

# Pragmatic Reasons for Implementing an Outplacement Strategy for Your Firm

Corporate downsizings are a natural part of the evolution of a business.

As companies respond to the changing needs of their business, economic and political realities, off-shoring and outsourcing solutions, and workforce demographics, they need to remain cognizant of the impact these changes have on their workforce and their public image.

Outplacement services provide organizations with an effective strategy for managing the needs of the displaced worker and contributing to a continued positive image for the company.



Below are six reasons why outplacement should be a part of every employer's separation package.

### **Profits Remain Healthy**

Incorporating outplacement benefits into your company's separation package is a cost-effective strategy that can accelerate a former employee's return to work and minimize the average length of time a former employee collects unemployment insurance.

### **Productivity of Remaining Workers Remains High**

A downsizing can negatively impact your business if the process is not managed properly. There is a natural tendency for the remaining workforce to become preoccupied with the safety of their jobs or become overwhelmed by the new expectations that may be placed on them as a result of the reorganization.

This can lead to an increase in stress and a corresponding spike the use of sick days or an increase in disruptions and decrease in job productivity as employees spend more time gossiping about their fate and possibly spreading misleading or inaccurate information regarding the downsizing.

Since employees will be aware of how their displaced co-workers are being treated, a proactive outplacement program can provide essential reassurance to the remaining staff and a more positive outlook regarding the company and its practices.





### **Public Image of Company Stays Intact**

The image a company presents to shareholders, customers, and vendors is critical and there is great value in promoting the organization's commitment to their displaced employees' job search. By offering outplacement services, you position your firm as a good corporate citizen and a desirable place to work.

### **Potential for Lawsuits is Diminished**

Emotions run high following a company downsizing. Once the initial shock wears off, a normal reaction to the news is anger. Offering outplacement services can reduce the level of frustration and resentment many laid off workers experience. By focusing on a proactive plan for moving forward, displaced employees have less time to think about their perceptions of the company and the downsizing.

### **Positive Attitude Regarding Re-Employment is Solidified**

Career transition is a learning process. Like anything new, people who are properly trained in a task tend to be more effective when completing that task. During the transition process, candidates are coached in resume development, interview and negotiation strategies, and job-related market research. By offering outplacement services, you lay the foundation for an efficient and fruitful search. The displaced worker gains confidence in the process which in turn translates into confidence in themselves.



## Preservation of Dignity

Psychologists say that job loss can be one of life's most difficult events. Often displaced employees undergo a grieving process that is very similar to the process one goes through following the death of a loved one or a divorce. During the early stages of the relationship between a displaced employee and a career consultant, the loss is acknowledgement in an effort to help preserve self-esteem and build confidence.



Investment in a robust outplacement program is like an investment in an insurance policy. It is there to protect the interests of the company and the employees. The benefits outweigh the costs and offer peace of mind for everyone involved.



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Barbara Safani, owner of Career Solvers,  
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Barbara partners with both Fortune 100 companies and individuals to deliver targeted programs focusing on resume development, job search strategies, networking, interviewing, salary negotiation skills, and online identity management.

She is a six-time winner in the TORI (Toast of the Resume Industry) awards competition sponsored by Career Directors International and author of Happy About My Resume:

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