

August 24, 2009

Many of you may have seen the article in Thursday's [Wall Street Journal](#) (*please click this hyper link to read the article*) which painted a picture of outplacement firms as being ineffective – promising things they can't deliver and taking a cookie-cutter approach to providing career-related services.

While the article casts a shadow on our industry, we were glad that these issues were raised. At BPI group, we have noticed some negative trends and the “commoditization” of our industry for several years, and we have consciously decided *not* to go in that direction.

You will note that BPI group was the only firm among the top four global outplacement and transition firms that was not mentioned in the article. That's because our philosophy has always been that people matter. Whether we're delivering career transition, career management, talent management, talent acquisition, corporate restructuring or executive advisory services, we always focus on the individual. We fully agree with the article that one size doesn't fit all when it comes to outplacement – or any of our other services. We've stayed consistent with our core values. The article only confirmed in our minds why our high-touch, high-quality approach is the right way to go.

For those who are friends of the firm, we wanted to reassure you that BPI group doesn't just say we take a personalized approach. We put it into practice every day. For those who are our current customers, we know that's why you choose to partner with us. In fact, many of you recently received our client satisfaction survey because we want to ensure we're meeting the needs of your organization and your people. We'll soon be sharing the collective feedback openly with our customers.

As always, we openly welcome your input and ideas for how we can partner to create shared success.

Sincerely,

Juan Luis Goujon
President & CEO