



WHY DOES YOUR
ENTERPRISE NEED
OUTPLACEMENT?

THE BENEFITS OF PROTECTING YOUR ORGANIZATION
AND EMPLOYEES DURING WORKFORCE CHANGES



EVERYONE BENEFITS WHEN YOU USE OUTPLACEMENT.

Whether your organization is undergoing a layoff now or planning workforce restructuring, outplacement is a great solution for protecting your employees and your business.

THE IMPORTANCE OF ATTRACTING TALENT

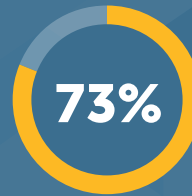
Even as the economy continues to strengthen, workforce restructuring and layoffs remain commonplace and continue to shape our business landscape. Workforce changes may take shape as layoffs due to cost cutting, to reducing redundancies after a merger or acquisition, to restructuring events due to changes in the industry or even buy-outs.

Changes such as these are motivated by a need to create value for the organization, but they often create new problems that affect the company's bottom line and brand reputation. How can you ensure that your organization—and your employees—achieve positive outcomes after shifts in the workforce?

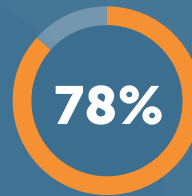
By offering your employees outplacement, you can not only reduce costs, but also limit legal risk, protect your future talent acquisition, protect your brand, and turn your former employees into brand ambassadors.

In today's nearly zero unemployment economy, organizations can't afford to let employees walk out the door feeling dissatisfied. Creating positive on-going relationships with employees ensures that companies can continue to attract, hire, and retain employees when needed.

HIRING CHALLENGES:



of employers struggle to find relevant candidates*



of candidates think their experience represents how a company values its people*

*2018 Solutions Driven Top Recruitment Statistics 2018



WHAT IS OUTPLACEMENT?

Outplacement is a service provided by employers to their displaced employees. Outplacement services usually include:

- » Career coaching in areas such as interviewing, networking, and job search support
- » Resume writing or personal branding services
- » Emotional support and resiliency training for impacted employees, remaining employees, and managers
- » Job search tools, handpicked jobs, and access to recruiters
- » Other resources, including assessments, reports, and content to help speed the time for employees to land a new job

Outplacement is usually provided through a third-party outplacement firm with dedicated resources and expertise in career transition. These services can run from several weeks to several months and are designed to support employees at various levels, from non-exempt to senior executives.

Some outplacement programs begin even while the employee is still working for the company in order to further shorten the time it takes to land a new role once notification has been given. In addition, some outplacement takes the form of redeployment, wherein the employee is coached specifically to land a new role within another area or department of the current company.

Companies that have a stronger employer brand see an average of **43%** decrease in the cost per candidate they hire.*

92% of candidates say they would consider leaving their current jobs if a company with an excellent corporate reputation offered them another role.*

*Business2Community

HOW DOES OUTPLACEMENT BENEFIT YOUR COMPANY?

Taking care of your employees isn't just good karma—it's good business. Your employees shape the public perception of your employer brand and corporate culture long after they've left the company. Providing support that allows your transitioning employees to quickly find another role creates an opportunity for positive associations with your company long after they are no longer employed with your company.

Outplacement through RiseSmart benefits your company because it:

- » Protects your employer brand, by showing both impacted and remaining employees that you have their best interests at heart
- » Impacts future hiring, by encouraging referrals to your company and positively influencing future rehire opportunities
- » Affects customer and partner relations by maintaining your brand reputation
- » Influences retention and productivity among retained employees and managers who witness the good treatment of your impacted employees
- » Limits legal liability by reducing opportunities for negative backlash and hurt feelings
- » Reduces your unemployment tax burden by shortening the time it takes for impacted employees to land

EMPLOYER'S TOP REASONS FOR OFFERING SEVERANCE (INCLUDING OUTPLACEMENT):



Project an "Employee First Culture"



Take care of employees



Protect employer brand reputation

HOW DOES OUTPLACEMENT BENEFIT YOUR EMPLOYEES?

A layoff can be financially and emotionally draining. It not only impacts the displaced employees, but it also affects their family and community, in addition to retained employees and managers, for whom the anxiety and emotional effects of the layoff can last far beyond notification day.

Outplacement through RiseSmart benefits your employees because it:

- » Provides impacted employees with state-of-the-art technology and accountability that help them quickly and effectively carry out their career transition
- » Reduces anxiety and grief for both impacted and retained employees with notification day support and manager notification training
- » Offers participants not only help in attaining their next job, but also career coaching and professional branding that will help them define the course of their careers
- » Extends lifetime membership to RiseSmart's alumni program, which creates opportunities for continued coaching, professional branding, and job search tools that will supplement their careers for years to come

- » Ultimately shortens the length of unemployment and reduces the financial and emotional burden for impacted employees

THE NEED IS REAL:

65% of workers save less than **11%** of their annual income*

Half of workers won't maintain their standard of living in retirement.*

*Bankrate.com



WHAT SHOULD YOU LOOK FOR IN AN OUTPLACEMENT PROVIDER?

Simply offering any outplacement program isn't enough in today's competitive job market. Your displaced employees are counting on you to provide results—and so is your business. For the most effective outplacement experience, RiseSmart offers your participants the following:

- » 1:1 sessions with a personal Transition Coach who has experience in the participant's industry
- » A Certified Professional Resume Writer who will write individual participants specialized resumes, cover letters, and social media bios
- » A Job Concierge who will handpick highly targeted job opportunities, contacts, events, and professional group opportunities from around the web and deliver them directly to individual participants

- » Advanced technology that isn't just another job board: job opportunity aggregation, combined with semantic matching and intelligent ranking, discovers the best jobs fitting each participant's profile and significantly cuts down on time spent searching
- » Virtual service delivery, including a mobile app, so that participants can connect with the best coach, not just the nearest one, and conduct the job search on their own time
- » On-demand results, accountability, transparency, and guidance, so you can make the best decisions about your outplacement spend now, and in the future

AT RISESMART, THE RESULTS SPEAK FOR THEMSELVES:

74% of eligible participants land within their program terms

83% find jobs with equal or greater salaries than those they left

60% faster landing rates than the national average



BETTER PROGRAMS, FASTER LANDING, SIGNIFICANT SAVINGS.

It's time to get smarter about outplacement. Find out how RiseSmart can benefit your organization today.

RiseSmart, a Randstad company, is the leading provider of contemporary career transition services for organizations in more than 40 industries and 80 countries. The first outplacement and redeployment provider to recognize, and respond to, the new Employee Relationship Economy, RiseSmart's "beginning to beginning" approach combines dedicated career coaching and personal branding with patented technology and tools to support transitioning employees. RiseSmart partners with HR teams and provides onsite support, specialized training and secure reporting in a results-oriented approach. Founded in 2007, RiseSmart delivers landing rates exceeding 80 percent and time-to-placement 60 percent faster than national averages. The company has earned awards and recognition from more than a dozen organizations, including Bersin by Deloitte, Gartner Inc., the Brandon Hall Group, and Fortune magazine. For more information, visit www.risemart.com



RFRXWP-201901-1