



WHY OFFER OUTPLACEMENT?

One of the first questions employers want answered is “How does outplacement help our organization?” Employers of choice are constantly aware of the impact of their actions – including how they treat laid-off employees – on the minds and hearts of their remaining employees, as well as their reputation in the community.

Pragmatically, employers offer outplacement to protect their reputations as desirable employers, to minimize their liability for unemployment compensation payments, to head off potential lawsuits and, in the instance where a lawsuit is filed, look like good guys.

Employers can use outplacement effectively to help employees bridge the gap between unemployment and a new job. You may be asking, “If the whole point of downsizing or rightsizing is to save money and spend less on personnel, how do you justify spending more money on outplacement?”

Reduce the Negatives:

Unemployment Insurance: When you have to lay off several employees, or maybe even an entire division, unless these laid-off workers find new positions quickly, your unemployment insurance rates can increase significantly during subsequent quarters.

Potential Legal Fees: Recent legislation has made it much easier for ex-employees to sue their employers for wrongful termination. Expert outplacement services help reduce this litigation by soothing ex-employees’ hostile feelings and motivating them to pursue a successful job search.

Increase the Positives:

Positive PR: Outplacement makes excellent public relations sense. By providing outplacement services in a sensitive, caring manner, you’ll nurture positive feelings about your company not just in your ex-employees, but with your current employees and in your community, as well.

Enhanced Morale: Finally, outplacement helps enhance the morale of those people being retained, especially when the terminations are not due to any fault on the part of employees. Working with a professional outplacement firm long before the termination can help you avoid a host of problems and carefully orchestrate the action to show you really care about all your employees, past and present.

Our Outplacement Services Are Unique:

Personalized: We provide personalized outplacement services featuring one-on-one time with a career counselor. Our career-coaching approach is a comprehensive methodology that will cover the entire job search process, providing the tools, techniques, and practical application to ensure we reach our ultimate goal of helping the job seeker secure employment. Unlike many companies whose activities are limited to group sessions, this individualized approach is custom tailored to the needs of each impacted employee. This means faster and better results with less stress and pain for the transitioning employee. Our process covers:

Orientation and
Assessment

Resume
Preparation

Career
Research

Networking and
Social Media

Interviewing and
Negotiation

Executive Support: When multiple employees are downsized at once, we will meet with your executive team to discuss the best approach to position and carry out the downsizing, with managers, remaining staff, as well as the employees being downsized. Because it is important that the displaced employees have an immediate resource available to them, our staff can also be on-site during the announcement.

Supervisor and Team Support: We also offer support and tools for managers to use with their team members to address the emotional repercussions of the Workplace Survival Syndrome that often occurs with remaining staff during a downsizing.

Involving us at the first indication of a reduction-in-force will result in smoother transition. Our professionals have over 30 years of experience in supporting organizations with reduction-in-force events.