



Life as an interim professional is a nomadic one. It is as much about aligning to professional objectives as it is to personal preferences. The average interim professional is recognised as being to a large extent, self-reliant. This self-reliance supports the reality of confidence that an interim professional conveys to any prospective client when looking to win an assignment opportunity.

But self-reliance can be both a strength and a weakness.

It is a clearly a strength when backed up by high utilisation rates and above average day rate and annualised earnings levels. It is however, a very visible weakness if the opposite exists with low levels of utilisation, lower than average day rate and annualised earnings levels.

The digital landscape that many of us are now forced to live in can also be very unforgiving for interim professionals who seek to portray self-reliance traits as a strength. When, for many interim professionals the evidence suggests that trait to be, or to have become, a 'dependant trait' on market behaviours and suppliers.

The perception of a competent and highly sought interim professional goes beyond self-reliance. Amongst other traits expected from such in this now 'highly connected world' is the ability to 'master' their own attrition rates and lessen their own gaps between assignments by utilising and mobilising the very same competencies they are seen to possess when in role, such as:-

- **Being decisive** – Being in control, able to demonstrate an ability to see challenges and offer solutions swiftly and smoothly. Always having a PLAN A and if needed a reviving, PLAN B.
- **Provide clarity & education** – able to transform seemingly complex and risky situations into ones of sustainability and security, enabling a business to harness solution-based strategies and aligned processes with confidence.
- **Be agile & consistent** – able to transfer their confidence in dealing with and responding intelligently to change.
- **Subject Matter Experts** – informed and concurrent with the latest methodologies, techniques, and models consistent with a lessened reliance on ‘same old same old’ and the well-known ‘tried and tested’. No rinse and repeat.

So, by the same token when PLAN A fails to deliver the next assignment and even PLAN B shows little, or no conversion, the realities and perceptions of the above components can be seen as questionable in the world of high connectivity and technological advance, especially to those looking to procure such services.

There is of course a significant difference between performing the role for which you are professionally qualified and finding, let alone winning the assignment opportunity in the first place. It can, therefore, be seen as ‘unjust and unfair’ to assume that competence and knowledge in one area automatically translates into the other. Unfortunately, today we have no control over other’s perceptions of who we are and what we offer. Reality and perception become blurred.

From the perspective of the **Institute of Interim Management (IIM)**, there has been a growing awareness from the Board that most interim members appeared not to have a sustainable PLAN A, or indeed a reviving PLAN B. Recognised by the apparent extended periods ‘off assignment’ concurrent throughout the IIM membership. With that in mind the Board took the decision to assist in ‘lifting attrition rates’ by partnering with Morphosis Partners, who offered an in- market-knowledge and change of search behaviours which met the identified needs of the members. A resilience and sustainability model navigating market trends, technological advances, and fluxes within the hiring landscapes for the membership. In essence, an interim business development service for the interim professional.

We all recognise and accept in a corporate context that the best time to *make change is from a position of relative strength where the gains are clear and additive*. Conversely, the longer a business *postpones taking the required action* the more the corrective actions merely serve to ‘stem’ unnecessary erosion. In this context, the seminars offered by Morphosis Partners have been recognised and approved by the Board to counter the risk of the developing reality of longer gaps between assignments to enable the members a swifter road to recovery in the first instance, from which the overall loss in the perception of and interim’s brand and marketability is minimised. Perception and reality aligned.

The Interim professional has both opportunity and challenge at this point in time.

Opportunity that the *perfect storm* of forced accelerative change, market turmoil and a lessened future predictability means the mindsets of many businesses are ‘flummoxed’ when thinking of both future projects and near-term objectives. They need help!

Challenge then, comes in the form of *visibility and being known* to those one should be known to/need to be known to, amidst the ‘noise’ and complexity of the interim hiring marketplace.

And this is exactly the landscape where the clients of Morphosis Partners are able to flourish.

Morphosis Partners and their relevance to the interim practitioner.

Morphosis Partners have a proven successful track record of working with senior executives;- permanent (55%) and interim (45%) operating across the range of functional disciplines (17) and sectors (22) in both the UK (70%) and overseas (30%). Our innovations, market readiness and success ratios impressed the IIM board and Morphosis Partners became the obvious choice to define and deliver a valuable service of benefit to their membership.

The positioning of such support is not to be confused with the role of the ISP or with other services that some will be accustomed to, such as CV writers, career managers, job search coaches and mentors. In essence, if we assume that PLAN A relates to the ISP’s, your existing network, CV writers and job search coaches, then for many PLAN A in the past provided the right solution most of the time. In some cases that may have left you ‘short’ and so you may have had to consider PLAN B where the likes of the career managers and mentors can be employed by the interim. Again, in the past this additional level of intervention could provide an additional resource to lift your confidence and possibly motivate you to be more proactive. But we’re not in the past, we are in the present.

*Over an 18 month+ period the needs of the interim as determined by the feedback of the membership to the **IIM Board** enabled a very precise seminar structure focussed on the ‘present’ to be proposed, meeting the individual situation and circumstances of the individual interim.*

These seminars are not to be confused with free of charge webinars and the services of those who would fit within the definition of PLAN A and PLAN B. In fact, 74% of the individual clients of Morphosis Partners usually have explored their own version of PLAN A and in many cases have also invested in PLAN B provider services. Therefore, over the 7yrs+ that Morphosis Partners has been incorporated we have not had a single client question our bandwidth of value within the services we have designed and implemented.

The Seminar Series and should I attend?

The seminar content draws from the same capabilities that are offered and employed to our 1:1 individual client with the following caveats:-

1. The Seminars are high content, high delivery, wrapped up in a short timeline. Essentially a knowledge transfer which takes you to the 'front and top' of the class very quickly and is then for you to apply. No rinse and repeat.
2. Unlike many available free seminars and webinars, the IIM partnered seminars are kept to small groups, enabling each participant to understand and implement the seminar content. Each one is delivered in a manner and style that substantiates a relevance to each attendee's specific situation. Your language, your drivers, your mindset.
3. We are not interested in delivering the operationally convenient 'pink & fluffy' content. What we deliver will challenge your assumptions, change your thinking and reinvigorate you to be 'your best on assignment' but also 'your best in between assignment'. Putting you in control of your present and future environment by 'standing out' in the flux of the highly competitive hiring landscape.

Uniquely to the IIM, the Seminar series offered have been deliberately structured to bring together interim professionals at a similar stage in their professional journey:-

Early Stage: For those who are looking to get the correct 'best in show' foundations in place to optimise the smoothness of transition from permanent employment to life as an interim. Equally, for those who are now beyond the 'honeymoon stage' and looking to create a sustainable interim future irrespective of market situation.

Seminar Content Highlights Include:

- How to translate your historic reputation into one that forward elevates.
- How to establish your own business development and 'go to' marketing channels.
- The most effective ways to win assignment opportunities.

If you are looking for a short-cut route to establishing the right foundations for sustainable interim success, controlled by you then the Early-Stage Seminar Series will be the perfect investment.

Mid Stage: For those who are established, either looking to benchmark their existing approach or seeking to optimise their return on their market position. Or perhaps have hit the challenging period of day rate and/or annualised income erosion and would value re-positioning for onward success.

Seminar Content Highlights Include:

- How to elevate your reputational appeal and become the interim everyone wants to hire.
- How to generate and procure your own leads, inner circle ties and win assignment opportunities.
- How to maintain market relevance and avoid professional obsolescence.

If *you* are keen to 'sensor check' your approaches, to bring your assignment search methods up a notch, are fed up 'clicking apply' 'waiting' and/or want more control/ownership of your future welfare then the Mid Stage Seminar Series will deliver a significant return on investment. Enabling *you* to optimise your return on the capital invested in self, your existing service, and brand offer to date.

Senior Stage: For established and proven interim professionals who are now looking at reinvention (interim to portfolio or NED, sector industry transitions and/or repositioning back to a permanent career), exit or succession growth planning.

Seminar Content Highlights Include:

- How to identify and curate a forward network rich with relevant decision makers.
- How to define, explore and procure alternative or complementary paths such as NED, Portfolio careers and even transitions into alternative sectors, situations, and business types.
- How to retain your day rate equivalent in a perceived high supply talent marketplace.

If *you* recognise your network of decision maker advocates is depleting or are looking to explore the feasibility of the methodologies needed, to consider senior stage transitions, then the Senior Stage Seminar Series will deliver a significant return on investment. Enabling *you* to ensure your Senior Interim Stage work continues to deliver an optimum level of engagement and optimises the return on time invested for *you, and by you*.

In each of the above cases, the content is delivered over 3 intelligently structured seminars . The delivery style coupled with intricate content is already proven to empower you through knowledge and equip you with best tools, insights, and methods which, those already having attended will testify when deployed, put you in a far stronger present and future sustainable position. A position of control and choice. Your reality aligned to the reality of the job markets today.

This Seminar Series are already up and running with a number of attendees already busily applying the output of the seminars for their own specific situation to great effect. The likes of Ralph Pidsley <https://www.linkedin.com/in/ralphpidsley/> and Simon Jones <https://www.linkedin.com/in/simoncjoneschangetransform/> and Dominic Proctor <https://www.linkedin.com/in/dominic-proctor-mba-80b41a23/> amongst others who will happily advocate the ease at which they were able to gain a significant return on investment.

It is an unfortunate and growing reality that those who are often the most successful in a sustained manner are not just technically able to deliver on an assignment, but moreover are better connected and prepared to find and land the assignment offer. For those who are better connected and better prepared they also tend to be seen as self-reliant, faster paced and more marketable.

Where do I go to find out more and to sign up?

To find out more:-

1. Via the **IIM** Website <https://www.iim.org.uk/morphosis-seminars-public-page/>
2. Via the **Morphosis Partners** Website <https://www.morphosispartners.com/events-seminars/iim-events/>

And to book your place on the next available Seminar:-

3. Via Eventbrite <https://www.eventbrite.co.uk/d/online/morphosis-partners/>

On a final note, the **IIM** have also been able to secure a significant discount against the fee to attend a single or trio of seminars for members of the **Institute of Interim Management**.