

## The “New Normal” Requires a New Approach to Outplacement

When outplacement was first introduced fifty plus years ago, it's doubtful that its inventors could have possibly foreseen the state of work today. Back then, after the Second World War, employment was considered a life-long contract between employee and employer. Retirement parties and a gold watch were the culmination of 25, 30 or even 50 years of work with the same company.

It's exceedingly evident that times have changed. The world of work has changed very dramatically. According to the Bureau of Labor Statistics, the average person born in the later years of the baby boom held 10.8 jobs from age 18 to 42 alone.

That's why, at BPI group, we have re-invented and enhanced our outplacement programs to ensure that they meet the needs of both employers and employees in today's “new normal” where it is common to change jobs (or even industries) every few years. Given that, our contemporary programs combine the two most valued components of outplacement support: **customized job leads** and **personalized, private meetings** with a career consultant. In addition, individuals are offered tools and training for successful “**onboarding**” into their new positions.



### A New Contemporary Approach

Arguably, we are facing one of the deepest and longest periods of unemployment since the 1930s. Consider these data points from the Bureau of Labor statistics:

- Unemployment among young people – currently 14.6% among 20-24 year olds – is even higher than that of their parents' generation. Unemployment rates for those 55 and over hover at about 7%.
- It also generally takes older employees longer to find a new job. In February, for instance, jobless workers 55 and older were unemployed for 35 weeks — 10 weeks longer than those ages 16 to 24.
- The median number of weeks of unemployment, as of September, 2010, was 20.4.
- More and more people – over 1.4 million as June – have joined the ranks of “99ers,” those who have exhausted the maximum 99 weeks of unemployment insurance benefits.

BPI group believes that our enhanced offerings will help us better assist the employees our clients have entrusted to us. Usually, the more quickly a candidate finds a high quality job, the more positive their outplacement experience will be. That is good for HR and for the company. While personal career and job search coaching is an important component in achieving this objective, it is not enough. We believe the emphasis today on outplacement needs to change to “placement”.

## Taking the “Out” out of Outplacement

To meet this need, our outplacement services will continue to offer the same, in-depth and personal coaching to help the individual candidate assess his/her strengths, figure out a new path forward (whether, for instance, a job in the same industry as before or an entirely different path) and creating a personal brand to embark upon a search. Technology plays a key role, both in the delivery of our services and, from the individual’s perspective as a job search tool.

Additional features of our enhanced approach, depending on which particular program is selected, include:

- Connecting individuals to real and customized job leads which match their profile/criteria.
- Option for programs without time limits. The individual’s program wraps up when he/she either finds a new position or has been connected with a set number of meaningful jobs leads or number of interviews.
- Services are delivered by a team of specialized career professionals led by a Curriculum Coach who guides the individual through the job search training process to develop an effective plan on how to gather the essential tools for conducting a job search. Other dedicated experts on the team include:
  - *The Job Developer* – works with the candidate to provide them with meaningful job leads.
  - *The Career Consultant* – this experienced career professional provides career/life coaching on topics such as: Loss, Change, Assessment, Go To Market.
  - *The JobLink Team* - available by phone and email to answer questions/provide support on social media; using job boards; developing job lead profiles; posting resumes; using LinkedIn, using BPI Solutions and using JobLink.
- “Success fees” – mean that a portion of the fee is not billed until the individual finds a new position or receives a meaningful job offer.

It’s clear that outplacement today needs to change to “placement”. We contend that outplacement, in addition to coaching individuals on the process of their search, must help to place them by going one step further to match them with legitimate job leads within their sphere of interest, skill set, and geographic location. In fact, we’re advocating taking the “out” out of “outplacement”!

To learn more about our Search Success™ approach to outplacement – contact us at [info@bpigroupus.com](mailto:info@bpigroupus.com).

### What Exactly is Now “Normal”?

So, what do we really mean by the term, the “New Normal”? According to McKinsey, “The new normal will be shaped by a confluence of powerful forces—some arising directly from the financial crisis and some that were at work long before it began. It is increasingly clear that the current downturn is fundamentally different from recessions of recent decades. We are experiencing not merely another turn of the business cycle, but a restructuring of the economic order.”

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