

MODERN OUTPLACEMENT- THE NEW MODEL

NEW MODEL OUTPLACEMENT GIVES JOB HUNTERS WHAT THEY NEED MOST: PERSONAL COACHING NOT THE ISOLATION OF E-SOLUTIONS.

The center piece of new model outplacement is personal coaching. The old model features office campuses; cubicles, phones, answering service and has replaced personal coaching with technology. In the old model, job hunters receive instruction via e-training and webinars but with limited access to face to face coaching. In career transition, personal coaching is the aspect of outplacement that job hunters need most.

THE EVOLUTION OF OUTPLACEMENT

The outplacement landscape has changed dramatically over the last 30 years. The old spaced based model (cubicles and phones) was developed in the 70's. The centerpiece was large office campuses; cubicles, phones, messages, typing and mailing. Employee's back then didn't have computers, answering machines or administrative skills so it made sense. This was a time of "long term" employment so most exiting employees had been with their employers for many years. Many had never looked for a job and needed lots of help. Outplacement services were extensive and expensive. Outplacement lasted until the job hunter found a job.

FACING TODAY

"Lifetime" employment has disappeared. Employees will experience multiple jobs in their career history. Organizations face a global economy and have to change and adjust to keep pace. Companies are forced to outsource, offshore and continually restructure. The common theme is to reduce cost to compete. The same scrutiny holds true for outplacement. Organizations have less to spend on outplacement service but still need to be effective. The old model response is shorter term packages with cubicles, space and a database and little coaching contact.

OLD MODEL OUTPLACEMENT

As with other industries built for another time, old model outplacement developed services that worked for the time. However, the same structure that supported success back then saddles them with inflexibility and inability to adjust today. With outplacement revenue per person being reduced, old model outplacement has to reduce expenses to maintain profitability. With heavy fixed expenses in maintaining their large offices, old model firms look to reduce expense on the labor side in the form of less career coaching, replacing it with webinars, e-learning and databases. Old model firm coaches are forced to take on heavier client loads. Some coaches may have to support over 50 job hunters at one time. Coaches don't have the individual time to spend with job hunters to help structure the front-end of the job search that helps the client stand out from the competition. They say that it's difficult to remember names and faces moreover working with them to customize their job search. Job hunters may have difficulty getting on coaches calendars or making timely contact to get advice or who just need a conversation of encouragement.

When you really need the answer, who wants the frustration of navigating automated answering and waiting for delayed responses.

MODERN OUTPLACEMENT MODEL

Industry research, national and international surveys and our own in-house surveys provide the same conclusions. In a time that emphasizes e-solutions for every conceivable situation, the most important aspect valued by individuals in the career transition process is individual consulting. Whether structuring the important front-end of the job search, contemplating career change or considering self-employment, there is nothing more critical in assisting individuals than a seasoned accessible professional who can guide and recommend courses of action.

COACHING IN THE NEW MODEL

At Career Edge we agree. Supporting is the linchpin. Central in the Career Edge Model is the most valued aspect of career transition, individual coaching and plenty of it. This means that your employee's personal coach spends intense hours with the job hunter in structuring the critical front end of the job search; assessing, identifying employee assets, writing resumes and campaign alignment. Your employee stays connected as they can meet with their coach privately throughout the process.

People to people is the key. People need more than the cold stare of websites to lead them to what works.

TECHNOLOGY IN THE NEW MODEL

Old model firms feature e-training as the solution for job hunter learning. In truth, it allows them to minimize personal coaching. At Career Edge, our model supports the use of technology in career solutions but as a supportive tool. Technology based resources allow our clients to take decisions and direction received at the coaching level and implement conveniently and on their own schedules. They can access our internet based "Job Support Library" from their home offices or have the option to visit our onsite training center where internet access, private reference library, work area and coaching contact is available. We prefer that they utilize both options. We encourage our coaches and job hunters to maintain contact. It's important to get out of the house.

PROCESSES IN THE NEW MODEL

Our processes are flexible, supportive and evolving. Globalization, outsourcing, off-shoring and other job market events are occurring at astounding rates and need to be accounted for. We scrutinize practices constantly and adjust for effectiveness. Some best practices just a few years ago are outdated today.

A MODERN MODEL THAT WORKS

Career Edge's New Model Outplacement is designed to help job hunters to be effective in today's job market and at the same time help HR stay within their budget. The centerpiece is individual coaching, capable and accessible. It's the same individual coaching that job hunters across all survey platforms stress as the most important aspect of the career transition process. We fit technology into the formula, utilizing technology to support training rather than be the only training. Our processes take into account a changing job market landscape; globalization, outsourcing, off-shoring. Our model is built to provide effectiveness not activity. Your employees are not sent through a process but coached through.

Career Edge coaching, effective processes and supportive technology bring successful outplacement at affordable prices. It's the right combination that's good for your company, your exiting employees and your community.