

Outplacement's Journey - Are Old-style Models on the Path to Extinction?

Written by Australian Business

SAN DIEGO, CA, November 11, 2014 **/24-7PressRelease/** -- Every maturing industry has gone through a metamorphosis of sorts. The good news is maturity usually means better processes, improved quality, and lower cost. The outplacement industry is no exception.

Outplacement got its start in the pre-Internet days of the late 60's. Back then, IBM Selectric typewriters were the rage, and plain paper copiers were taking over where mimeograph machines once ruled.

Early stage outplacement services were generally office-based with face-to-face job search coaching and training sessions. Educational materials were typically provided in the form of binders or bound manuals. Office space, equipment, and administrative support were often included.

It's no wonder outplacement was such an expensive service back then. Likewise, it's no surprise services were usually restricted to higher-level executive and professional employees.

The industry began to morph when the Internet made inroads into the service delivery model. We started to see outplacement hybrids that included most of the early-stage features, but also included increasing amounts of online content.

Over time, broader use of the Internet and changing user preferences spawned the virtual outplacement model. Having 24/7 access was not only possible, but expected. Personalized job search coaching remained, but most content was now delivered via the Internet.

Since then, we've seen a proliferation of Internet-connected devices. Social networks, job aggregators, new job search tools, and challenges to old-school ways of finding a job have resulted in a new breed of job hunter. Expectations for relevant content, sophisticated tools, and personalization have elevated dramatically.

Adaptive outplacement models emerged in response to those expectations. Adaptive models give employers more control over plan design, content and cost. They include more choices and opportunities for personalization.

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Gradually, outplacement costs declined and services started being offered to a broader base of employees. However, cost barriers have continued to leave the vast majority of displaced employees to fend for themselves.

It was clear more aggressive cost reductions were needed. Outplacement by subscription was the answer. In much the same way medical insurance lowers cost by spreading risk, outplacement by subscription does the same. It can lower outplacement costs by 90% or more, yet provides enhanced benefits.

With subscription-based outplacement, employers no longer have to pay for episodic events; instead they get outplacement coverage that can be used on-demand for any displaced employee. It's available regardless of reason for separation, and for as long as it is needed. It's one of those infrequent situations where you get more, but pay much less. It can even pay for itself by reducing other expenses.

Where does Outplacement go From Here?

There's no doubt outplacement will continue to morph into more cost-effective models. Ideally, outplacement coverage will expand to meet the needs of the millions of Americans each year who are displaced from their jobs. After all, it's the socially responsible thing to do.

Ultimately, commoditization of outplacement may be the answer. For now, a word of advice ... don't buy yesterday's outplacement for today's needs.

To learn more, visit www.jobhunterpro.com

Job Hunter Pro - Our Goal and What it Means to You

We want to make outplacement so affordable that it ultimately becomes a part of every employer's standard employee benefit package. We think of it as socially responsible

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outplacement because each year, millions of displaced employees in America are left to fend for themselves in their quest for reemployment.

Part of our goal is to make a fundamental change in the way outplacement firms do business. We want to bring socially responsible outplacement to the masses. The commoditization of high quality outplacement that retains personalized support will help us get there.

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