WORK WITH US

Unleash Your Inner

Recruiting Hero

Discover How

Unleash Your Inner Recruiting Hero Discover How

NEWS

HEADLINES

PODCASTS

TECH RECRUITING

STAFFING

RESOURCES & DOWNLOADS

Avature

Outplacement Services for Departing Execs: Carrot or Stick?

in

Facebook Twitter LinkedIn

Gmail

Business Reputation Outplacement services are standard fare for senior leaders when downsizing occurs. Partnering with specialized firms enables organizations to recognize corporate executives for their

contributions, demonstrate a strong employment brand and ultimately, ease the transition for both the departing leader and the company. However, companies often mistake this valuable benefit for a bargaining chip rather than a critical resource that helps both sides move forward.

This occurs when decision-makers view outplacement as a point of leverage, awarding it only

after departing staff complete separation agreements or at the end of a rescission period. Typically, a cautious outlook or excessive legal concern fuels this reaction. The problem with

handling outplacement as a stick is that it hurts both the company and the employee.

For businesses, the result can be a poor separation that:

Negatively impacts brand reputation in the market Reduces cooperation during the transition process

- Makes it more difficult for the organization to move forward
- For individuals, this tactic can: Delay much-needed career support—sometimes for weeks or months

Amplify an adversarial perspective

- Create unnecessary pressure to an already stressful situation

When transition support begins immediately, it generally results in better outcomes for all involved. I recommend using transition services as an incentive and enabler—in other words, a

Extend the Carrot with Immediate Outplacement

"carrot" approach. WANT TO BE THE SMARTEST SOURCER IN THE ROOM?

Get the latest news and views in Recruiting, Sourcing and HR Technology delivered directly to

your inbox.

Email

JOIN NOW!

senior leaders of an impending separation. Outplacement services for Director, VP and C-Suite roles typically include personal discovery, career consulting and one-on-one coaching; tactical support such as resume development and

In the "carrot" scenario, the company grants access to outplacement support as soon it notifies

LinkedIn training; collaboration on personalized job search strategies; as well as interview preparation and offer negotiation tips. While it's still necessary to complete the appropriate legal agreements and finalize a transition plan, leading with career resources shows good faith and smooths the way for these efforts.

Early access to outplacement is particularly important: With departing (or even retiring) C-suite executives

- If the notification is done early, leaving weeks or months of employment before a final
- separation date

When separation is a surprise for the individual

- For staff expected to provide training, knowledge transfer or support to others prior to exit
- In these instances, outplacement services can lessen the impact of departure, remove unproductive emotions from the transition and create an environment that fosters
- communication and cooperation.

Immediate support is just one important criterion when selecting outplacement services for key

Focus on Outcomes, Not Time-Based Services

executives. Other considerations for a successful separation include:

• Experienced consultants. Tenured leaders deserve equivalent expertise in their outplacement team, as well as resources who understand the unique challenges that executives

face. There's no substitute for the insights and rapport an experienced outplacement consultant can deliver. • Outcome-based services. Time-based outplacement heightens the pressure for executives during an already stressful time, and usually expires long before senior leaders land their next

opportunity. Outcome-based services provide the same support without time constraints.

- One-on-one support. Many firms rely on webinars and digital tools, when in reality, senior leaders find more benefit in peer-to-peer outplacement engagements. Opportunities for one-onone coaching let each executive tailor career services to meet their specific goals.
- Show Empathy, Dignity and Support

The right approach is especially critical in the current climate. Since the onset of the COVID-19

pandemic last spring, corporate executives have navigated numerous challenges, from pivoting business models and protecting worker safety, to managing through temporary closures and

weighing issues of racial justice. Many took sizable pay cuts to sustain their organizations. While economic realities may still dictate eliminating some of these key positions, brand-savvy

human resources teams (and even corporate boards of directors) should recognize the outsized efforts of key executives during the past few months.

A separation that's conducted with empathy, dignity and adequate support is critical. Organizations that overlook crisis leadership risk appearing tone-deaf to current employees, potential new hires and even customers.

Every transition presents the opportunity to begin a new course. And while no organization enjoys

making difficult choices about their workforce, when respect, compassion and appropriate resources accompany those decisions, it creates greater outcomes for all involved.

NAVIGATE FORWARD

ANNE SAMPLE



experienced HR leader. Anne has an enviable track record of leading business-building transformation and developing top talent. Anne engages

her passion in helping leaders find new destinations through transition coaching and leadership development. Previously, Anne has worked in various HR and strategy roles for Whirlpool, PepsiCo, Walker Digital, Thrivent Financial, Caribou Coffee and Bagels, and

Anne deBruin Sample, CEO and owner of Navigate Forward, is an

She currently serves on the Board of Directors of MyMeds, a startup providing individuals with digital health tools and real-time data. Anne prioritizes giving back. Navigate Forward continues to contribute at least 4% of corporate revenue to charitable causes. Anne is active in local charities including the Light of Hope Home and School for Girls in Kenya, Opportunity

International, and is a mentor for ACES. Outside of work, Anne enjoys traveling with friends

and family, entertaining, and making connections.

Hiring

Hibob, SmartRecruiters Integration Tackles Onboarding Issues

Industry

Company Culture

Previous Post

Employment

Talent Acquisition

Guest Post

Technology

Job Market

Leadership

Ongig - 12 Ways to Get a Discount

Sort by Oldest \$

from Me with Rob Kelly

Recruiting

Next Post

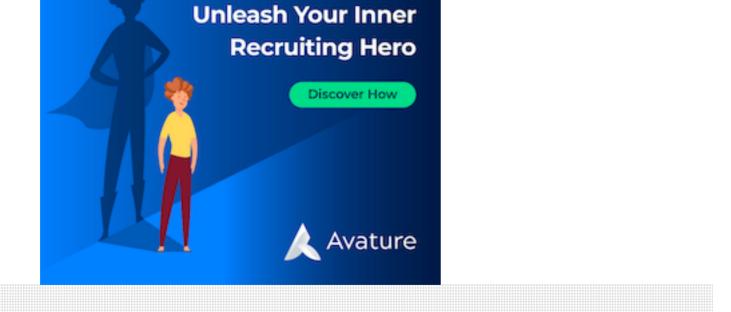
0 Comments

Leave a Reply

Add a comment...

Facebook Comments Default Comments (0) Disgus Comments (0)

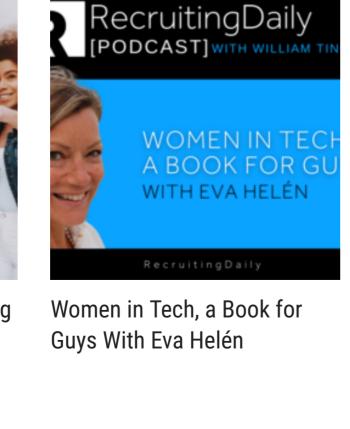
Facebook Comments Plugin



Related articles



About



talent technology ROUNDUP **HCM Talent Technology** Roundup June 4 2021

Focus on what matters most - human connection.

Let Al do the rest. Automation & Machine Learning with Emi Labs

With over 100K strong in our network, **RecruitingDaily.com** is part of the RecruitingBlogs.com

and HR communities. Our goal is to provide information that is

meaningful. Without compromise, our community comes first. Meet our team >>

Recruiting Daily.com

Join the Network!

Contact

JOIN OUR LIVE DEMO! June 8 2021 @ 2pm EST

Recruiting Daily.com, LLC One Reservoir Corporate Drive 4 Research Drive – Suite 402 Shelton, CT 06484 Email us: info@recruitingdaily.com

Avature

Recruiting at Scale, Part 4 – The Essentials

PandoLogic Inc. Acquires Conversational AI

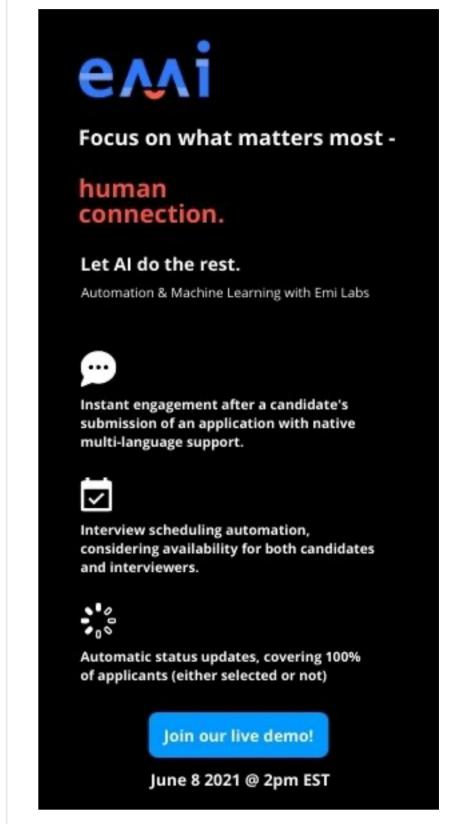
D&I and the Pressure to Deliver

Recruiting Provider Wade & Wendy

Dismantling the HR Ego: Looking Outside the **Echo Chamber**

Their Employer

More Than 50% of Americans Are Rethinking



© 2021. All rights reserved. Terms of Use | Privacy Policy

Timely Transition Support Brings Confident Separation and Stronger

SOURCING

Recruiting Daily.com, LLC family of Recruiting

RecruitingConferences.com RecruitingTools.com RecruitingWebinars.com