A warm-toned photograph of a woman with long blonde hair smiling broadly. She is wearing a red top and is holding a young child in her arms. The background is slightly blurred.

# why does your enterprise need outplacement?

The benefits of protecting your organization and employees during workforce changes

# everyone benefits when you use outplacement.

Whether your organization is undergoing a layoff now or planning workforce restructuring, outplacement is a great solution for protecting your employees and your business.

## the importance of attracting talent

In uncertain times, workforce restructuring and layoffs become commonplace and shape our business landscape. Workforce changes may take shape as layoffs due to cost cutting, reducing redundancies after a merger or acquisition, or to restructuring events resulting from changes in the economy or industry, or even buy-outs.

Changes such as these are motivated by a need to create value for the organization, but they often create new problems that affect the company's bottom line and brand reputation. How can you ensure that your organization – and your employees – achieve positive outcomes after shifts in the workforce?

By offering your employees outplacement, you can not only reduce costs, but also limit legal risk, protect your future talent acquisition, protect your brand and turn your former employees into brand ambassadors

talent experience matters

**93%**

of talent leaders say creating a positive journey is key to attracting and retaining talent<sup>1</sup>

**78%**

of candidates think their experience represents how a company values its people<sup>2</sup>

1. Randstad Sourceright 2020 Talent Trends Report  
2. CareerBuilder Candidate Experience Study



In today's employee relationship economy, organizations can't afford to let their people walk out the door feeling dissatisfied. Creating positive ongoing relationships with employees ensures that companies can continue to attract, hire and retain employees when needed.

# what is outplacement?

Outplacement is a service provided by employers to their displaced employees. Outplacement services usually include:

- Career coaching in areas such as interviewing, networking and job search support
- Resume writing or personal branding services
- Emotional support and resiliency training for impacted employees, remaining employees and managers
- Job search tools, handpicked jobs and access to recruiters
- Other resources, including assessments, reports and content to help speed the time for employees to land a new job

Outplacement is usually provided through a third-party outplacement firm with dedicated resources and expertise in career transition. These services can run from several weeks to several months and are designed to support employees at various levels, from non-exempt to senior executives.

Companies that have a strong employer brand see an average decrease of 43% in the cost per candidate they hire.<sup>3</sup>

84% of job seekers say reputation of a company as an employer is important.<sup>4</sup>

3. LinkedIn

4. Talentnow



# how does outplacement benefit your company?

Taking care of your employees isn't just good karma—it's good business. Your employees shape the public perception of your employer brand and corporate culture long after they've left the company. Providing support that allows your transitioning employees to quickly find another role creates an opportunity for positive associations with your company long after they are no longer employed by you.

Outplacement through Randstad RiseSmart benefits your company because it:

- Protects your employer brand by showing both impacted and remaining employees that you have their best interests at heart
- Impacts future hiring by encouraging referrals to your company and positively influencing future rehire opportunities
- Affects customer and partner relations by maintaining your brand reputation
- Influences retention and productivity among retained employees and managers who witness the good treatment of your impacted employees
- Limits legal liability by reducing opportunities for negative backlash and hurt feelings
- Reduces your unemployment tax burden by shortening the time it takes for impacted employees to land new roles

## protect what matters

when offering severance benefits (including outplacement):

- Project an 'employee first culture'
- Take care of employees
- Protect employer brand reputation



# how does outplacement benefit your employees?

A layoff can be financially and emotionally draining. It not only impacts the displaced employees, but it also affects their family and community, in addition to retained employees and managers, for whom the anxiety and emotional effects of the layoff can last far beyond notification day.

## Outplacement through Randstad RiseSmart benefits your employees because it:

- Provides impacted employees with state-of-the-art technology and accountability that help them quickly and effectively carry out their career transition
- Reduces anxiety and grief for impacted and retained employees with notification-day support and manager notification training
- Offers participants not only help in attaining their next job, but also career coaching and professional branding that will help them define the course of their careers
- Extends lifetime membership to Randstad RiseSmart's alumni program, which creates opportunities for continued coaching and professional branding, and access to job search tools that will supplement their careers for years to come.

### the need is real

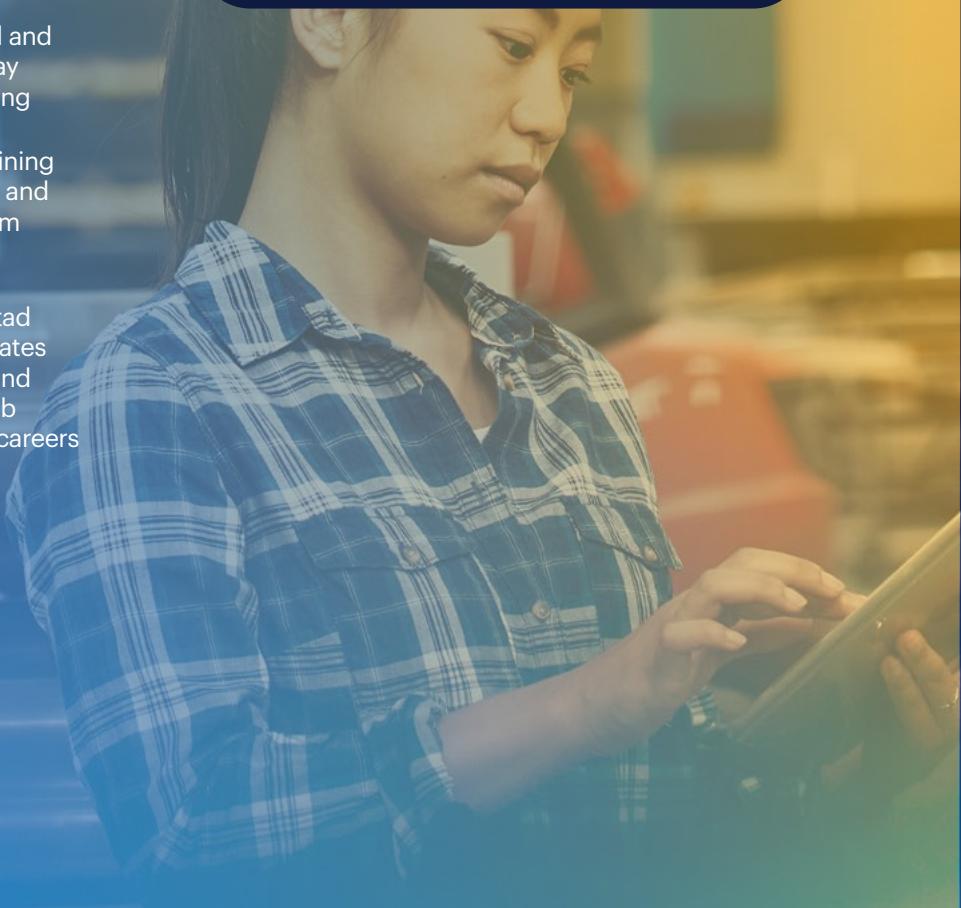
**72%**

of people are behind in their retirement savings or unsure of where they stand

Unemployment is the #1 reason why people dip into retirement savings before retiring

Half of workers won't maintain their standard of living in retirement<sup>5</sup>

5. Bankrate.com



# what should you look for in an outplacement provider?

Simply offering any outplacement program isn't enough in today's job market. Your displaced employees are counting on you to provide results – and so is your business. For the most effective outplacement experience, RiseSmart offers your participants the following:

- 1:1 sessions with a personal transition coach who has experience in the participant's industry
- A certified professional resume writer who will write individual participants specialized resumes, cover letters and social media bios
- A job concierge who will handpick highly targeted job opportunities, contacts, events and professional group opportunities from around the web and deliver them directly to individual participants
- Advanced technology that isn't just another job board: Job opportunity aggregation, combined with semantic matching and intelligent ranking, discovers the best jobs fitting each participant's profile and significantly cuts down on time spent searching
- Virtual service delivery, including a mobile app, so that participants can connect with the best coach, not just the nearest one, and conduct their job search according to their schedule
- On-demand results, accountability, transparency and guidance, so you can make the best decisions about your outplacement spend now, and in the future

At Randstad RiseSmart,  
the results speak for  
themselves:

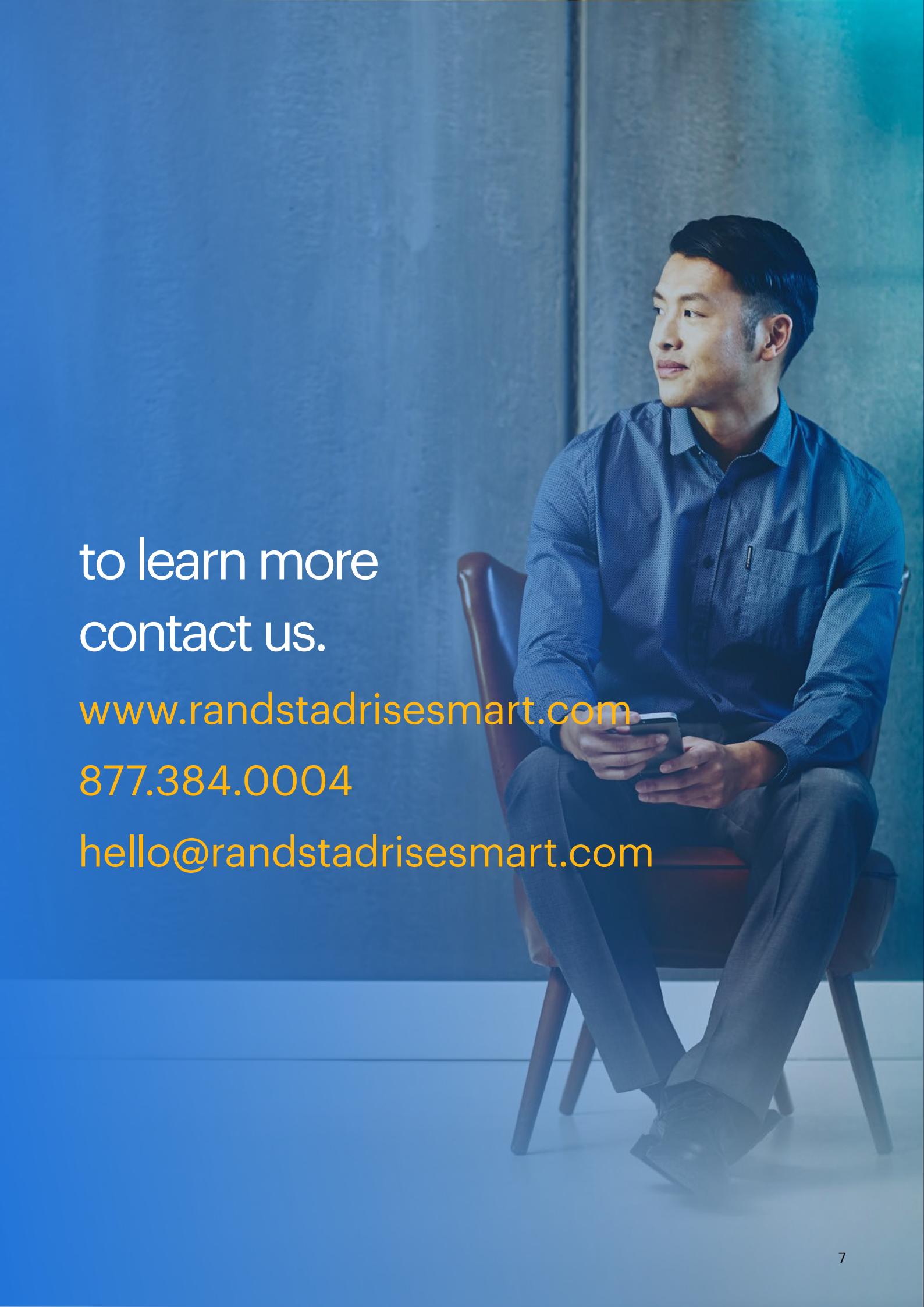
**74%** of eligible participants land  
within their program terms

**83%** find jobs with equal or greater  
salaries than those they left

**60%** faster landing rates than  
the national average

better programs, faster  
landing, significant savings.

It's time to get smarter about outplacement. There's a reason why we have a 98% enterprise business retention rate. Find out how Randstad RiseSmart can benefit your organization today.

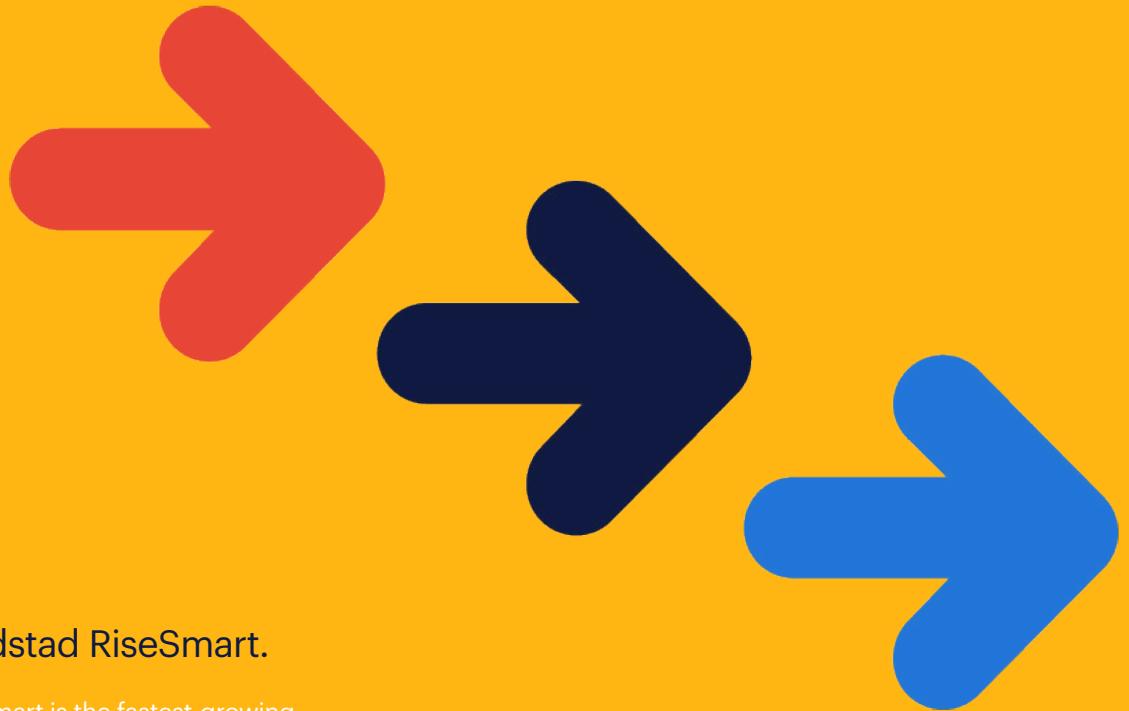
A professional-looking man with dark hair and a slight smile is seated in a wooden chair. He is wearing a long-sleeved, button-down shirt with a subtle pattern and dark trousers. He is looking towards the right side of the frame. His hands are clasped in his lap, holding a dark-colored smartphone. The background is a soft-focus studio setting with blue and teal lighting.

to learn more  
contact us.

[www.randstadrisesmart.com](http://www.randstadrisesmart.com)

877.384.0004

[hello@randstadrisesmart.com](mailto:hello@randstadrisesmart.com)



## about Randstad RiseSmart.

Randstad RiseSmart is the fastest-growing career transition and talent mobility provider, and an operating company of Randstad N.V., a €23.8 billion global provider of flexible work and human resources services that helps more than two million candidates find meaningful work every year. Our outplacement, internal mobility, career development, redeployment and contemporary Tech & Touch solutions strengthen employer brands, improve retention and re-engage talent. Employers hire us because we deliver superior outcomes through expert coaching, professional branding, modern resources and on-demand analytics. Today, we are a trusted human partner of successful companies in more than 40 industries. Our passion and dedication to innovation, responsiveness and results has earned us extensive recognition and awards from organizations such as Bersin by Deloitte, Gartner Inc., the Brandon Hall Group and Fortune magazine. For more information, visit [www.randstadrisesmart.com](http://www.randstadrisesmart.com).