

Written by Bjørn Arne Bårdsen the 13th of May 2022

The profit margin after Covid-19

After the Covid-19 period, company managers continue with streamlining and improvements. Corrective actions are taken before long-awaited investments and ventures can be realized. Top management is happy to seek external help for this correction.

Experienced prime movers

An experienced prime mover who can step into the role as interim manager is often engaged for this work. This is perhaps a resource that, with its long experience, has worked as a supplier in several large organizations in addition to longer employment relationships in larger enterprises. Such resources with a solid combination of depth and breadth of experience are used to working effectively where they see opportunities and dangers at an early stage to help end customers out of the challenges in which they find themselves.

The interim manager is an impartial resource with no hidden agenda.

The overall focus for the interim manager is to help end customers out of difficult situations. At the same time, the interim manager takes corrective actions to limit future maintenance expenses. This improves the end customer's profit margin in both the short and long term.

Wide powers or limitations

If restructuring is included as a corrective measure to improve the profit margin, the interim manager can, as part of his work, also present alternative scenarios lined up against each other before adjusting the course and final choice of path.

The hired interim manager may have experience from the ICT area. With supplementary technical experience, several interim managers can communicate effectively with technical experts in the end customer's environments if there is a need for it.

Several projects must play together and create business value.

This experienced prime mover may also have led complex national and international projects with many involved resources spread over several parties. Thus, this interim manager can also be hired as a program manager where the focus is handling complex and resource-intensive ventures where several projects must play together and create business value. With solid and applicable methodology for all project phases, the interim manager with the role of program manager can also add expertise to the end customer's own project managers.

Overall assessment for resource selection

It can be expensive to make a mistake by hiring resources with limited experience or with limited combination experience of depth and width. More and more businesses nationally and internationally have increasingly realized the risk of always putting together "teams" with specialist expertise. Instead, an interim manager who in a credible and comprehensive

way helps the end customer with an improved profit margin is preferred. At the same time, quality has been added in advice and implemented corrective measures.

Important actions before the summer holidays

Line managers often see the need for a thorough review of their ongoing projects before they can shrug their shoulders and take a well-deserved summer holiday.