

## 4 STAGE OUTPLACEMENT PROCESS

We operate a 4 stage process with every client, tailoring the content to meet the specific needs of the individual.

### **Stage 1. Developing a Target**

This is essentially about personal stocktaking with a view to identifying career options moving forward. Simply it is about understanding:

- The range and depth of an individual's experience
- Their individual skills and aptitudes
- Those aspects of work that motivate/de-motivate them the most
- Their aspirations and ambitions
- Their work preferences and values
- What specific identities they have that may be in demand
- Understanding and managing the emotional impact of job loss

.....and then matching the individual's template with career options in order to identify those that are both "realistic and desirable".

### **Stage 2. Developing a Personal Brochure**

Like any marketing campaign, understanding your target market is an essential pre-requisite of success. This done, developing appropriate materials is a natural next step. Constructing a high quality CV is an essential part of making a successful transition. This stage is about ensuring the individual has a CV or CVs that:

- Presents their career to date in the most favourable way and is an accurate reflection of those elements a future employer might find most attractive
- Illustrates clearly what they may be able to do for a prospective employer
- Clearly targets the types of roles they wish to secure
- Meets the accepted written and unwritten norms of recruiters
- Maximises the number of invitations to interview

### **Stage 3. Taking Action**

Understanding what action to take at a practical level is an essential part of ensuring that the CV ends up being seen by sufficient number of decision-makers to ensure ultimate success. This stage ensures that the individual:

- Has a robust marketing plan that focuses on 4 key "routes to market"
- Organises themselves appropriately
- Understands the KPIs associated with Job Search
- Is capable of dealing effectively with associated documentation and correspondence

#### **Stage 4. Navigating the Selection Process**

These days selection processes have grown ever more complex and sophisticated. Understanding and having some experience of the more common elements enables the individual to present themselves confidently and reduce the level of anxiety that naturally comes when exposed to a process that is unfamiliar. This stage includes:

- Some exposure to commonly used assessment instruments
- Interviewing practice and feedback
- One-to-one counselling /advice during any “for real” selection process
- Negotiation of remuneration package
- Choosing which offer to accept