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## Next Steps Canada Outplacement Services

### *A Guide to Providing Outplacement*

When organizations are faced with the difficult task of terminating once loyal and productive employees, many choose to offer outplacement services. **Outplacement** is seen as part of the social fabric of the organization. *It is simply the right thing to do.*

If your organization needs to downsize the number of employees for financial reasons or redundancy of skills, outplacement services can help to manage the process. Departing employees receive counseling and advice on how to find a new job while the remaining employees become aware of the efforts being put forth by the organization.

This Introduction and Guide to **Outplacement** will provide information on the Outplacement process and what you should consider before moving forward with employee terminations and selection of an Outplacement Service.

#### **What is Outplacement?**

Outplacement is the extended support offered to departing employees. The organization will arrange for specialized counseling for employees which could include training courses, specialized workshops and one-on-one support. The employee will receive information about the process of finding a new job opportunity as well as coaching to achieve a successful outcome.

#### **Outplacement Process**

When possible, it is wise to plan layoffs and individual terminations well in advance. Human Resources (HR) should seek input from external services and should not design the outplacement process in isolation. Ideally, HR should use the services of specialized companies which design and implement best practices to enable successful outcomes for those individuals who have been terminated from their jobs.

#### **Selecting an Outplacement Provider**

In the past several years, an aspect of commoditization has entered the outplacement market. Quick fix solutions that are primarily driven by online tools, while appealing for their seemingly lower cost, go only part way to assist an individual and often leave those in transition in need for more specific personalized direction and counsel.

A jobseeker cannot rely on outplacement services alone that focus mainly on a revamped resume. A jobseeker requires learning specifics to the ever-changing world of networking, social media, personal branding and review of evolving interviewing techniques. Ideally, outplacement services should be customized to optimize results and cater to the specific requirements of the individual.

Once an outplacement provider has been selected, discuss with the provider the issues being resolved and have the provider recommend a suitable plan of action. This may include determining the scale and scope of severance packages, recommended individual or group type programs and training and counseling the terminating managers.

### **Minimizing Outplacement Risk and Supporting Mitigation**

Human Resources (HR) should focus on employees being retained and minimize risk of low morale, confidence, productivity and commitment of those remaining. By offering outplacement services to departing employees, your organization will project a positive public image that it values its people. Furthermore, by assisting employees in re-entering the workforce as quickly as possible, it may minimize the company's expenses in the areas of severance pay and continuation of benefits, while contributing towards a positive and timely mitigation of the situation.

### **Why Offer Outplacement?**

- Project a positive public image that your organization values its people
- Helps to restore morale and commitment of those remaining – building loyalty and optimizing retention
- Contributes significantly to the mitigation of the situation by assisting employees to re-enter the workforce as quickly as possible, and may minimize the company's expenses in the areas of severance pay and continuation of benefits
- Provides terminating employees assistance in dealing with stress, fears and anxiety of making a transition to a new job or career
- Help individual gain a sense of purpose and vision – a plan of action
- Provide practical help covering all aspects of preparing for the job market

**Next Steps Canada's Outplacement program is designed to support and assist people in transition from one organization or career into another as a result of job termination. Our program is ideally suited for companies who recognize a need to provide re-employment support to once loyal and dedicated employees.**

**To discuss a possible Termination/Layoff scenario in your organization or to request a Termination/Outplacement Guide from Next Steps Canada**

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