



Investing in Outplacement Will Benefit Company and Employee

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With more companies keeping a watchful eye on the economic downturn and looking at strategies in order to remain competitive, outplacement is a service that will benefit the organization in the long-term while helping your valued, departing employees in the short-term.

Benefits to the organization include:

- Minimization of undesirable consequences during and after the actual separation
- Projection of a positive company image to the remaining staff, the community and the marketplace
- Smooth termination process with minimal impact on the company's business and remaining employees

Benefits to the separated employee include:

- Minimization of trauma of job loss
- Development of positive attitudes and behaviors
- Acquisition of practical job search skills through ongoing support and counseling

Fundamental to the success of any outplacement program for an organization is the proper management of logistics, timing and the communication process. There are several critical factors involved, including the provision of pre-

termination counseling and training for managers involved in delivering the separation notice. Consideration also needs to be given to the availability of individual counseling for those leaving on the day of separation, along with honest and open communication to the business once those leaving have been informed.

What should you look for when choosing an outplacement service for your business? Seek a written explanation of the exact services that will be provided. Be certain that you understand the program and level of services that will be offered; a range of options is usually available, designed to make the job-seeking process easier and faster.

Most outplacement firms will offer practical solutions tailored to the company's specifications and budget. A good outplacement firm should be experienced in serving as a sounding board, helping people find the right positions and making sure they are well-equipped to succeed when starting their new jobs.

The firm should be willing and able to help network your employees in the community. The senior leaders of that firm should be active in the community and willing to share their contacts.

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