



# EXECUTIVE OUTPLACEMENT

*Menkya & Partners*  
MANAGEMENT CONSULTING GROUP



*“Even successful and loyal managers, who built their careers inside the organisation, are surprisingly unprepared in the areas of self-marketing, alternative career planning and job searching skills.”*

Executive Outplacement is a specialised career consulting service of Menkyna & Partners providing professional guidance, coaching and support to departing executives, managers and experts and helping them to take the next successful step in their careers.



# WHY CONSIDER

## **Benefits for departing employees:**

- transforms negative feelings into successful job search effort
- rebuilds self-confidence and increases motivation
- identifies transferable competencies
- improves self-marketing skills and ability to present in interviews
- allows wider market overview in terms of career opportunities
- helps to identify potential for alternative career opportunities
- provides expert advice, guidance, support and encouragement
- reduces transition time and associated stress

## **Benefits for employer organisation:**

- helps to maintain optimal morale and motivation of remaining employees
- increases employer's image and reputation
- helps to minimise legal risks and grievances
- allows the internal HRM and other stakeholders to focus on strategic core activities
- helps to relieve an emotionally charged situation
- assists in early re-employment thus decreasing pressure on severance payments
- enables management more flexibility in implementation of management decisions
- widens scope of potential career possibilities and so decreases a common tendency for resentful former employees to look for a new job with competitors



# OUR APPROACH

Employment termination is always difficult and potentially painful not only for the employee losing the job, but also for the supervising manager who has to make and communicate the unpleasant decision, the human resources manager administering the termination process and the remaining members of the team who question their own job security.

When compared with other employees, executives and managers are often assumed to be better prepared for job change and more able to search for new opportunities. However, our experience in the market shows us that managers and employees alike face very similar feelings of stress, loss of professional identity, self-doubt or fear that they will not be able to financially support their families. These fears are not limited to those who lose their jobs due to lack of capability but are as overwhelming for many managers who lose jobs due to organisational changes.

Menkyna & Partners' Executive Outplacement programs are set up to help departing managers and other employees to cope with emotional impact, accept the situation, develop self-marketing and job search skills and focus on new career opportunities. The programs lead to focus on tactical strategies and career development planning.

*"We do not provide uniform, universally applicable or ready-to-use on-line solutions but strongly prefer a high degree of customisation for every Executive Outplacement project, reflecting the individual needs and requirements."*

A targeted and individually selected combination of our program modules leads to the creation of an optimal self-marketing strategy and focused development of effective presentation skills allowing selling of individual advantages and achievements. As every individual participant has different needs each project consists of a different combination of modules. Experts and middle-level managers generally prefer more technical support, training and tactical preparation, executives often put more emphasis on strategic consultations.

The ultimate goal of every Executive Outplacement program is to maximise the chances of identifying and winning the most desirable positions available on the market. Our market influence can also help to potentially create such demand even in situations when such positions are not currently vacant.

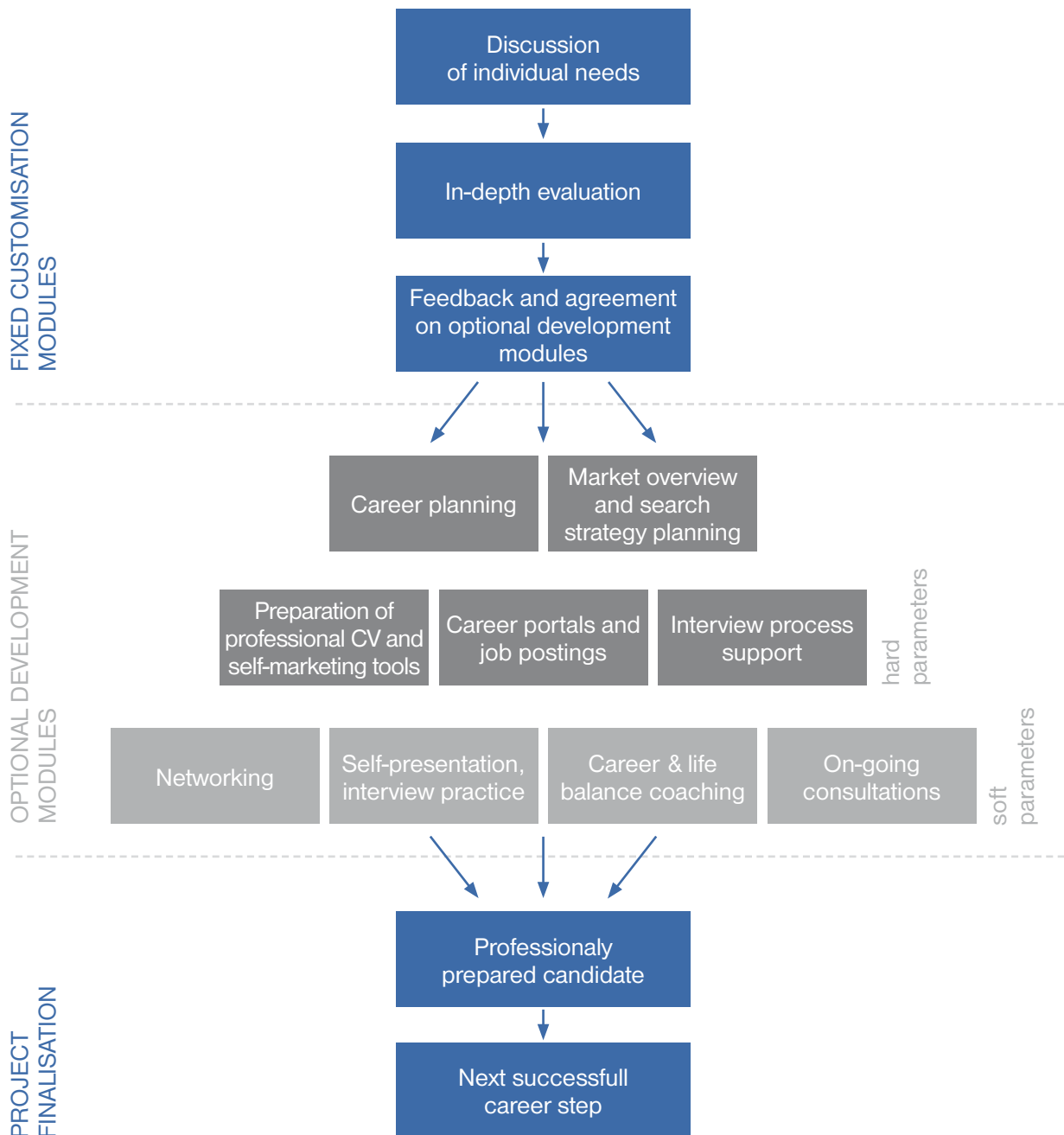
Even if not perceived in the moment of dismissal, transition periods can represent interesting and unusual periods of lucky breaks with successful ends. We often see significant relief after the first stress of job termination information. This transition time can bring many problems but also more freedom to select future career direction than is the case with employed people. On the other hand long-term unemployment can have a strongly negative impact on the majority of people.



# OUR OUTPLACEMENT MODULES

Menkyna & Partners' Executive Outplacement programs are always tailored to the particular individual and current market realities. With the participant, we select a combination of fixed modules used for individual customisation and optional development program modules reflecting individual needs and preferences.

## PROJECT STEPS





# FIXED MODULES

## INTRODUCTION AND DISCUSSION OF INDIVIDUAL NEEDS

In the first meeting, which usually takes place before the employment termination date, expectations, needs and requirements of individual participants are discussed. Program process is agreed upon and content of available fixed customisation and optional development modules is presented. Project and change management support strategy is approved by both employer and departing employee.

## IN-DEPTH EVALUATION

Application of our unique in-depth assessment tool of Potential Analysis at the beginning of the project allows objective and thorough analysis of strengths and individual potential and also development needs in the area of self-presentation skills to be improved or tactically hidden. We focus on career review and identification of individual assets, marketable skills, suitable work environments, preferred roles in the team and analysis of motivation factors. We also focus on identification of hidden potential which can be relevant to various career alternatives.

## FEEDBACK AND AGREEMENT ON OPTIONAL MODULES

On the basis of outputs from discussions and Potential Analysis, the participants receive growth oriented feedback. Individual self-presentation skills and competency strengths and weaknesses are discussed and a strategy for their improvement is devised. A combination of all three fixed modules allows the most effective selection of optional Executive Outplacement modules reflecting individual preferences and identified development needs.



# OPTIONAL MODULES

## CAREER PLANNING

Output from previous modules allows discussion about the preferred career opportunities which represent continuity and career options. Various career scenarios are transferred into short-term and long-term career plans. Many participants also use this program option for identification of alternative career opportunities and possibilities for repositioning into a different industry, function or specialisation including self-employment, starting own business, consulting and interim management possibilities.

## MARKET OVERVIEW AND SEARCH STRATEGY PLANNING

In this phase, career plans and objectives are transformed into a search strategy defining an action plan that includes targeting potential employers, positions, an approach to job search, a time-line and allocation of follow-up tasks for the candidate and the consultant. The outplacement consultant helps the participant understand the status of the job market and uncover lesser known aspects, thus ensuring better prioritisation with a focus on real job market opportunities.

## PREPARATION OF SELF-MARKETING TOOLS

Our consultants provide step-by-step guidance in the development of professional and competitive self-marketing tools including CV, references and self-marketing cover letters tailored to the position sought. Our guidance in using these tools emphasises communicating credibility and a strong professional image to maximise the likelihood of an invitation for the interview.

## NETWORKING

This module is focused on devising a strategy on how to optimally combine the personal networks of individual participants with the professional networks and contacts developed by Menkyna & Partners' consultants. This combined approach aims to maximise access to potential job leads and introductions and identify opportunities beyond the range of publically advertised careers.

## CAREER PORTALS AND OTHER JOB POSTINGS

We provide participants with updated overview information on potential job opportunities postings, a list of relevant job servers, and employers' and head-hunters' web sites. The participants can combine these options with their personal networking and the resulting carefully targeted list can be used for direct mailing and personal approaches.

## SELF-PRESENTATION AND INTERVIEW PRACTICE

This module is focused on the development of the ability to adapt individual self-presentation to different industry segments, corporate environments and position requirements. Focused training and coaching is aimed at improvement of interview self-presentation, image, communication and negotiation skills. We support participants in preparation for different forms of the interview including various presentations and strategies. Our in-depth assessment experience helps participants in how to effectively present their key achievements and competencies. A strategy to sell their transferable skills is elaborated.

## CAREER & LIFE BALANCE COACHING

A surprisingly large proportion of participants, especially those at executive and management level, also use our program as an opportunity to address issues of balance between personal and professional life. We help to clarify personal values, priorities, goals and actions to change one's own life.

## INTERVIEW PROCESS SUPPORT

Our outplacement consultants provide comprehensive background information on the actual job offers and research on various companies as preparation for job interviews. We provide information on organisational structure, position requirements, management style and corporate culture.

## ON-GOING CONSULTATIONS

During the whole transition period the outplacement consultants provide departing participants with continuous support in reviewing job offers in the context of agreed short-term and long-term career plans, help in tailored preparation for each interview and relevant information and contacts. The consultants of Menkyna & Partners provide advice in the areas of offers management, relocation, compensation package and labor contract negotiation.