

COPY FOR IMA
EXECUTIVE SUMMARY IPSOS Q4

INTERIM MANAGEMENT ASSOCIATION
Ipsos MORI Market Audit – Fourth Quarter 2010

Here is a summary of findings from the Interim Management Association's Market Audit for the fourth quarter of 2010. These quarterly studies have formed an integral part of the IMA's analysis and ownership of the market since 2006.

The 28 IMA members that completed data participated in an on-line survey; entering data for each assignment completed between 1st October and 31st December 2010.

Fieldwork was carried out between 10th January and 10th February 2011.

KEY FINDINGS

Q4 saw the total number of completed assignments fall from 448 in the previous quarter (Q3) down to 432. During this period, 58% of interim providers completed up to 10 assignments while 25% completed 26 or more.

The number of female interims decreased from 39% in Q3 to 32% in Q4 with their male counterparts continuing to dominate the market by completing a total of 68% of all Q4 assignments.

The private sector accounted for 62% of all completed assignments in Q4, up from 48% in Q3, superseding the number of completed public sector assignments. This is the first time since 2008 that the share of private sector assignments has been so large.

Three in 10 private sector assignments (30%) were in Banking & Finance, which took the largest share despite experiencing a decline from 39% in Q3. Manufacturing assignments follow with a 13% percent share, an increase from 8% last quarter.

The proportion of public sector interim assignments has decreased 14% (Q3) to 38% of all completed assignments in Q4.

Health assignments (36%) took the largest share of public sector assignments having increased from 23% in Q3. Around a quarter (26%) of assignments were for Local Government.

PRIVATE SECTOR

BASE: 268 Assignments

Banking & Finance took 30% of private sector assignments – a decrease of 5 percentage points on Q3 while Manufacturing (13%) and Business Services (9%) have both increased from 8% last quarter.

Retail increased two percentage points to 9% while IT and Telecommunications dropped one percentage point to 6%. Utilities (6%) and Media (5%) both experienced a slight increase from 5% and 3% in Q3 respectively. Chemical, Pharma & Biotech (4%), Healthcare (4%) and Tourism, Leisure and Hotels (3%) all take a minor share.

PUBLIC SECTOR

BASE: 164 Assignments

Health dramatically increased from 23% in Q3 to 36% in Q4 making it the top requested public sector area. Local Government kept its 26% share with Central Government (13%) retaining its place in third. Education dropped significantly to 5% from 11% in Q3, while Charity (4%), Non-Departmental Government Bodies (4%), Not for Profit (3%), and Defence (2%) all held onto the lower ranks.

JOB FUNCTION PERFORMED

BASE: 432 Assignments

Special Projects continued to control the majority share of the market with 23%, one percentage point up from Q3, followed by Finance (16%), which remained the second largest market share despite dropping one percentage point from Q3. CEO/MD/General increased five percentage points to 13% while HR dropped three percentage points to 12%. IT (6%), Marketing (4%) and Procurement (3%) all took a relatively minor split.

REASONS FOR ASSIGNMENTS

BASE: 432 Assignments

As was the case in Q3, the most popular reason for assignments in Q4 was Programme/Project Management, with over one third (38%) of all interim executives hired for this type of assignment. This figure was a slight increase from 37% in Q3.

Gap Management (17%) decreased significantly from 23% last quarter, but maintained its second place alongside Business Improvement (17%), which also experienced a decrease from Q3. Change or Transition Management rose slightly to 14% while Crisis Management also experienced a small growth to 5%.

Rapid Growth (2%) and Turnaround (4%), which have both experienced slight growth since Q3, are joined by Other (3%) with low single digit assignments.

ENQUIRIES

BASE: 432 Assignments

The average number of enquiries – defined as any contact for an assignment which led to a meeting with a prospective client and resulted in the provision of shortlist recommendations – received per provider in Q4 was 38, down from Q3 (50), the second lowest record in two consecutive quarters.

78% of enquiries originated from the private sector and less than a quarter from the public sector (22%). The highest number of enquiries recorded as received by one IMA member during the period was 164.