



## **Interim Management Marketing and Support Programmes**

[www.proteusconsultancy.com](http://www.proteusconsultancy.com)

### ***Proteus Marketing and Support Programmes for Interim Managers.***

The individual programme options below have been specifically tailored to meet the needs of the Interim manager whilst on an assignment and whilst looking for the right assignment. They put you in control. You negotiate directly with the client. Proteus does NOT take any commission or cut from either you or the client. The programmes are tailored to ensure that you, as the Interim, are fully able and "armed" with all the skills and opportunities to get that next assignment, when you need it. Of course nothing can be guaranteed but the alternative of waiting for the phone to ring, being on your own trying to secure an assignment doesn't seem so attractive. In addition, all Proteus programmes are positioned to enhance the Interim manager's ability to gain revenue for his service company and therefore to him the costs are likely to be allowable for UK tax purposes.

### ***The Individual Marketing and Support Programmes.***

All of these programmes can be taken whether currently on assignment or not, to support the Interim in his/her individual needs and interim career planning. The plans are not described in any particular order or preference, and any dependencies are noted in the text. The Interim is offered a free of charge 1-hour career consultation at any of our centres throughout the UK, to discuss individual career needs and objectives. The programmes are applicable to established Interim Managers or individuals wishing to embark on an independent career as an interim manager, helping to build an impressive client portfolio.

Alternative programmes can be offered to Interims wishing to change career direction into the permanent career market or visa versa.

*Intensive managed marketing project to ensure continuity of assignments.*

*Fully supported and targeted approaches to potential sources, identified from our comprehensive database of UK and overseas organisations*

*Centres in Birmingham, Bristol, Central London, Glasgow, Guildford, High Wycombe, Leeds, Manchester, Ringwood, and Sevenoaks.*

*Proteus has been established since 1989 and has helped over 5,000 people achieve their individual career goals.*

*Opportunities arising from our broad network of private and public sector contacts.*

*The UK market for interim management services is growing from an estimated worth in 1995 of around £76 million to around £200 million in the year 2000. Expected worth in 2005 is around £430 million in revenues.*

## **Introduction**

An interim manager, or "Interim" as they are often known, is neither a Contractor nor a Consultant.

A Contractor is usually hired for a particular task like a programmer, tester or maintenance person and is under the day-to-day direction of a senior company employee.

A Consultant is usually an individual or a team of people hired to resolve one problem within a company that usually turns into many. Timescales are usually expanded with no real idea of an end date. The result is usually a binder full of recommendations that someone else has to implement.

## **What is an Interim?**

Interims are appointed temporarily to senior managerial positions within an enterprise, either in a functional role or to undertake a specific short-term project. They are experienced senior managers and Directors who have decided, for various reasons, to establish an independent "portfolio" career as a dedicated interim manager. An Interim is characterised as an experienced manager or project specialist, available when needed, for as long as needed, a doer (not an advisor), an implementer (not a report writer); a manager (not a consultant); and he or she will be "sensibly over-qualified" for the task, making for a minimal learning curve and effectiveness from day one.

An Interim becomes a part of the client's management team for the time being, committed to all its objectives, and will quickly gain co-operation and respect.

He or she bears the hallmarks of impartiality, honesty and quality, for the next assignment will depend on the reputation achieved in the last.

Professional Interims are senior executives with a lifetime of experience in many complementary disciplines.

The Interim typically works within their registered UK service company so satisfying current employer/employee working directives. The client (company hiring the Interim), will **not** need to pay National Insurance contributions, Income Tax, holiday pay, sick pay, pension contributions, bonuses, or car allowances as these are paid by the Interim's own service company so freeing up any client liability.

*In today's business environment flexible and skilled workers are very attractive to employers. Interims fill this need; the employer can buy a mix of services for a particular time or project.*

*Interims can also mentor existing employees as well as carrying out assignments thus ensuring that standards and direction are maintained once the interim has left.*

The client will hire an Interim typically for a 3–9 month contract. Longer periods are not uncommon.

An Interim brings to the client a range of skills from board room to line management so that the Interim can both direct **and** carry out tasks to meet service company agreed objectives.

The client pays the Interim's service company a daily rate for his services, via a VAT invoice issued monthly to the client.

Other advantages an Interim brings to the client:

- Knowledge/experience transfer.
- Raises staff skills.
- Quickly available.
- Speedy delivery.
- Fixed term contract.
- Avoids long-term commitment from the client.
- Satisfies short or long-term skills gap.
- Less costly than a consultancy.
- Hands on approach.
- No overheads.
- Cost effective.
- Impartial... etc.

### ***The Challenge!***

So, how do existing Interims and new potential Interims manage their independent careers? How do they find the right assignment in the right client sector, at the right time and at the right daily rate and above all, the assignment that can provide the launch platform for the next opportunity? Furthermore, Interims must be able to "market" themselves and be able to build a business relationship from the outset with the client, and then close the deal in a "win-win" situation.

Whilst on assignment would it not be to your advantage to have a support organisation dedicated to your individual needs as an Interim? An organisation that not only can launch a marketing campaign whilst you are on assignment to quickly secure your next opportunity, but can also coach you in specific career skills to enhance your personal marketing.

If, after a period of Interim self-employment you would like to consider a move into a permanent full time position for a while, one of Proteus's programmes for employed clients is also an option. This would guide you in the right direction; building on your existing skills gained as an Interim, but possibly in a sector that you had not considered.

## ***The Numbers Game!***

Interims usually embark on a round of registration with Interim Management agencies. Your CV is acknowledged and perhaps you have an interview with the agency. Your CV is then deposited on a database and then you wait!

The phone doesn't ring so then you wonder if the CV you deposited is the best one. Is the daily rate you are asking the right one to secure an assignment? Would registering with more interim agencies help? Do the agencies really understand the skills you are offering? What's my sector doing? Should I consider a different sector? Maybe several part time assignments are the answer? Maybe working with other Interims to offer the client a "package" of skills is the answer? Is your personal network providing access to the unpublished opportunities? Etc, etc.... but the phone still doesn't ring.

Then, you get the opportunity of an assignment from an agency, at a rate that's usually negotiated with the client BEFORE he's even seen you. You will need to make a presentation! You will need to market yourself! You will need to tailor your CV to the client's requirements! You will need to understand the clients company! You will want to be able to negotiate the "package" including the daily rate - BUT that deal is already done. You could lose out! Are you confident? When was the last time you did this, and was it successful...months ago if not years!

And every day that passes, you are not earning, - added pressure to settle for something that is second best! How many others are trying to get the same assignment at interview, - 5 or 6, more? Will these agencies look overseas for the right assignment for the Interim, if the Interim wishes to seek offshore experience? Does the Agency have a history of established clients spreading over 15 years that may traditionally have only considered full time employees, but who could find the proposition of an Interim very attractive, once they understood the proposition?

## ***Interim manager marketing programme***

### **Description**

Intensive managed marketing project to ensure continuity of assignments.

### **Module 1 - Project Strategy and Management**

Allocated flexibly in accordance with the needs of the interim manager. Typical areas addressed can include:

- ⇒ Presentation materials
- ⇒ Negotiating the assignment
- ⇒ Target markets
- ⇒ Charge-out rates
- ⇒ Competitive advantage
- ⇒ Alternate markets
- ⇒ Forms of trading
- ⇒ Programme performance checks
- ⇒ Timing of marketing campaign
- ⇒ Mentoring during assignment

### **Module 2 – Assignment Search**

Proteus will carry out an intensive assignment search until a suitable assignment is achieved or for the purchased term, whichever occurs first. This phase will commence at a date agreed with the interim manager and will include.

- ⇒ Targeted approaches to potential sources, identified from our comprehensive database of UK and overseas organisations
- ⇒ Opportunities arising from our broad network of private and public sector contacts

For indefinite programmes, each new search project will commence at a date agreed with the interim manager.

Whilst Proteus will manage the search for opportunities, the interim manager will carry out meetings and negotiations with prospective employers. Proteus will make no charges of any sort to the prospective employer, nor will Proteus require any part of the fee agreed by the interim manager with the employer.

## **About Proteus**

### **Geographical coverage**

Centres in Birmingham, Bristol, Central London, Glasgow, Guildford, High Wycombe, Leeds, Manchester, Ringwood, and Sevenoaks.

### **Affiliation**

Proteus subscribes to the Code of Conduct for Outplacement Consultants of the Chartered Institute of Personnel and Development and is listed accordingly by the Institute.

Proteus is an approved supplier to the Association of MBA's.

### **Stability**

Enjoyed steady growth for over 15 years.

### **Technology**

The latest technology is used to provide as efficient a service as possible. All Proteus staff are highly computer literate and can provide any assistance needed to programme participants.

### **Information**

All clients have access to Proteus' extensive databases and information sources, which are continually maintained. They also have full access to the Proteus Jobs Database on the Internet, which contains in excess of 1M jobs per annum.

### **Client Base**

Recent clients include: -

- National Audit Office
- Universal Studios
- Hampshire County Council
- Royal National Institute for Deaf
- Assessment and Qualification Alliance
- Hummingbird UK
- Kent Reliance Building Society
- Moss Pharmacy
- Port of London.
- Tower Records Ltd.
- Sanyo Europe Ltd.
- Equisys Plc.
- Video Arts Group

### **Guarantees**

Uniquely in indefinite programmes, the opportunity is provided for continuous marketing support for a fixed annual retainer

## ***Project Managers***

### **Mike Warren**

Qualified to doctorate level with 15 years experience of career consultancy at senior level - a Proteus director.

### **Keith Folkes**

A Chartered Accountant with extensive senior Director level experience and 12 years in career consultancy - a Proteus director.

### **Glenn White**

Professor and Proteus director. Provides support in special situations, often assisting clients who are at the leading edge of technology.

### **David Kogan**

Key experience in the implementation of highly focused development programmes for all levels of management. Developed innovative strategies for career and succession planning and organisational development programmes – a Proteus director.

### **Hugh Richards**

Highly experienced in the corporate outplacement function. Lecturer in management subjects to MBA level. Originally an army officer, with subsequent senior level experience in the insurance industry – a Proteus director

### **Mike King**

A senior manager with 25 years experience of Senior Management. A qualified counsellor, with 5 years experience in outplacement for senior management and career consultancy.

### **Jim Lawson**

A background as HR Director and Divisional Manager and 8 years in human resource development, including outplacement and corporate culture change.

### **Richard Carsons**

**Richard is a highly experienced and very professional outplacement and careers guidance consultant, with over 10 years experience in the field. He has managed large on-site projects, developed and delivered seminars and training course and delivered 1:1 and group consultancy. He is a Fellow of the Institute of Administrative Management and a Member of the Chartered Institute of Personnel and Development.**

### **Joel Webster**

Joel is a highly competent and experienced consultant with over 10 years experience. Clients have included many Blue Chip companies. He has a strongly ethical counselling style.

### **Karen Mulley**

Karen has been helping people with their careers for 20 years and she has wide experience of many sectors from distribution, publishing and automotive to manufacturing and engineering.

### **Dan Dyas**

Wide experience of HR activities. Achieved measurable success in outplacement, in-placement, assessment and organisational development.

### **Gordon Irvine**

An experienced project manager; founder and CEO of a 200 strong member organisation for household name companies. Entire career in management training and development roles.



## ***Next Steps***

To book a 1 hour exploratory appointment (no cost) with one of our consultants to discuss the above programmes for Interim managers please call **0870 760 6985**.

For more information about Proteus, please visit our web site at [www.proteusconsultancy.com](http://www.proteusconsultancy.com)

Proteus has offices at the following locations:

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