

Outplacement Solutions for the 21st Century

White Paper

*Today's challenge:
Providing cost effective
outplacement programs
that meet the needs of
various levels of
employees, from admin to
CXO level.*

Due to global economic pressures that are making daily headline news, organizations must be prepared to handle outplacement transitions of their workforce in an efficient, high quality and cost-effective manner. How a layoff is handled can affect a company long after the economy recovers. In spite of the need to cut back now, the labor market is going to remain tight, and maintaining a positive company image to current and prospective employees is critical. By providing outplacement programs, companies demonstrate the desire to treat employees fairly, as well as a willingness to help them successfully transition to their next opportunity.

Companies have seen several benefits of outplacement, such as:

- maintaining the organization's internal and external image,
- reduced litigation,
- reduced stress on managers who implement the changes and
- improvement in retained employees' morale.

Providing the right solution to meet the needs of each individual may seem like a sizeable investment. However, innovations and improvements in the quality of service delivery offer a high level of individualized support that better fits the needs of today's career transition clients without impacting the bottom line of the company.

*What is e-Delivery?
Industry-leading job
search technology with
Certified, Professional
Career Coaches (via
webinars, email and
telephone), who
proactively support each
individual throughout their
career continuation
process.*

Traditional office outplacement programs, as they have existed in the past with brick and mortar operations, may not meet the needs of today's displaced employees. Office-based programs require appointments, office hours are limited and privacy is often lacking. Although companies would like to offer services to all levels of employees, most traditional firms' programs are cost beneficial only to executive levels. Office-based programs became challenged with providing cost-effective solutions to a growing global workforce, something that is difficult to do with rising real estate property costs.



Job Search Duration by Program Mode - CareerStar, April 2008

The Support for e-Delivery Technology & Effective Career Coaching

In the 21st century, solutions must be delivered as quickly as company decisions are made. Today's workforce is more inclined to seek out "anytime/anywhere" solutions that will provide flexible programs while accommodating their busy schedules.

Consider this:

- In 2007, Nielsen/NetRatings reported that 71% of North Americans have access to the Internet. E-mail and instant messaging have replaced the need for faxes; word processing technology has replaced the need of an admin assistant.
- At \$4 a gallon and rising, job seekers are less likely to drive to an office for job search support.
- While 32% of our clients learn about an opportunity through a published opening, only 7% report finding that opening through a print medium.
- With unlimited calling plans and VoIP, telephone costs are at an all time low.
- When offered a choice of "Office" or "e-Delivery" – 83% of clients conduct their job search via e-Delivery.

Providing e-Delivery outplacement solutions does not mean sacrificing quality or tailored support. Quite the contrary: e-Delivery combines industry leading job search technology with Certified, Professional Career Coaches (via telephone, email and webinars) who proactively support each individual throughout their career continuation process, and are experts in dealing with the emotional and technical issues surrounding a layoff and job search. Most importantly, e-Delivery can easily result in 30%+ savings over "office" delivery solutions. Without the administrative and fixed overhead associated with the "office" model, e-Delivery can effectively support your dynamic, global workforce transition with incredible efficiencies. In addition, individuals are offered the flexibility of 24/7 job search support without being confined to set office hours, as well as the ability to participate in their programs at a pace and place of their choosing. This model enables the individual to take control of their career and eases the burden on the employer.

For more information or to learn more about e-Delivery, please visit us online at www.impactgroup.com.