



Outplacement Case Study

Learn how a high-touch coaching experience helped a 55-year-old job seeker combat ageism, apply effective search strategies, and gain confidence to land a new job.

Background: John, 55, had dedicated 25 years to a manufacturing company, rising through the ranks to become a senior sales manager. Unfortunately, due to industry changes and company restructuring, he was laid off, entering a highly competitive job market for the first time in decades.

Challenges:

- **Outdated Job Search Skills:** Having been with the same company for so long, John's job search skills were limited regarding current job search strategies. He was unfamiliar with modern resume formats, online application systems, and social media networking for professional purposes.
- **Ageism Concerns:** John worried about age discrimination in the job market, fearing that his experience might be perceived as a liability rather than an asset.
- **Loss of Confidence:** The layoff had shaken John's confidence, making him question his value and abilities in a rapidly changing professional landscape.

Coaching Solutions:

- **Modern Job Search Strategies:** The coach guided John through updating his resume and LinkedIn profile to highlight his transferable skills and accomplishments. They explored online job boards, networking events, and industry-specific resources to identify potential opportunities.
- **Addressing Ageism:** The coach helped John reframe his narrative, emphasizing his extensive experience as a valuable asset. They practiced interview techniques to showcase his adaptability, eagerness to learn, and ability to bridge generational gaps within teams.
- **Confidence Building:** The coach provided encouragement and support, helping John recognize his strengths and accomplishments throughout his career. They worked on interview skills, focusing on projecting confidence and enthusiasm.

Results:

- **Improved Job Search Skills:** John became proficient in using online job search platforms and social media for networking. He learned how to tailor his resume and cover letter to specific job requirements.
- **Overcoming Ageism:** John successfully navigated the interview process, demonstrating his value and relevance in the current job market. He secured several interviews and received positive feedback on his experience and insights.
- **Regained Confidence:** Through coaching and practice, John's confidence grew significantly. He approached interviews with a positive attitude and effectively communicated his skills and value proposition.

Conclusion: John's journey exemplifies the positive impact of outplacement coaching, especially for individuals facing a competitive job market after a long tenure with one company. By addressing his specific challenges and providing tailored guidance, the coach empowered John to regain his confidence, update his job search skills, and successfully transition into a new and fulfilling role.