

# Why you should appoint an Interim Manager when the world is uncertain

a white paper authored by Mason Executive Interim,  
partner of Senior Management Worldwide in Sweden

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There is great uncertainty in the world today. First the pandemic and then the recession. Recently, we have seen the energy crisis, high inflation, rising interest rates, climate change and war, all of which have had a major impact on the world around us and created uncertainty for everyone.

Meeting today's challenges requires cooperation and consensus in business and the labour market. In other words, it has become necessary for companies, large and small, to drive change to rapidly to adapt to new conditions.

An interim manager is an effective solution as he/she has a large experience in managing change and adapting the business to the new situation. Situations where an interim manager is the right solution. Is your company facing tough challenges?

## Experiencing difficulties

With uncertainty, many businesses are experiencing several difficulties such as:

- Increased costs resulting in the need to make adjustments in the form of staff reductions, relocation or closure of factories or reduction of production.
- Developing strategies and action plans to inventory, analyze and prevent different types of risks and protect critical assets.
- Skills shortages in different areas.
- Climate adjustments that require rapid expertise to drive through strategic change projects.
- Difficult to find the right people when recruiting due to uncertain timing. Many become wary of changing jobs.

Interim managers are very experienced in driving change and have the ability to quickly get to grips with and understand new organizations. With their unique profile, interim managers can be matched to specific assignments based on their skills and thus become a very valuable asset to the organization.



## The Zelensky model

While trying to save his country, Ukrainian President Volodymyr Zelensky is constantly visible. Less than a day after Russia's attack, he had stirred the world via social media. By posing as a humble, humane leader who could inspire his countrymen in a seemingly hopeless battle, Zelensky managed to immediately get the West on his side.

The business community can learn a lot from Zelensky's real-time seminar on communicating. You see him talking to soldiers, visiting hospitals, appealing directly to the world. His message is one of cooperation, shared goals and team building.

Zelensky casts himself as an open book. During a video interview with European Union leaders, he said, "This may be the last time you see me alive." In other words, this is not a battle between large, distant entities but a human battle. Zelensky's message is clear: this is what we do and why we do it. He provides context and a reason to accept it.

To put it in a business context: he lets people know where the organization is going and how important it is to work together to achieve that goal. The fact that ordinary Ukrainians are taking up arms shows how inspiring this can be. (Source: Alen Bubich)

## Requirements for key change management skills

To drive change successfully in recessionary and uncertain times, will demands on the interim manager. Leadership is put to the test and the following qualities become hard currency. A successful leadership style follows the Zelensky model, which means that as a leader you are present, personal and available to raise discussion and listen to your team. It is also the leadership qualities that Mason looks for in selecting strong candidates for change assignments.

- Transparent with baseline information, direction and explicit, clear goals.
- Leadership experience from previous world changes.
- Leaders who create shared goals and top-notch collaboration.
- Humble, clear and accommodating leadership style.
- Inspires and leads through the team.
- Courageous leader who acts promptly and is transparent about what decisions are made.



### International cooperation

This white paper is a contribution of SMW's partner Mason Executive Interim from Sweden.

Senior Management Worldwide (SMW) regularly publishes best practice examples from its partners. SMW is an international group of like-minded specialists of interim management providers. They operate in partnership under common principles and standards of excellence. Each partner helps organizations solve critical management issues and influence business outcomes. SMW offers the strongest and deepest network of leading interim executives available anywhere in the world. They combine global reach with local knowledge. With their combined reach and experience, the 25 partner countries offer a wide pool of interim and independent executive professionals across the world.

Wondering how we can help your company?  
Contact the SMW partners in your region:  
[smw-interim.com](http://smw-interim.com).

### The expertise you need

Like all SMW partners, Mason Executive Interim is built on trust and personal relationships with both clients and interim managers. The main task is to handpick interim managers who have the ability, experience, competence and capacity to lead a country forward, in all sectors and organizations.

All SMW partners ensure that you get the expertise you need when the world is uncertain. An experienced interim manager can be on your premises within 10 days. Contact us today for the best match for your company's challenge.

