

ANYWAY

March 2007

The BRIGHTON GROUP

Partners^{Inc.}

The Brighton Group/OI Partners Inc. is a locally owned and managed consulting firm specializing in career and organizational transition services. In-depth one-on-one consulting is the core of our distinctive approach.

www.brightongrp.com

Many organizations bundle outplacement services into a comprehensive severance agreement to encourage signing the separation package. Does this really work? Outplacement is the one severance benefit least tied to the employee's past and most tied to the employee's future. Our client organizations are finding more benefit in unbundling the outplacement provision and offering it immediately upon termination, and here's why:

- **A bundled outplacement program rarely accelerates the signing of a separation package.** Terminated staff who have problems or concerns with the package being offered are not usually dissuaded by the prospect of gaining outplacement. The emotions and reactions to termination keep the employee focused on resolving the past rather than looking to the future.
- **Engaging in outplacement does focus employees on the future sooner.** Our experience suggests that less than 1% of outplacement clients engage in litigation regarding a termination. The reason is simple. Processing this experience with a concerned coach instead of a lawyer goes a long way in liberating the client from the transitory loss, resentment and anxiety associated with being terminated.
- **Demonstrating good will in the midst of a difficult departure.** Even a well-managed termination event can leave an employee(s) feeling unwanted and undervalued. Outplacement demonstrates a positive intention and sends a powerful statement of value to both the impacted employee and staff who remain. Word of mouth expressions of appreciation from departed staff, for the outplacement assistance received, reflect favorably on the organization.
- **Avoiding job search missteps due to uncertainty and impatience.** The days or weeks spent in getting a separation package signed are often spent launching an employment search. Clients can burn valuable time and relational equity in well intentioned but premature activity. Immediate access to an outplacement consultant can bring valuable perspective and market insight to balance out a client's initial instincts regarding the work of job transition.



Best in class organizations are on the lookout for talent management practices that add value to both the organization and staff. This may be the reason why giving outplacement "anyway" is surfacing more and more with our client organizations. It makes good sense and good business.

"A Better Human Experience...For A Better Business Outcome"

Copyright 2007 Brighton Group, Inc. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.