



Survey Validates Effectiveness Of Outplacement Services

As organizations realign their workforces to meet the demands and expectations of the new year, more companies are confronting the necessity to displace employees. Reductions in force have been increasing in recent weeks, although down from past years.

For organizations and their human resource departments facing this difficult task, OI Partners has some relevant information that could ease this burden. **An OI Partners survey of outplacement candidates the firm has assisted during the past two years** validates the value of providing outplacement services to terminated 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 terminated 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>
Job Search Skills AFTER Receiving Outplacement	28%	50%	18%	3%	1%
Job Search Skills BEFORE Receiving Outplacement	3%	9%	30%	48%	10%

'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>
Excellent or Very Good Job-Search Skills	12%	78%	+650%
Good or Average Job-Search Skills	78%	12%	-73%

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%)

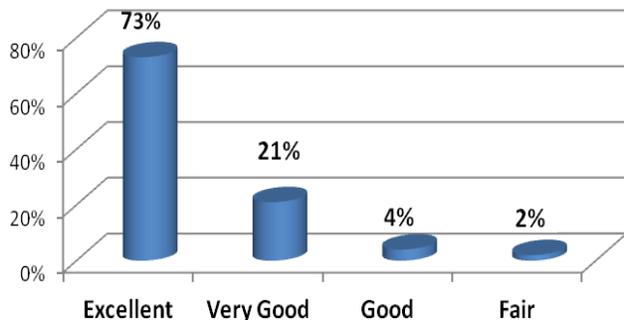
<i>How Outplacement Programs Helped Candidates</i>	<i>Excellent</i>	<i>Very Good</i>	Excellent & Very Good	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
Identify Key Accomplishments	66%	28%	94%	3%	2%	1%
Market Their Strengths to New Employers	65%	28%	93%	4%	2%	1%
Define Personal Skills & Values	67%	24%	91%	4%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

"With a persistently high unemployment rate and slow job growth, displaced employees continue to enter a very challenging job market. Some terminated 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 reduction in force and need additional resources and support to cope with the stress and anxiety," said **Patty Prosser, chair of [OI Partners](#)**.

"In such a competitive job environment, it is not good enough for displaced 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," Prosser added.

Quality of OI Partners Outplacement Counselors & Programs

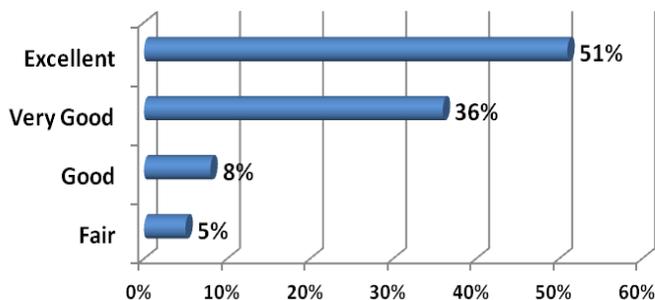
Quality of OI Partners Career Counselors



**94% of OI Partners
outplacement candidates
rated their career counselors
as either excellent (73%)
or very good (21%)**

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

Quality of OI 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

OI Partners 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, OI Partners 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 OI Partners 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 OI Partners

[OI Partners](#) is a leading global coaching and leadership development/consulting firm that helps individuals find new careers and employers to improve the performance of their employees and organizations.

OI Partners specializes in [career transition programs](#), [executive coaching programs](#), [executive development](#), [leadership development](#) and other [staffing solutions](#). The company was established in 1987 and is now located in 200 offices in 27 countries with close to 100 U.S. offices.

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