



Outplacement Case Study

Learn how a high-touch coaching experience helped a Marketing Communications professional reinvent her career and pursue her passion for design and branding.

Background: After nine years in marketing communications, Maya felt a growing desire for a more creative and entrepreneurial career path. While she enjoyed aspects of her current role, she craved the autonomy and flexibility to pursue her passion for design and branding.

Challenges:

- **Bridging the Skills Gap:** Maya's experience was primarily in corporate marketing communications, and she lacked formal training or experience in design and branding.
- **Portfolio Development:** While Maya had a strong understanding of design principles, she lacked a professional portfolio to showcase her creative skills and attract potential clients or employers.
- **Building a Network:** Maya's professional network was primarily within the corporate marketing world, and she needed to connect with individuals in the design and branding community.
- **Marketing Herself:** Transitioning from a corporate role to a freelance or entrepreneurial path required Maya to develop new self-marketing and business development skills.

Coaching Solutions:

- **Skills Assessment & Upskilling:** The coach helped Maya assess her existing skills and identify areas where she needed further development. They explored online courses, workshops, and certifications to enhance her design and branding skills.
- **Portfolio Creation:** The coach guided Maya in creating a professional portfolio that showcased her design aesthetic and capabilities. They identified projects that highlighted her creativity and versatility, including freelance work, personal projects, and collaborations.
- **Networking Strategies:** The coach helped Maya identify relevant design and branding communities, both online and offline. They explored strategies for attending industry events, joining professional organizations, and connecting with potential clients or collaborators.
- **Branding & Self-Marketing:** The coach worked with Maya to develop her personal brand and create a compelling narrative to attract clients or employers. They explored online platforms and marketing strategies to showcase her skills and expertise.

Results:

- **Enhanced Skillset:** Maya successfully upskilled in design and branding through online courses and workshops, gaining the confidence and expertise needed for her desired career path.
- **Professional Portfolio:** She developed a strong portfolio that effectively showcased her design skills and attracted potential clients and collaborators.
- **Expanded Network:** Maya built a network of contacts within the design and branding community, opening doors to new opportunities and collaborations.

- **Successful Career Transition:** Equipped with new skills, a strong portfolio, and a solid network, Maya confidently transitioned into a freelance design and branding career, pursuing her passion and achieving greater autonomy and flexibility.

Conclusion: Maya's case study demonstrates how outplacement services can empower individuals to reinvent their careers and pursue their passions. By addressing skill gaps, building portfolios, expanding networks, and developing self-marketing strategies, outplacement coaching provides the necessary support and guidance for individuals like Maya to successfully navigate career transitions and achieve their professional goals.