

Career Transition and Outplacement Has Changed... or Has It?

Today I would like to share with you a summary of an article written by one of our Career Partners International (CPI) partners – it looks at the difference between online support for career transition versus face-to-face. Coaching is at the very center of the service provided by CPI.



For years other firms have maligned the need for “bricks and mortar,” and in one sense, they are correct. Generally, your exiting employees no longer need a computer or access to technology requiring an office location. It can be accessed from everywhere.

What they do need is to get out of the house, interface with people who are faced with a similar challenge, network with others and practice networking and interviewing in a real-life setting. It all requires a place to do that. Not everyone is alike. Some are extroverts and comfortable getting themselves out into the world and having conversations with others as it relates to their personal and professional situation, while others are not.

Our belief is coaching and getting people out of the house is the most important part of our service. Thus, our coaches encourage people to come to the offices, not to use a computer or sit at home and surf the Internet; rather to energize them to do what they must do to find a new job most quickly.

The statistics are very clear – over 90% of CPI people who were surveyed say coaching is the most important part of the service. They want a personal relationship with a Coach who gets to know them and understand their situation. And sometimes they simply need a “hug,” which is not an emoji on an impersonal text message or email.

And the other thing that has not changed in 25 years is the fact networking represents the best way to access the hidden marketplace which is the primary way most hire the majority of their employees. Sitting back and simply using technology and responding to related job leads accesses a very small portion of the marketplace. Even though the CPI technology “pushes job leads” to our participants, it is unlikely this service will result in the best possible next career opportunity for someone.

It may sound appealing to provide your employees with a technology centered career transition/ outplacement solution and it may seem logical “brick and mortar” offices are a relic. Those claims are simply code for “we don’t want the expense of a lot of coaching or offices.” When you hear the term “on-demand, unlimited coaching,” be aware this means your people need to initiate contact with a Coach and the Coach does not proactively out-reach to see how a person is doing or what they need from their career transition/outplacement service.

Your company brand is important and the more your exiting employees feel positive about their career transition experience, the more they will be available for re-hire and will encourage others to join your organization. Personal coaching, not technology delivers this outcome.

John Meyers
Keystone International

Sherry's Corner



Just today I received an email from an individual who I turned down for a position with one of our clients. Kell stated, “Thank you for taking the time for both the initial consideration and the professionalism in contacting me directly to let me know the outcomes. Secondly, I appreciate the advice you offered regarding the formatting of my résumé.”

How kind of Kell to send such a thoughtful note. I always tell clients who complain about the lack of loyalty today to look at the processes they have in place. Why, when people spend hours working on their resume do companies feel it is okay to not respond and let people know why they are not being considered for a role?

I am sure you have experiences where you have witnessed a lack of loyalty. What’s happening in your organization to bring that on? Please share your experiences and thoughts with me at the email address below.

Email: sherry@dimension11.com

QUOTE

“I feel grateful to the people who encouraged me and helped me develop. Nobody can succeed on their own.”

Sheryl Sandberg

Sherry Knight is President & CEO of Dimension 11 Ltd. Listen to Sherry every Wednesday, noon on CJTR 91.3FM (cjtr.ca). To receive Knight Views in your inbox, send an email to sherry@dimension11.com. Comments and suggestions welcome. Sherry's on Twitter! Follow at: www.twitter.com/SherryKnightD11