

**#SUCCESSFUL  
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TWEET

**Career Transition  
Training and Services  
That Work in Today's Environment**

**BARBARA SAFANI and MITCHELL LEVY**

BOOK 04

A THiNKaha® BOOK

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Book04

Career Transition Training and Services That Work in Today's Environment

Book Excerpt

**By Barbara Safani and Mitchell Levy**



E-mail: [info@thinkaha.com](mailto:info@thinkaha.com)  
20660 Stevens Creek Blvd., Suite 210  
Cupertino, CA 95014

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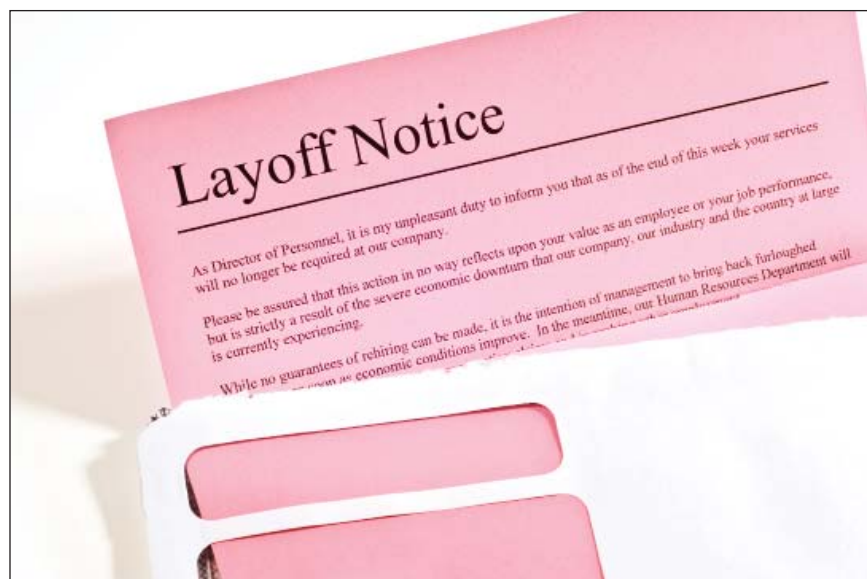
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## Section I: What Is Career Transition, Who Uses It, and What Are the Benefits?



## Section I

### What Is Career Transition, Who Uses It, and What Are the Benefits?

Career transition services and training used to be a service provided almost exclusively to senior executives when a company realized the executive was not a good fit for the job or the organization and needed to be transitioned out. Providers were often retained on the “QT” to help the executive make a quiet exit, ease the transition process, and give the executive an office with administrative support so they could have a home base for managing their job search.

Today, career transition firms are retained by many companies to support their changing business needs which may include staff reductions. It is not unusual for someone to be downsized during their professional career through no fault of their own and career transition services have become an expected benefit in many organizations. The career transition model of today is transparent and proactive and focuses on giving the departed employee the knowledge and tools necessary to conduct an effective search and land a new job quickly. This section explains the career transition model and its benefits in more detail.



1

Corporate downsizings are sometimes inevitable. Being prepared for them is a competitive advantage.

2

A downsizing can negatively impact your business if the process is not managed properly.

5

By offering transition services, you position your firm as a good corporate citizen and a desirable place to work.

6

The company image you present is critical and there is great value in promoting the organization's commitment to displaced employees.

7

Career transition services began 30+ years ago when businesses found a need to help reduce the trauma of job loss.

13

Studies reveal companies offering transition services achieve gains in engagement, recruitment cycle, cost per hire, and referrals.

14

Without third party involvement, the stress of a downsizing can compromise a manager's effectiveness in his/her regular role.

Section II: How Career Transition Can Help Newly Displaced Employees

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## Section II

### How Career Transition Can Help Newly Displaced Employees

Many of us are used to hiring professionals for certain services we don't consider our core area of expertise. We pay others to cut our hair, prepare our income taxes, and build our homes. When we are dealing with a life-changing event such as job loss, it often makes sense to leave the heavy lifting to a firm that specializes in career transition. This section offers the business rationale for partnering with one or more transition entities following a layoff or restructuring initiative.

37

Transition services help displaced workers gain confidence in the process, which then translates into confidence in themselves.

38

Offering transition services acknowledges displaced employees' loss and helps to preserve their self-esteem and confidence.

39

During the transition process, provide tools and training to help candidates market themselves effectively.

40

Laid off employees may seek jobs with competitors. If they are bitter, they may reveal information they otherwise would not have.



41

Career transition helps job seekers stay motivated and accountable because they remain engaged in a professional coaching relationship.

42

The benefits of transition services greatly outweigh the associated costs; they also offer peace of mind for everyone involved.

43

Working with third party outplacement entities gives displaced employees the benefit of an unbiased ear and a fresh career start.

44

People who are laid off after 10 or 20 years have a lot to learn about job search and, unless they have assistance, may be overwhelmed.

45

Transition success is contingent on the flexibility of the employer and job seeker and an awareness of each job seeker's unique needs.

46

No one makes a career of  
changing jobs. Most are  
uncomfortable with the job  
search process and  
ill-prepared for the  
journey ahead.

Section III: How to Notify Employees of a Downsizing Effectively and Compassionately

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## Section III

### How to Notify Employees of a Downsizing Effectively and Compassionately

The effect a layoff has on a person is profound. An employee will remember the moment of termination forever, so it pays to prepare carefully and thoughtfully for the conversation. With a little bit of practice and planning, you can make the best of a difficult situation and help ease the transition for both your displaced and remaining employees. This section offers practical tips for planning the notification conversation and ensuring that the day goes as smoothly as possible.

72

Some remaining employees  
may be on vacation or  
home ill. Determine how  
they will be informed of the  
downsizing as well as  
exiting employees.

73

Some employees will cry or feel faint following the news. Have tissues and bottled water in the room.

74

Pre-arrange for transportation. Have a car service available for someone who is exceptionally distraught upon hearing the news.



79

Note if the person has a track record of violence or abusive behavior; if necessary, have security on standby.

80

Give employees time to compose themselves before having to face co-workers.

81

Many are in shock after a layoff and will forget what you tell them. Follow up with a letter detailing their separation agreement.

82

If downsizing many employees on the same day, don't schedule meetings too close together; some employees will need more time than others.

83

Have a contact from your transition firm onsite following the termination meeting to answer questions about the service.

84

Review and rehearse talking points prior to the employee termination meeting. Be familiar with the key points of the separation package.

## About the Authors



Barbara Safani is the owner of Career Solvers, which partners with Fortune 1,000 companies and individuals to deliver career transition programs focusing on resume development, job search strategies, networking, interviewing, salary negotiation skills, and online identity management.

Barbara has been a career expert for CNN.com, CareerBuilder, and AOL Jobs and she has been quoted extensively in major media outlets, including CBS, ABC, FOX, *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *The LA Times*, *Fortune Magazine*, *Smart Money Magazine*, *Money Magazine*, *Oprah Magazine*, and *Cosmopolitan*.

She is the author of *Happy About My Resume: 50 Tips for Building a Better Document to Secure a Brighter Future*, *#JOBSEARCH tweet*, and *Winning Negotiation Strategies for Your New Job*.



Mitchell Levy is the author of twelve business books and the CEO of the independent publishing house Happy About. After earning his MBA from the College of William and Mary, he spent 13 years working for corporations in IT, Finance, and Operations. He then spent 11 years as an entrepreneur creating 13 companies and strategic partnerships, including Happy About in 2005. During this timeframe, he created over 70 courses at various universities, online learning courses, and booked over 500 speakers at large-scale conferences.

Mr. Levy is also partner of the physical networking firm CXOnetworking and sits on the Board of Directors at Rainmaker Systems (NASDAQ: RMKR). Previously, he created four executive education programs at two different Silicon Valley Universities, was the conference chair for four Comdex conferences focusing on business executives at medium-to-large sized enterprises, has contributed to and written over 100 articles, and given over 250 speeches on e-commerce and business.

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## #SUCCESSFUL CORPORATE LEARNING TWEET

How to Handle a Downsizing Strategically,  
Economically, and Compassionately

"Barbara has captured the key aspects of managing a reduction in force in a user-friendly format that can be easily understood and quickly absorbed by both HR professionals and line managers. If you have the unfortunate need to manage a RIF, pick up this book!"

-Brian McComak, Vice President, Human Resources, Christie's

"Chockfull of clear, concise, and powerful information about the value and importance of career transition services, this 15-minute read transcends HR-speak, giving HR professionals the information they need to gain buy-in for this important benefit."

-Jennifer Paterson, SPHR, Director, Human Resources, FOJP Service Corporation

"This book is a must read for anyone in Human Resources as well as Management in understanding the importance of providing career transition and support to employees who will be downsized...This is an excellent source!"

-Ariel Boverman, Board Member, Human Resources Association of New York



**Barbara Safani** (@barbarasafani) is the owner of Career Solvers, a career transitions consultancy focusing on job search strategies, resume development, networking, interviewing, salary negotiation skills, and online identity management.



Corporate visionary, acclaimed speaker, prolific business writer, and CEO of publishing house Happy About, **Mitchell Levy** (@happyabout) finds himself frequently called upon for his strategic expertise, big picture thinking, and extensive business networks.

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