



## Benefits of Offering Outplacement Services

While never an easy decision, separating employees from an organization is sometimes unavoidable. During these challenging transitions, many companies recognize the importance of treating exiting employees with care and compassion. One way they achieve this is by partnering with an outplacement provider to deliver comprehensive transition services and support.

Outplacement providers are firms that specialize in guiding individuals through the job search process after a layoff or termination. Their portfolio of services is designed to help exiting employees land their next role successfully while preserving their dignity and self-confidence. Here are some of the key benefits companies gain by investing in outplacement:

### **Demonstrates Care for Employees**

The availability of outplacement demonstrates an organization's commitment to the well-being of its workers, even those who are departing. By connecting exiting staff with experienced career coaches and robust job search resources, companies send a powerful message that they value their employees' future prospects.

### **Mitigates Legal Risks**

Outplacement can help reduce the likelihood of grievances or lawsuits from former employees who feel they were treated unfairly or left without recourse. Providing transition assistance is an equitable practice that can strengthen a company's compliance posture.

### **Protects Employer Reputation**

How an organization handles terminations has a significant impact on its public reputation and employer brand. Outplacement services help exiting employees feel supported and appreciated, reducing feelings of resentment or desires to criticize the company publicly or with industry peers.

### **Maintains Employee Morale**

Remaining employees closely observe how their transitioning colleagues are treated. When they see their company taking care to soften the blow with meaningful support, it provides assurance that they too would be supported if ever in that position. This sustains engagement and loyalty.

### **Facilitates Smooth Transitions**

Outplacement gives companies structure and processes to manage complex employee exits compliantly and effectively. Dedicated consultants take over the transition logistics, communication plans, paperwork, and more to ensure consistency.

### **Offers Career Coaching**

At the core of outplacement is one-on-one coaching to prepare exiting employees for their job search. Certified career coaches help individuals market themselves, polish resumes, practice interviewing, understand today's hiring climate, leverage networking, and navigate career changes.

While the hard decision to terminate employees is never easy, outsourcing their career transition to an outplacement firm ensures they are treated with dignity and compassion. In doing so, companies demonstrate their values, protect their reputations, boost alumni relations, and maintain an engaged workforce to drive future success.



Meridian Resources is a national talent management consulting firm that offers strategic coaching solutions to organizations that enhance the employment lifecycle including outplacement, professional development, and executive coaching.

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