



## **Industry Trend: Downsizing Outplacement?**

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The record number of outplaced employees over the past few years has led to a high demand for less expensive programs. And, as the simplest way to create a less expensive program is to cut hours and personal coaching time, the result has been an influx of “downsized” programs that have, unfortunately, led to a significant decrease in quality, effectiveness, and satisfaction.

Although this trend has become quite a challenge for the outplacement industry, it has been an opportunity for IMPACT Group to be on the leading-edge of developing the next generation of transition services. Now is the time to strip down old ideals of service delivery and create new programs for *today's* outplaced workers -combining the ‘tried and true’ with cost-effective and up-to-date delivery methods and technologies.

IMPACT Group strives to reach a more effective compromise by offering a flexible pool of hours instead of traditional time-based programs, allowing individuals to start, pause, and restart services when they are most prepared. And, while the number of one-on-one coaching hours may be set, we allow individuals full access to an interactive, web-based career transition portal until they have found a new job. This provides them unlimited access to Subject Matter Experts via ‘real time’ live webinars, extensive job listings, and databases at minimal cost to us and our clients.

But this is just the beginning. Programs must stay in a constant state of evaluation and evolution to remain relevant and effective. There is always a way to meet demands without sacrificing quality. Listen to client surveys, update technology, and do not give up what you know to be vital components (one-on-one coaching with a personal consultant, professional résumé writing services, customized research) in name of offering cheaper programs. Sometimes, making the demand for less is an opportunity to achieve more.

