

SAYING YES TO OUTPLACEMENT

By Dr Sattar Bawany



Imagine yourself in this situation: your company has just offered you a severance package. Aside from monetary compensation, they have also hired a career transition consultant to help you search for a new job and possibly make a career switch. What would you do?

One would assume that the terminated employee would jump at this kind of offer of assistance from his ex-employer. The career transition expert offers the candidate professional help and practical advice as he seeks to pick up the pieces of his career. To make the deal even sweeter, all this will be paid for by the ex-employer.

Yet anecdotal evidence suggests that quite a number of individuals choose to turn down career transition services. For some it is a matter of "face." They think of outplacement as a negative experience that will prolong the pain of retrenchment. For others, it is emotionally difficult to accept help from an employer who they feel has betrayed their trust and loyalty.

Another plausible reason for this aversion to outplacement could simply be ignorance. Outplacement is fundamentally misunderstood. People reject the services, equating outplacement with emotional counselling for the soft and weak. Others simply assume that they know how to find themselves a new job and therefore do not need further assistance.

Career transition consultants are more than job search consultants or counsellors. While they do equip candidates with practical skills that will help them compete more effectively for a desired job, they do not stop here.


NEW CAREER STRATEGIES

Using a whole array of sophisticated tools including psychometric analysis, the consultants help candidates determine an optimal career fit.

Instead of simply packing the candidates off on a job hunt, career transition consultants help them re-map their career strategies and determine the type of employment and work culture that will enable them to blossom.

Once a candidate's career strategy is in place, they then proceed to coach him or her on the finer points of job search techniques. With so many resumes out there competing for attention these days, there is a need to stand out from the pack to get noticed. Among other things, career transition consultants will help you craft your resume, uncover unadvertised job opportunities through networking and project yourself more effectively during an interview.

While many of us go through life assuming we know how to look for a job, in reality we often stumble and fumble through the process, counting on luck to land us the next job. To add to this confusion, those who are retrenched often find themselves in a slow-moving job market. They may also be older and more expensive than their younger counterparts. To compete successfully, they need to think differently, move smarter and become a master job-hunter.

For some candidates, outplacement has proven to be not a dismal end to a career but rather a wonderful beginning of a new life. By saying yes to outplacement, individuals may find that they are saying yes to new skills, new possibilities and a new start. 

Article by Dr Sattar Bawany who is the Head of Transition Coaching of DBM Asia Pacific. For more information on DBM Career Transition Services and Outplacement Solutions, please contact:



DBM Career Management (S) Pte Ltd

1 Robinson Road, #20-01
AIA Tower, Singapore 048542
Tel: (65) 6534 2922
Fax: (65) 6534 2933
Email: sbawany@dbm.com.sg
Website: www.dbm.com