

# Seamless Transitions: Empowering Career Shifts through Outplacement

## About Client:

A fintech business whose product line stands out as a catalyst for positive change and has helped numerous organisations streamline their purchasing processes.

## Context

Another business acquired the client company. In the course of the transition, employees across levels were deemed extraneous for a variety of factors, including duplication of resources & skill sets. As a result, after careful analysis and consideration, the senior management chose to exit 115 employees.

## Concerns

The client had legitimate concerns and considerations for the well-being of their employees. Financial strain, emotional toll, workplace culture, job insecurity, and reputational harm can all result from layoffs. Employees could experience difficulty in seeking new employment and may feel unprepared for new opportunities. On the other hand, the client was also worried about the effects on the company's brand and credibility, investor confidence, commercial partnerships, and the effects brought on by social media.

## Our approach

We deployed the UDAAN-Pro Model (proprietary to Cornerstone), which assisted the candidates in transitioning into new roles through concurrent modules, including counseling, career coaching, resume drafting, job search strategies, salary negotiations, and interview processes. It helped candidates accept the situation and prepare for the transitional journey. The candidates were provided in-depth professional sessions to combat doubt and uncertainty, fostering confidence in individual strengths and mastering them.

## The Outcome

Most candidates reported getting calls for interviews, and a sizable percentage had already found jobs by the program's end. According to participant responses, they gained a lot of fresh perspectives and are eager to experience the benefits of the strategies used beyond just transitioning and taking it to their future careers.

In a nutshell, the company -

- Diluted Employee Branding
- Negative word of mouth
- Indirect Impact on Business Growth

## **CASE AT A GLANCE**

### **Challenges for Company & Employees**

#### 1. Company

- Diluted Employee Branding
- Negative word of mouth
- Indirect Impact on Business
- Growth

#### 2. Employees

- Future Career Prospects
- Emotional Upheaval
- Familial Related Stress
- Financial Stress

### **Benefits received from the program**

- Hand-holding through the process
- Mentoring & Coaching
- Career Clarity
- Enhanced Employability