

Fractional Consultant

Scope of Work

Jaime Lane – Business Development & Engagement Consultant

President & CEO, LINK Lake Norman

Project Overview

Jaime Lane offers consulting services to organizations seeking to enhance business development, employee engagement, and stakeholder collaboration. With a proven track record in building high-impact networks and driving organizational growth, Jaime partners with businesses, nonprofits, and community organizations to unlock new opportunities and achieve measurable results.

Objectives

- Accelerate business growth and market reach
 - Strengthen employee engagement and workplace culture
 - Foster strategic partnerships and community connections
 - Develop and implement programs for workforce readiness and talent development
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Services & Deliverables

1. Business Development Strategy

- Assess current business development efforts and identify growth opportunities
- Design and implement customized strategies for lead generation, client acquisition, and market expansion

- Facilitate strategic planning sessions with leadership teams

2. Employee Engagement & Culture

- Conduct employee engagement assessments and deliver tailored recommendations
- Develop and facilitate workshops on leadership, communication, and team building
- Advise on best practices for talent retention, recognition, and organizational culture

3. Stakeholder & Community Engagement

- Map key stakeholders and develop actionable engagement plans
- Connect organizations with local and regional partners, including government, education, and nonprofit sectors
- Design and lead community forums, roundtables, and collaborative initiatives

4. Workforce Development & Readiness

- Advise on the creation and delivery of workforce readiness programs, including soft skills, career exploration, and internship pathways
- Partner with HR and training teams to align talent development with business goals
- Measure and report on program outcomes and ROI

5. Marketing & Communications Support

- Guide the development of outreach strategies and brand positioning
- Represent the organization at industry events and as a media spokesperson

Project Timeline

Project timelines are customized based on client needs and scope. Typical engagements range from short-term projects (4–12 weeks) to ongoing advisory partnerships.

Performance Metrics

Success will be measured by:

- Growth in business leads, partnerships, or revenue
- Improvement in employee engagement and retention metrics
- Expansion of community and stakeholder networks
- Achievement of defined project milestones and deliverables

Reporting & Communication

- Regular progress updates (weekly or biweekly, as agreed)
- Written summary reports at key project milestones
- Final project review and recommendations

Why Work with Jaime Lane?

- Deep expertise in business development, engagement, and workforce initiatives
- Proven leadership in building collaborative networks and driving results
- Flexible, client-centered approach tailored to your organization's unique goals

Ready to accelerate your organization's growth and engagement? Contact Jaime Lane to discuss your goals and design a consulting engagement that delivers results.
