

Subject: Thirdman Interim Launch

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The launch today of consultancy Thirdman Interim introduces a new global industry to the Perth marketplace - interim management.

Cited as 'the contemporary approach to human resources', interim management bridges the gap between the traditional alternatives of employing permanent managers and using management consultants.

"It's a task-orientated, pay-as-you-go model, ideally suited to a project-based economy such as WA's", says founder Damon Hurst, whose international business development experience and on-going analysis of emerging business trends led to the creation of Thirdman.

"Macro-economic uncertainty is a given for our immediate future, as are massive local business development opportunities. It's an environment which demands a quick and nimble business model, and that's where we fit in. Whether to stabilise a crisis or help grasp a new opportunity, our experienced executives take a line-management role to deliver quantifiable results, without the need for long-term commitment."

Thirdman's model of leasing executives to implement strategy differs from the advisory based model offered by traditional management consultancies, he says.

"There is an increasing perception in the marketplace that no amount of theory can match practical experience when it comes to solving real business problems. So whilst traditional management consultants have a place, we start by offering immediate solutions to urgent operational issues."

It's a service that is likely to appeal to emerging WA businesses, enabling them to better cope in an environment where flexibility is the linchpin to sustainable growth.

Damon is confident that the time is right for interim management in the local market, and would welcome the opportunity to discuss the model further. For further information and supporting articles, please visit www.thirdmaninterim.com.

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