

Build Your Own Interim Service

Interim x Ikigai



Your Interim Path, Part 1

Pia Kiviranta

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© 2026 Pia Kiviranta
Publisher: PiaDots Oy, Mäntyharju, Finland
Printed by: Libri Plureos GmbH, Hamburg, Germany
Translated from Finnish by: Elina Eskola
ISBN: 978-952-65856-2-8
First English edition

Disclaimer

This eBook is not a legal, financial or employment guide, nor does it provide any guarantee of success in interim entrepreneurship. The content is based on the author's own observations, experiences and views gained through interim coaching programmes and assignments, both internationally and in Finland, as well as on publicly available literature and research through which the author originally entered the interim field and has since continued to develop her expertise.

The purpose of the book is to offer inspiration, new perspectives and practical examples related to interim entrepreneurship and service design, which you may apply to the development of your own expertise, company and business. Each reader makes their own decisions and is responsible for the consequences of those decisions.

The content of this book does not constitute an engagement or advisory relationship between the author and the reader. If you are considering changes to your business operations, taxation practices, contract models or other business-related decisions, I always recommend consulting a qualified professional in the relevant field (such as a lawyer, tax adviser or financial expert).

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Foreword

At the time of writing, this is, to the best of my knowledge, the first made in Finland book on interim work.

This book offers guidance and ideas on how you can shape your own expertise into an interim service that can be sold as early as tomorrow. As you read, you will be guided to reflect on what you know and how you can package your expertise into a clear, concrete solution. You will gain practical tools and fresh thinking on pricing your service, articulating its value, securing your first assignments and scaling your interim offering.

Across Europe, interim experts and interim leaders have long been a familiar part of working life. In countries such as Germany and Sweden, the interim market continues to grow rapidly. In many other markets, however, interim work is still emerging as a way of working – and practical, experience-based guidance on how to build a sustainable interim career has been limited.

This book – and the entire Your Interim Path book series – was created to fill exactly that gap. In both this book and the series, I draw heavily on my own experience as an interim coach and from my own interim assignments, as well as on the stories shared by experts within my network and what I have observed along the way as one of the pioneers shaping Finland's interim work culture.

The goal has been to create a practical and inspiring guide, one that gives you the confidence to take the first step on your interim career path and to consider whether interim work could also be the right solution for you.

This book does not promise success as such, but it does aim to provide an abundance of inspiration and tools that you can apply to your own interim path. I wish you rewarding and inspiring moments with this book.

WHAT

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ARE WILLING TO
PAY FOR

Introduction: What interim work is all about



Interim work is a form of entrepreneurship that provides fixed-term, targeted support, where an experienced expert or manager steps into an organisation for an agreed period to resolve a specific, urgent business need.

- For companies, interim work offers a fast solution: expertise immediately, at exactly the right scale and without long-term commitment.
- For the professional, interim work provides the freedom to build their own career path, define the boundaries of their work and make an impact in projects where their expertise is genuinely needed.

Interim work is therefore not merely a temporary work arrangement, but an entirely new way of thinking about work and the use of expertise as an entrepreneur. In the future, it will also reshape working life - reducing academic unemployment, opening doors to new career paths and making available to companies expertise that might otherwise remain hidden or, at worst, fade away unused.

Introduction: Interim as a solution for working life

In organisations, situations inevitably arise where work simply cannot be put on hold. A critical project has stalled, a key person who was doing and/or leading the work is absent or has left, or the expertise needed to move forward is missing.

Recruitment can take months, and in this situation a consultant, in their traditional role, cannot necessarily save the day either. A consultant's role has typically been to clarify direction and advise on what should be done next. This is also where the difference between a consultant and an interim professional becomes clear. An interim professional steps in and does the work that, for example, a consultant has identified as necessary for the organisation to move forward. Of course, an interim professional may also offer this consulting element as part of their service.

An interim assignment may last from a few weeks to a year, sometimes even longer, but in all cases it involves a clearly defined task and role. It is worth stating at this point that an interim professional can be a specialist, a manager or an executive. What they all have in common is that an interim professional is, above all, a doer - someone who steps into everyday operations, takes ownership of the responsibilities and tasks associated with their role, and sees them through to completion.

For companies, interim is a low-risk way to access expertise without long-term commitment when an experienced professional and implementer is needed.

Interim is particularly valuable when the alternative (often more expensive) would be to wait and, in the process, lose time, money and opportunities.

For the professional themselves, interim can represent a completely new career path and an opportunity to continue developing their expertise. Every assignment brings new learning opportunities - the chance to grow, to make an impact and to build a personal portfolio of expertise.

Interim offers the freedom to decide what you do, on what terms and to what extent you apply your skills and strengths. Assignments have clear beginnings and endings, which create a natural rhythm for work and provide tangible outcomes, also in terms of your own professional development.

On a broader level, interim is a response to wider changes and demands in working life. For society, it also offers solutions to larger structural challenges, such as academic unemployment and the problem of highly skilled professionals' expertise going unused.

Whether we like it or not, working life is becoming increasingly project-based year by year, and the need for agile expertise continues to grow. Interim is not merely a new way of working; it is a way to renew working life as a whole, and a means by which as many people as possible can apply their strongest expertise exactly where it is most needed

So what is interim, and what does it offer?

What is interim?

- A fixed-term role within an organisation
- Assignments may last from weeks to years
- An interim professional may be a specialist, manager or executive
- Unlike a consultant, an interim professional does not merely advise, guide or recommend next steps, but actively carries out the work in practice

What does it offer companies?

- Immediate access to expertise, without lengthy recruitment
- Flexibility: resources can be scaled according to need
- Reduced risk: assignments are clearly defined and costs are predictable
- Faster results than with traditional solutions

What does it offer the professional?

- The opportunity to build a flexible, self-directed career path
- Projects where their expertise truly makes a difference
- New opportunities for learning and growth with every assignment
- The freedom to decide what they do, on what terms and to what extent

Why this book?

Interim is not just a fancy title on LinkedIn, even if Latin does sound impressive. If you are unable to articulate and shape your expertise into a clear service, the client often, unfortunately, does not understand – or cannot even understand – what they are buying. As a result, the assignment is frequently lost, no matter how strong the expertise may be.

Designing your expertise into an interim service makes everything simpler for everyone involved. When the service is clearly defined, well articulated and targeted at a specific audience that genuinely needs it, the client can understand what benefits it offers them and what it costs. At the same time, marketing the interim service becomes easier, and selling it becomes faster and more efficient because the service is being offered only to those who truly need it.

Companies are looking for fast and agile solutions, while professionals seek freedom and meaningful work. Interim connects these two worlds and feels almost purpose-built for the way work is changing.

This book provides you with tools to transform your expertise into a service that can be sold as early as tomorrow. You will not receive a rigid theoretical treatise, but practical tools, questions and examples that help you build your own path as an interim professional. By answering these questions, you will first clarify for yourself what it is you are actually selling. Because if no one knows what you are selling, no one can buy it – even if there is a real need for it.

Build Your Own Interim Service is a practical guide for professionals who want to transform their expertise into a service companies actively buy.

Instead of abstract theory, this book gives you clear steps, concrete examples and the exact questions you need to answer to design a service that sells.

You will learn how to identify your strongest expertise, define the value you create, shape your interim service into a clear offer, price it confidently and secure your first assignments.

Whether you are a specialist, manager or leader, this book shows you how to turn your experience into a service that solves real business needs from day one.

Interim work is growing worldwide. In many markets it is already an established way of accessing expertise quickly and flexibly. This book helps you take your place in that landscape - with a service that is clear, credible and genuinely needed.

Your interim path starts here.

