

CAREER ADVISORY

INTRODUCTION

Birn+Partners
Executive Search & Consulting

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Career Advisory – Introduction

Why Career Advisory?

Why use career advisory services? Everyone is affected, when an organization is in transition. Managers responsible for termination decisions experience a great deal of anxiety and concern. Displaced employees must come to grips with job loss, an experience that many compare to losing a loved one. Remaining employees, worried that their jobs may be cut next, are forced to pick up the work left behind by those, who were terminated. Clients and customers may begin to wonder, if their organization is stable. Much of the responsibility rests on the company to get it right, and missteps can often make or break the organization.

All companies face change at some point, whether on a large scale or just involving individual members of staff. How you handle that change can have a profound effect on your corporate image and employer brand. Using career advisory at times of change within your organization can help to smooth the process for all those involved.

Career advisory helps people come to terms with the shock of losing their job and helps them move on quickly and positively to a new role. Career advisory helps people to choose their next direction and prepare themselves for the job market and guides them through the process. While no career advisory company can guarantee jobs for all its candidates, career advisory puts people in a much better position to find their next job quickly. Turning the redundancy process into a positive move forward is good for the individual and helps your reputation as an employer among those, who have to move on.

Change can be difficult for the “survivors” too. Seeing their colleagues receive positive and productive support can lessen anxieties and build loyalty among the rest of the organization, as well as enhance your reputation internally. Employee morale suffers during times of uncertainty and change. Showing people that the company intends to look after them regardless of what the future holds is a powerful way to counter this.

When career advisory consultants are involved in the process early on, they can help to guide you through the practicalities. This can relieve pressure from the company and prevent costly mistakes.

The benefits of career advisory far outweigh the cost of implementing a quality program. Career advisory is the most important severance benefit both to the employee and to the company. While money can help an employee to survive financially during the transition, career advisory enables the employee to make that transition successfully and more quickly. For the company, career advisory not only provides benefits that cannot be purchased in other ways, it also saves resources that may otherwise be expended on legal and organizational problems, which tend to arise when career advisory is not provided.

Career advisory supports corporate values

Most organizations have core values, which state how important their employees are. More and more data support the link between values-driven organizations and long-term profitability.

Career advisory service demonstrates that your core values are more than a platitude – even when you have to take the difficult step of letting an employee go.

Career advisory maintains a responsible external image

Negative reactions to termination can affect the company's image for years. Employees who are treated fairly when terminated do not usually speak in public or to various forms of media about how bad the company was to them. Career advisory reinforces a positive view of the company by employees and the community.

Career advisory impacts retention and recruiting

The way separations are handled can impact retention rates and recruiting efforts. If handled poorly, valuable employees may be more receptive to opportunities outside your organization. Also, what former employees and their families say about your organization may affect your recruiting efforts.

Career advisory supports your efforts to be the employer of choice in your community. Lack of success in an organization is a shared responsibility. Providing career advisory shows that the company has a “conscience” and demonstrates to remaining employees, that they are valued.

An introduction to career advisory

Workforce realignment, restructure, downsizing, mergers, acquisitions, headcount reduction, business unit closure, relocation. These are just some of the business terms being used to explain, why employees are increasingly finding themselves parting company with their current employer and out on the job market sooner than they had planned.

**The rapid pace of change, globalisation and shareholder pressure to perform
are forcing organizations to make constant adjustments,
which lead to difficult decisions regarding employees**

Retrenching people is never easy. An executive business decision can become a life-changing event for employees, some of whom may have been considered at one time an organization's best-performing talent.

To help employees further absorb the news and begin the transition process, many organizations elect to bring in trained transition or career advisory consultants to meet with employees immediately following the separation notification meeting.

An individual career advisory program provides **coaching, counselling, and training** to displaced employees, using a proven, systematic job search process.

Provided by the employer at no cost to the employee, career advisory helps individuals to transition quickly and effectively between periods of unemployment.

Employees who find themselves at a career crossroads may wonder, whether they should accept the career transition services, which their former employers offer.

Consider this: The process, resources and individualized approach available to them from an experienced career transition service provider will ensure, they make the best possible career decision and do so with the least amount of stress, in the least amount of time and with the greatest chance of satisfying their professional and financial goals.

The benefits of career transition services for employers:

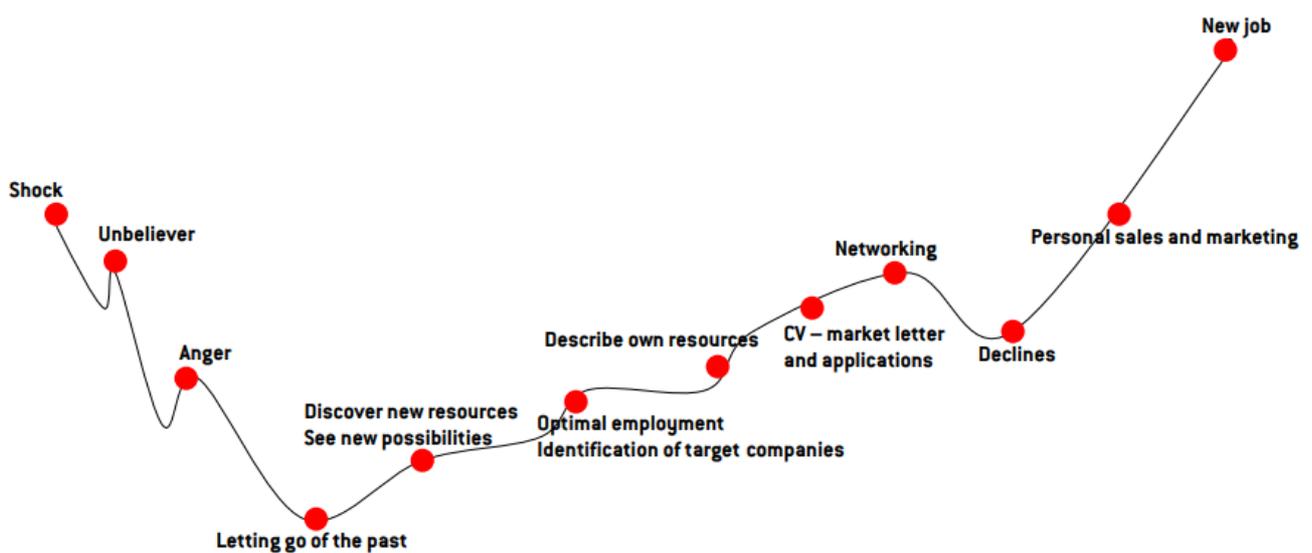
- ⊕ Allows a termination to be conducted correctly and sensitively
- ⊕ Eases the stress and trauma for the manager who is handling the termination
- ⊕ Helps maintain morale of remaining staff by demonstrating fairness and concern for those leaving
- ⊕ Preserves and enhances the organisation's public image
- ⊕ Minimizes productivity decline and the negative impact on the bottom line
- ⊕ Provides an objective overview to balance the personal needs of the terminated employee with the business needs of the company

The benefits for employees:

- ⊕ Presents an opportunity to reassess personal needs
- ⊕ Enables departing employees to maintain their dignity
- ⊕ Provides a comprehensive support framework and a structured approach to job search
- ⊕ Helps the individual look to the future and a new job rather than concentrate on the losses of the past
- ⊕ Enhances transition and career skills, and coach individuals in how to manage their career
- ⊕ Reduces the length of time it takes to make the transition to a new lifestyle or a new career
- ⊕ Assists individuals to take charge of the realignment of career and personal needs, resulting in greater personal and employment satisfaction

Career Advisory Chart

The experience of transition and the road towards a new job:



How do we do it?

To give you an impression of how we actually go about Career Advisory at Birn+Partners, we would like to share the overview of the phases, we use to structure the process.

At Birn+Partners we offer career advisory, regardless of whether your employee's wish is founded in dismissal, possible advancement or a wish for a future career change.

We **aim** to establish an accurate picture of the current situation and creating the foundation for how to work with future career goals. We **focus** on creating a clear image of the employee's qualifications to easily communicate the employee's skills, possibilities and wishes for the future. The **result** will be a precise profile of, who the employee is and the goal of which is to establish the right platform for the coming process.

Together with the employee we prepare an action plan with the purpose of sharpening future efforts.

The advisory consists of three phases:

PHASE 1	PHASE 2	PHASE 3
Platform	Direction	Execution
<i>What do you offer? (Clarification)</i>	<i>What do you want? (Optional module)</i>	<i>What should your efforts be? (Optional module)</i>
Kick-off	Goals/Wishes/Motivation	Communication
Values	Market value	Network + Social Media
Skills overview & profile		
Test & analysis	Work/life balance	CV & Job search Strengths & weaknesses

To map own skills and job goals is new ground to most people. This makes it challenging for many to let go and explore. There is no final result - the journey is the goal.

**“While management demands unity, control and status quo,
creativity is nurtured by the opposite: Instinct, freedom and revolution”**

John Sculley, former CEO from Apple (My career – from cola to computer)