

VALUE

June 2008

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

In the midst of an e-explosion with e-resumes, e-networking, e-conferencing and e-recruiting, is there a place for one-on-one coaching in the job transition process? After all, most successful leaders and managers have been through one or two job transitions! How much need is there for a real person to work with the staff you are letting go?

Having recently managed a significant layoff, there were several impacted staff who saw little need for personalized outplacement services provided by our firm and then within weeks took full advantage of those services. Here are some numbers to remember when deciding whether or not to provide a one-on-one, tutorial-based, job-transition support as a component of a severance package.

20% of the openings in the job market are filled by recruiters who work exclusively on behalf of the company. Transitioning staff, who limit their employment search efforts to recruiter contacts, dramatically reduce their employment exposure and opportunities.

95% of self-written resumes are missing critical information that differentiates their contribution from the competition and makes this critical document less of a brand statement to their buying audience. Why? It's human nature for clients to take their best strengths for granted and overlook successes and language that best articulates their real value to their target market.

65% of the clients find their next position through activating and expanding their network and visibility during their transition. It's not surprising when you recognize that in a fast-paced work world, leaders and managers rely more heavily on personal and professional connections in hiring decisions. The sound bites and strategies crafted with a seasoned consultant optimize networking meetings and the client's chances of being remembered and referred into opportunities that fit.

85% of our clients take full advantage of the services being funded by the company. Our feedback suggests that the primary reason clients stay with these programs is the value they receive from working with a transition expert who is totally dedicated to their success. This one-on-one, tutorial approach affords each client the benefit of perspectives, skill development, advice and support that are customized to their needs, schedule and challenges.

45 minutes with an experienced job transition coach will clarify the benefits of a personalized approach to outplacement services. No sales pitch, but a real conversation about job transition, the challenges and opportunities, and what really works.



Making a job transition is a significant life and financial investment. The next several years of investment in a new position could easily involve a Million Dollars in compensation, benefits, learning, and growth. It makes good sense to get the best possible assistance in making an investment of this magnitude.

"A better human experience...for a better business outcome"

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