

HOW TO SECURE FLEXIBLE ROLES

without limiting your career

*Based on experience securing flexible roles
across consulting, banking, consumer
goods and education industries.*



Greenfield Insight

WHY FLEXIBLE ROLES FEEL SO HARD TO SECURE

Many people seek flexible work when balancing:

- caring responsibilities for children
- supporting ageing parents or family needs
- health, energy or personal challenges
- other significant priorities

These are real and valid life circumstances.

So why is finding flexible work difficult?

Most roles are designed to be full-time.

Flexible roles are rarely advertised.

They are created for the right candidate.



HIRING MANAGERS WANT THE BEST PERSON FOR THE JOB

Hiring managers are making a simple decision:
Who is the strongest hire for this role?

Flexibility becomes possible when confidence in a candidate is high.

That confidence can come from:

- working with you previously
- a strong track record
- a recommendation from someone they trust

**Flexibility is rarely the deciding factor.
Confidence in the candidate is.**



FLEXIBLE ROLES ARE CREATED THROUGH A DELIBERATE APPROACH

A framework to identify and secure a flexible role

1

Define Direction

Be clear on the role you are targeting and how it aligns with your strengths

2

Build Pathways

Create multiple routes to opportunity across roles, industries and networks

3

Strategic Networking

Have focused conversations that build insight, credibility and connections

4

Clarify Flexibility

Be specific about what flexibility looks like and what matters most

5

Strong Positioning

Build clear evidence that you are the strongest candidate

6

Propose Structure

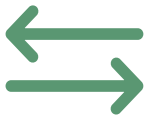
Present a structure that works for both you and the organisation



PUTTING THIS INTO PRACTICE

Applying this approach to your own situation is easier with support. It helps you move faster, gain clarity, and turn this into action.

I've developed frameworks and tools to help you:



Define the right role and direction



Position your strengths clearly



Navigate conversations



Design flexible roles that work

Flexible roles I've secured

Project Leader · 3 days | Sales Director · 3 days | Executive Manager · 4 days |
Head of Strategy · 3 days | Head of Product · 4 days | CEO · 4 days

In each case, the organisation wanted me in the role first. Flexibility came after.

If you're thinking about this, feel free to connect.

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Supporting women to secure roles with flexibility

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