

5 simple ways  
to improve your  
chances of securing  
an interim assignment  
during the pandemic

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## Pitch, product & attitude

The interim executive market at the moment is the most challenging I've seen in my 20+ year career finding top interim talent for clients.

Having reflected on some of the simple things you can do to improve your chances of securing your next interim appointment, I've come up with the following Top 5!

There are no revelations, but in some ways, revisiting 'pitch, product & attitude' is more important than ever.

*Danny Hodgson*



## 1. Hone your product

Understanding and articulating your own product has always been the cornerstone of successful interims; it's even more important now. Really distill years of experience and skills into a product suite that is true to yourself, easy to articulate, reflected in your CV/online presence and where there's a demand. This makes you easier to work with and easier for clients to select you.

## 2. Find the recruiters who are right for you

Research those that best complement your product offering and look beyond the obvious. As well as specialist interim executive providers there are also excellent (not exclusively C Level) boutique recruiters who just focus on your sector or discipline. The right cross-section of the marketplace will improve your chances.

## 3. Get the pricing right

We have not seen a depression in day rates for interim executives but an ability to show flexibility will give you a competitive advantage. This does not mean a 'price drop' but think beyond pre-pandemic metrics. Could you work 3-4 days not 5? Has the team you are joining already taken a pay cut? Is the sector under more pressure than others? Are there savings in working from home? Small, sympathetic adjustments to rates have led to success in recent weeks.



## 4. Prepare your technology

On several occasions the preferred candidate has missed out simply because they couldn't work the online interview software. Download the latest version, practice a platform that's 'new' to you, login a little early. It's embarrassingly simple but often overlooked.

## 5. Be resilient

Recognize there's a high level of anxiety out there. Business leaders and recruiters are navigating uncharted waters, fearful for their families' futures. Sometimes, for reasons way beyond your control, you miss out; the company gets cold feet, you are trumped at the last minute by a personal referral, a sudden restructure, a share price drop. Don't let those frustrations get to you, try to draw a line under it and move on.

### International cooperation

This white paper is a contribution of SMW's partner Omera Partners (Danny Hodgson) from Australia.

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