oversight with experience in product operations.

Go-to-Market and Sales consulting and support provided in partnership with Cultured Perspective.

UNLOCK THE POWER OF FRACTIONAL COO SERVICES FOR YOUR SMALL BUSINESS

At Athena Operations Studio, we understand that running a small business comes with its unique challenges. Whether you're struggling with strategic planning, operational efficiency, or scaling your company, our fractional Chief Operating Officer (COO) services are here to transform your business and drive growth.



» WHY CHOOSE ATHENA?



Expertise:

Our seasoned Fractional COOs bring years of experience to the table. They have successfully navigated the intricacies of various industries at businesses of all sizes, from startups to multinational enterprises, giving them unparalleled insights to benefit your business.



Custom Solutions:

We don't offer one-size-fits-all solutions. Our Fractional COOs tailor their strategies to your specific needs, ensuring maximum impact and ROI.



Cost-Effective:

Hiring a full-time COO with true business operations and supply chain experience is expensive. With our fractional services, you get access to top-tier talent without the long-term commitment.



Focus on Growth:

Let us handle the day-to-day operations while you focus on what matters most – growing your business.



› OUR FRACTIONAL COO SERVICES INCLUDE



Strategic Planning:

Develop a roadmap for your business's future, setting clear objectives and actionable plans that align with your personal life as the founder/owner as well as your business objectives.



Operational Excellence:

Streamline processes, optimize resources, and enhance efficiency to maximize profitability. We specialize in recommending and implementing digital tools for automation where it makes sense.



Team Leadership:

Motivate and guide your team to ensure they are aligned with your business's vision – if you have one of course. Just starting out as a solopreneur?? We have services for you too!



Financial Management:

Drive financial stability and growth through effective budgeting and financial analysis.



Scaling Strategies:

Identify opportunities for growth and expansion, and execute strategies to take your business to the next level.

» WHAT IS A COO?

A Chief Operating Officer (COO) is a high-level executive responsible for overseeing the day-to-day operations of a company. Their role involves optimizing processes, managing resources, and ensuring efficient execution of the business strategy. COOs often work closely with other C-suite executives, such as the CEO and CFO, to align operations with the company's goals. They focus on improving productivity, reducing costs, and enhancing organizational performance. COOs play a critical role in scaling the business, implementing operational strategies, and driving profitability while ensuring the company operates smoothly and effectively.

» HOW DO I KNOW IF I NEED A COO FOR MY SMALL BUSINESS OR STARTUP?

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Business Complexity:

If your business is becoming increasingly complex, with multiple departments, processes, and a growing workforce, a COO can help streamline operations and ensure efficient coordination.



Growth Plans:

If you have ambitious plans for scaling your business, a COO can provide the strategic and operational expertise needed to execute those plans effectively.

**Resource Management:**

If you find it challenging to allocate resources effectively, control costs, or optimize workflows, a COO can bring financial and operational discipline to your organization.

**Time Management:**

If you, as the founder or CEO, are bogged down with day-to-day operations, a COO can free up your time to focus on long-term strategy and growth.

**Strategic Guidance:**

If you lack a clear operational strategy or struggle to implement one, a COO can help develop and execute a comprehensive plan aligned with your business goals.

**Market Expansion:**

If you plan to enter new markets, regions, or industries, a COO with experience in expansion can navigate the complexities of growth.

**Financial Health:**

If you face financial challenges, a COO can bring financial acumen to stabilize finances, seek funding, or manage cash flow effectively.

**Industry Expertise:**

If your business operates in a specialized or regulated industry, a COO with industry-specific knowledge can be invaluable.



Team Leadership:

If your team requires strong leadership, motivation, and professional development, a COO can enhance the organizational culture and team performance.



Decision-Making:

If you often struggle with strategic decisions or need an experienced partner in the decision-making process, a COO can provide valuable input.

Before making the decision, be sure to thoroughly assess your business needs, budget, and the specific expertise required. Consider consulting with business advisors or mentors to determine if this executive role is the right fit for your current stage of growth and long-term goals. And don't hesitate to contact us to ask! We'll always tell you honestly if our services are indeed a good fit for your business.

I HAVE A BUSINESS COACH. DO I ALSO NEED A COO?

Yes! Business Coach and Fractional COO are distinct roles that offer different types of support to businesses. Here's a breakdown of the key differences between the two:

Business Coach

A business coach primarily provides guidance, mentorship, and coaching to business owners, executives, or teams.

Business coaches focus on personal and professional development, helping individuals or teams improve leadership skills, decision-making, goal setting, and overall performance.

They work on a wide range of business aspects, including leadership development, communication skills, time management, and mindset.

The goal of a business coach is to empower individuals or teams to unlock their potential, overcome challenges, and achieve personal and professional goals.

Business coaching is typically conducted through one-on-one sessions, group workshops, or online programs.

Coaching engagements can vary in duration, from short-term sessions to ongoing, long-term relationships.



Role



Focus



Scope



Goal



Engagement



Duration

Fractional COO

A Fractional Chief Operating Officer (COO) is an executive-level role responsible for managing the day-to-day operations and strategic aspects of a business.

Fractional COOs focus on operational efficiency, process improvement, resource allocation, and executing the company's operational strategy.

They work on specific operational challenges, such as scaling the business, improving processes, cost management, and team leadership.

The goal of a Fractional COO is to optimize operations, increase profitability, and ensure the organization is running smoothly and efficiently.

Fractional COOs are typically engaged on a part-time or project basis, bringing their expertise to address specific operational issues.

Fractional COO engagements can vary in duration but are often project-based or ongoing over a longer-term commitment.

WHAT SHOULD I LOOK FOR IN A FRACTIONAL COO?

A good Fractional Chief Operating Officer (COO) possesses a combination of skills, attributes, and experiences that make them effective in their role. Here are the key qualities and qualifications that make someone a good Fractional COO:



Operational Expertise:

A strong grasp of business operations is essential. They should have a deep understanding of processes, resource management, logistics, and organizational efficiency.



Industry Knowledge:

Industry-specific knowledge and experience can be invaluable. A good Fractional COO should understand the nuances and challenges of the industry in which the business operates.



Strategic Thinker:

They must be able to think strategically, aligning operations with the overall business strategy and long-term goals.



Leadership Skills:

Effective leadership is crucial for managing teams, fostering a positive organizational culture, and driving employee engagement.



Problem-Solving:

The ability to identify and solve complex operational challenges is a key attribute. This includes finding innovative solutions to improve processes and efficiency.

**Communication:**

Strong communication skills are essential for collaborating with other executives, employees, and external stakeholders. They should be able to convey their ideas clearly and concisely.

**Financial Acumen:**

Understanding financial statements, budgeting, and cost management is critical for making informed operational decisions and optimizing resource allocation.

**Change Management:**

Given their role in driving operational improvements, a good Fractional COO should excel at managing change within the organization.

**Project Management:**

Proficiency in project management methodologies ensures that initiatives are executed efficiently and on time.

**Adaptability:**

The business landscape is constantly evolving, and a Fractional COO should be adaptable and open to new technologies and trends that can improve operations.

**Client-Focused:**

If working with clients, they should be client-focused, understanding client needs, and providing tailored solutions.

**Ethical Conduct:**

Maintaining high ethical standards and integrity is crucial, especially when handling sensitive company information and making strategic decisions.

**Experience:**

A strong track record of success in previous COO or senior leadership roles is highly desirable. This demonstrates their ability to deliver results.

**Problem-Solving:**

Effective problem-solving skills are vital in addressing the unique challenges that each business faces.

**Flexibility:**

Fractional COOs often work with diverse businesses and industries, so adaptability and flexibility are essential traits.

Overall, a good Fractional COO should combine their operational expertise with strong leadership skills, strategic thinking, and the ability to adapt to various business environments. They should bring tangible value to the businesses they work with by optimizing operations and contributing to the achievement of business goals.



› OUR RATES



\$2,500 / month:

The goal of this service to help owners and founders create a business plan and define their strategic business objectives. Look at this as thought partnership with someone who has been where you are and is currently where you want to be.



Includes:

- Startup operations advisory
- Weekly one-hour meeting
- Unlimited text and e-mail support of “homework”



\$3,500 / month:

This service is for founder/CEOs who have started to get product orders and would like to double down on defining standard operating procedures for the operational aspects of their business because they want to hire hourly support. Maybe you are thinking about outsourcing order fulfillment or marketing, but not really sure where to start.



Includes:

- Two 90-minute meetings per week
- Unlimited text and e-mail support
- Operational metric and KPI definition and monitoring to ensure financial alignment
- Recruiting and hiring planning
- Tax and compliance planning
- Business system selection and implementation oversight

**\$5,000 / month:**

Complete operations oversight and execution – Ideal for small businesses with 2-3 full-time employees or contractors aside from the founder/CEO.

**Includes:**

- Standing weekly leadership meeting
- Team meetings as needed
- Unlimited text and e-mail support
- Operational metric and KPI definition and monitoring to ensure financial alignment
- Process improvement and standard operating procedures (SOPs) creation
- Recruiting and hiring planning
- Tax and compliance planning
- Business system selection and implementation oversight

**Temporary / Interim COO: \$15,000-\$25,000 / month:**

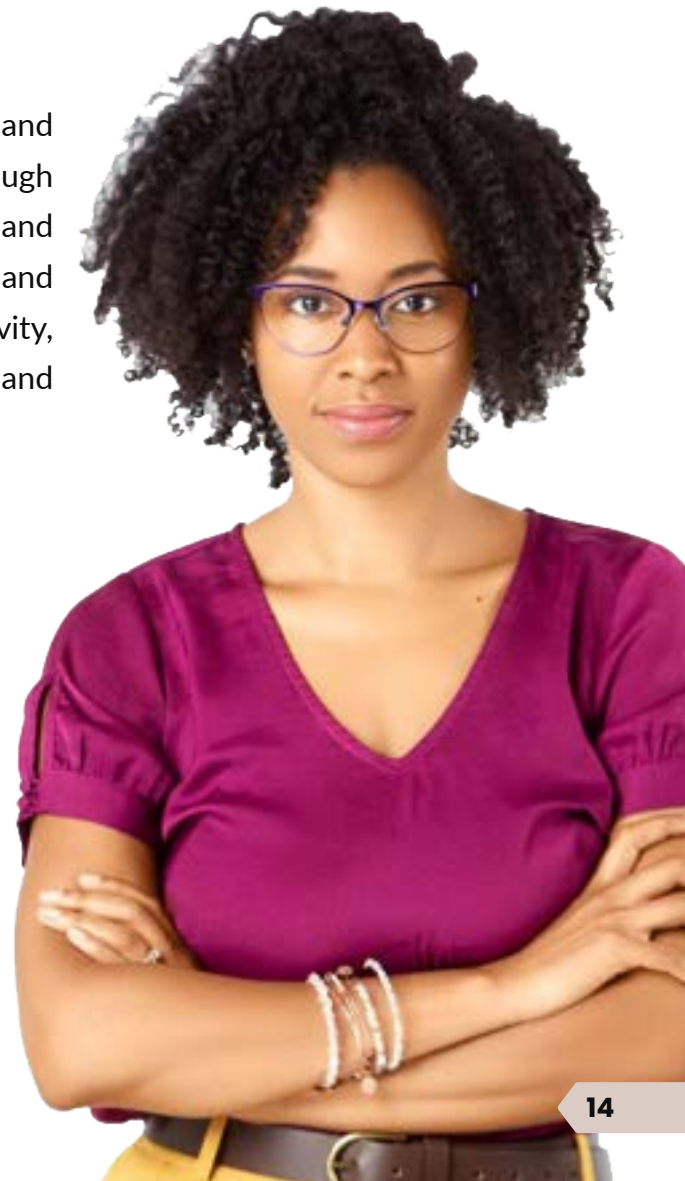
Need executive level operations support NOW while you figure out a long-term solution? A temporary COO could be a solution! Pricing depends on company headcount, overall engagement scope, and dedication (e.g. part-time vs full-time need). Ideal for companies with 15-30 employees.

» ABOUT THE OWNER

Dyci Sfregola is the founder and CEO of New Gen Architects, a digital supply chain consultancy for midmarket companies. She founded Athena Operations Studio to fill a need in the startup and small business community where visionary CEO's and owners often need an integrator to bring their visions to life. Having built a 7-figure business in less than 12 months, she understands the need for CEO's to work on their businesses and not in them.

A global business professional and avid traveler, Dyci completed her undergraduate studies at the University of Georgia and received her graduate degree from Kennesaw State University. As a fluent Spanish and Italian speaker, she leverages her liberal arts background, multilingual skills and technical education to lead project teams across geographical regions, drive user adoption of digital business tools, and uncover new ways of working to improve organizational productivity and efficiency. Her expertise lies in business process improvement and operational excellence, sales and operations planning, change leadership and management, and cross-functional collaboration across the value chain.

As a growth consultant, Dyci uses her understanding of sales and marketing to guide executives and business owners through operations process improvement to ensure profitable and sustainable growth. She is committed to helping small and medium businesses improve their ways of working, productivity, quality and profit margins by adopting digital technologies – and upskilling and reskilling their workforce along the way.





➤ **READY TO TAKE YOUR BUSINESS TO NEW HEIGHTS?**

Contact Athena Operations Studio today to schedule a consultation with one of our Fractional COO experts. Together, we'll create a tailored plan to supercharge your business's success.

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Unlock the power of fractional COO services for your small business with Athena Operations Studio.

