

## ***Survey Validates Effectiveness Of Outplacement Services***

As organizations realign their workforces to meet the demands and expectations of a competitive marketplace, more companies are confronting the occasional necessity to displace employees.

For organizations and their human resource departments facing this difficult task, Venturion has some relevant information that could ease this burden. **A Venturion survey of outplacement candidates** assisted by the firm and its global partners during the past two years validates the value of providing outplacement services to laid-off employees.

### **Six-Fold Improvement In Job-Search Skills**

After receiving outplacement services, more than six times as many displaced employees reported having excellent or very good job search skills than before they entered the programs.

Only 12% of laid-off workers rated their job-search skills as excellent or very good before receiving outplacement compared with 78% who ranked their abilities that way afterward – an increase of 650%.

<i>Category</i>	<i>Excellent</i>	<i>Very Good</i>	<i>Good</i>	<i>Average</i>	<i>Poor</i>
<b>Job Search Skills AFTER Receiving Outplacement</b>	<b>28%</b>	<b>50%</b>	<b>18%</b>	<b>3%</b>	<b>1%</b>
<b>Job Search Skills BEFORE Receiving Outplacement</b>	<b>3%</b>	<b>9%</b>	<b>30%</b>	<b>48%</b>	<b>10%</b>

### **'Good' Or 'Average' Not Good Enough**

Displaced employees who rated their job-search skills as merely good or average before receiving outplacement upgraded their knowledge after obtaining assistance. 78% of candidates reported they had only good or average job-search skills before receiving outplacement, compared to just 21% afterward – a decline of 73%.

<i>Category</i>	<i>Before Outplacement</i>	<i>After Outplacement</i>	<i>Change</i>
<b>Excellent or Very Good Job-Search Skills</b>	<b>12%</b>	<b>78%</b>	<b>+650%</b>
<b>Good or Average Job-Search Skills</b>	<b>78%</b>	<b>12%</b>	<b>-73%</b>

## How Outplacement Helped Improve Skills

Candidates rated their outplacement programs as either "excellent" or "very good" in helping them hone the following job-search techniques and skills:

- **Identify key accomplishments they have achieved in their careers** (94%)
- **Market their strengths to prospective employers** (93%)
- **Define personal skills, values and attributes** (91%)
- **Evaluate their skills and marketplace demand for them** (90%)
- **Prepare a winning resume** (88%)
- **Improve interviewing capabilities** (86%)
- **Target potential employers** (85%)

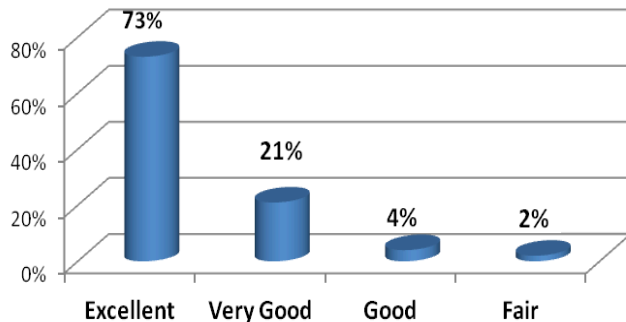
<i>How Outplacement Programs Helped Candidates</i>	<i>Excellent</i>	<i>Very Good</i>	<b>Excellent &amp; Very Good</b>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
<b>Identify Key Accomplishments</b>	66%	28%	<b>94%</b>	3%	2%	1%
<b>Market Their Strengths to New Employers</b>	65%	28%	<b>93%</b>	4%	2%	1%
<b>Define Personal Skills &amp; Values</b>	67%	24%	<b>91%</b>	4%	4%	1%
<b>Evaluate Skills &amp; Marketplace Demand</b>	62%	28%	<b>90%</b>	6%	3%	1%
<b>Prepare a Winning Resume</b>	65%	23%	<b>88%</b>	7%	4%	1%
<b>Improve Interviewing Capabilities</b>	53%	33%	<b>86%</b>	10%	3%	1%
<b>Target Potential Employers</b>	55%	30%	<b>85%</b>	10%	3%	2%

"With forces like globalization and the ever increasing rate of change in the marketplace, displaced employees continue to enter a very challenging job market. Some laid-off workers have not looked for new employment in several years and their job-search skills are rusty or outdated. Other former employees are experiencing their first layoff and need additional resources and support to cope with the stress and anxiety," said **Don Huse, President of [Venturion](#)**

"In such a competitive job environment, it is not good enough for laid-off workers to only have 'good' or 'average' job-search skills. Their job-search skills must be equal to or exceed their career knowledge and experience in order to be able to successfully compete and gain new employment," Huse added.

## **Quality of Venturion Outplacement Coaches & Programs**

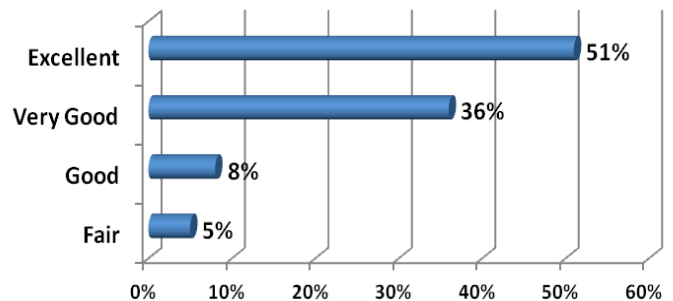
Quality of Venturion & Partners Career Coaches



**In the Venturion report, 94% of outplacement candidates rated their career coaches as either excellent (73%) or very good (21%)**

**87% of outplacement candidates rated their programs as either excellent (51%) or very good (36%)**

Quality of Venturion & Partners Outplacement Programs



## **Organizational Benefits of Outplacement Programs**

1. Strengthens morale & productivity of remaining employees
2. Maintains morale of displaced workers
3. Reduces anxiety during terminations
4. Decreases legal liability
5. Improves community relations
6. Reduces workplace violence
7. Cuts severance pay
8. Quicker decision to terminate
9. More realistic employee evaluations with outplacement option
10. Supports organization's brand as an employer of choice

## ***Customer-Centric Solutions For The Employment Life Cycle***

Venturion offers customer-centric solutions that assist organizations in developing and maintaining a first-rate workforce throughout the employment life cycle:

**CAREER TRANSITION/OUTPLACEMENT:** When employee separation is the only alternative, Venturion has the knowledge, flexibility and resources to ensure a smooth transition. We can turn a highly stressful outplacement event into a new opportunity for employees and the organization, and we supply individualized, flexible solutions across the U.S. and around the world. Our career transition and outplacement programs help participants discover or redefine their career goals through our in-depth assessments of personality, skills, interests and abilities. We teach them how to take charge of their careers and future, and we provide the needed one-on-one support to help them achieve a better work-life balance.

**PERFORMANCE COACHING:** Our personalized coaching programs help your top people develop their leadership, interpersonal and team building skills not only in senior management, but at many organizational levels. This is critical to effecting change in the workforce and meeting strategic goals. The Venturion coaching process leverages individual talent and team strengths and equips contributors to realize their long-term business priorities.

**LEADERSHIP & TALENT DEVELOPMENT:** Key executive development, team building and management development are critical elements in the growth of present and future talent. We partner with you to create customized effective workforce solutions. Leadership development goes beyond succession planning to include the formation of an organizational vision about how talent will be recruited, developed, managed and retained. Team building can improve the effectiveness of departments or work units by providing problem solving, conflict management and group dynamics skills. Management development programs address the needs of middle management, including supervisors, who must be alert and responsive to tactical, day-to-day challenges while also contributing to the strategic issues facing the business.

### **About Venturion**

Venturion is a leading coaching, leadership development and consulting firm that helps individuals find new careers and employers to improve the performance of their employees and organizations. The company was established in 1998 and has more than 200 partner offices in 27 countries with nearly 100 U.S. offices.

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