

# HOW TO NAIL YOUR PERSONAL DEVELOPMENT AS AN INTERIM MANAGER

BY CLAIRE CARTER

## What do you need to become a successful interim manager?

You've reached the point in your career where becoming an interim looks attractive. You've taken stock of your experience and track record, you've seen other people do it, and you feel like it's a road to explore. You ask yourself, is this right for me? Do I have the right skills to be successful? Here is what I think it takes to be a successful interim manager:

### Articulating your value proposition

This is your starting point. Articulating your value proposition will enable you to communicate to the world what you do. It should be a concise statement of outcomes/solutions you deliver to clients who might engage your services. Your value proposition is a declaration of your intent, why you exist and what you are here to do. It should be persuasive and help turn prospects into a paying client. It's more than your CV; it's a compelling statement and track record that communicates the value you add.

### First-class leadership

Interim Managers are often parachuted into complex situations that require decisive leadership and influencing skills. Not all assignments will get a friendly welcome. Interim managers need to establish relationships at speed, build trust and be able to assess the landscape quickly. As an interim manager, you need to be able to handle challenging situations with a combination of sensitivity and gravitas so you can integrate yourself into the organisation and quickly engage the workforce.

### Outcome focused

As an interim manager, you are judged on your results. Fact. Successful interim managers have an inherent ability to focus on results that deliver lasting benefits. Interims are typically engaged by clients to solve a problem; therefore, the expectation is always on results. To be a successful interim manager, you'll need to learn to block out the noise and focus on the outcomes you've committed to achieving to guarantee the success of your assignment. Successful interim managers don't get involved in office politics, don't pick up work outside their remit, and are very clear on what they are there to do.

### Adaptability

Adapting to unexpected adversity, not being fazed by uncertainty and ambiguity, reading between the lines and being as comfortable rolling up your sleeves as operating in the boardroom are all requirements of a successful interim manager. Coping with unconventional recruitment processes, short notice changes, being prepared to travel or work away from home and potentially flexing your day rate and, therefore, your earnings in line with market demands are common situations that interims face. Successful interim managers are adaptable; they navigate these challenges and deliver their A game.

### Your personal brand

As an interim manager, you will work hard to create and build your personal brand. Your personal brand is how you promote yourself. It is the unique combination of skills, experience, and personality that you want the world to see. It is the telling of your story and how it reflects your conduct, behaviour, and spoken and unspoken words. It's your reputation. And your reputation is the making or breaking of your interim career. Some people say; you are only as good as your last assignment!

Whether you are about to embark on your interim career or you've been successful for a while, it's good to take a moment and ponder the above. As always, I'm interested in your views. What do you feel are important skills to have as an interim manager?



*Claire Carter is an AQ Partner who has supported the public sector for over 20 years. Her specialty is connecting her clients with flexible talent that can help deliver sustainable change, shaping organisations for the future and improving financial and operational outcomes.*

*claire@andersonquigley.com or [follow on LinkedIn](#).*

**ANDERSON  
QUIGLEY**