

## HDA Outplacement Survey



### Results 2009

HDA is a Human Capital Consultancy with experience in delivering outplacement at all levels (across the UK and internationally) for over 30 years; developing a reputation for a strong outcomes-focused approach. As part of our sustained commitment to refining and developing our services and capabilities, we recently undertook a detailed survey, incorporating views from across a broad sector base, to measure opinions surrounding outplacement.

This report outlines the key findings of the **2009 HDA Outplacement Survey**, providing further insight into current trends in the area and the benefits of outplacement support, both for the business and the employee.

#### Headlines and major trends:

- 90% of the organisations surveyed have been affected by the current economic climate, citing 'decreasing revenue, downsizing, cutbacks...'
- Of those organisations that have experienced a restructuring in the last 12 months, the majority (90%) offered outplacement support to employees.
- Nearly 70% of respondents offer outplacement support to maintain staff morale or to assist leavers in securing roles.
- According to 90% of respondents outplacement support provides value for money and fosters positive post-employment relations.
- The most important considerations for organisations choosing an outplacement provider are consultant experience; value for money; ability to support managers and staff at all levels; innovative and flexible programmes.

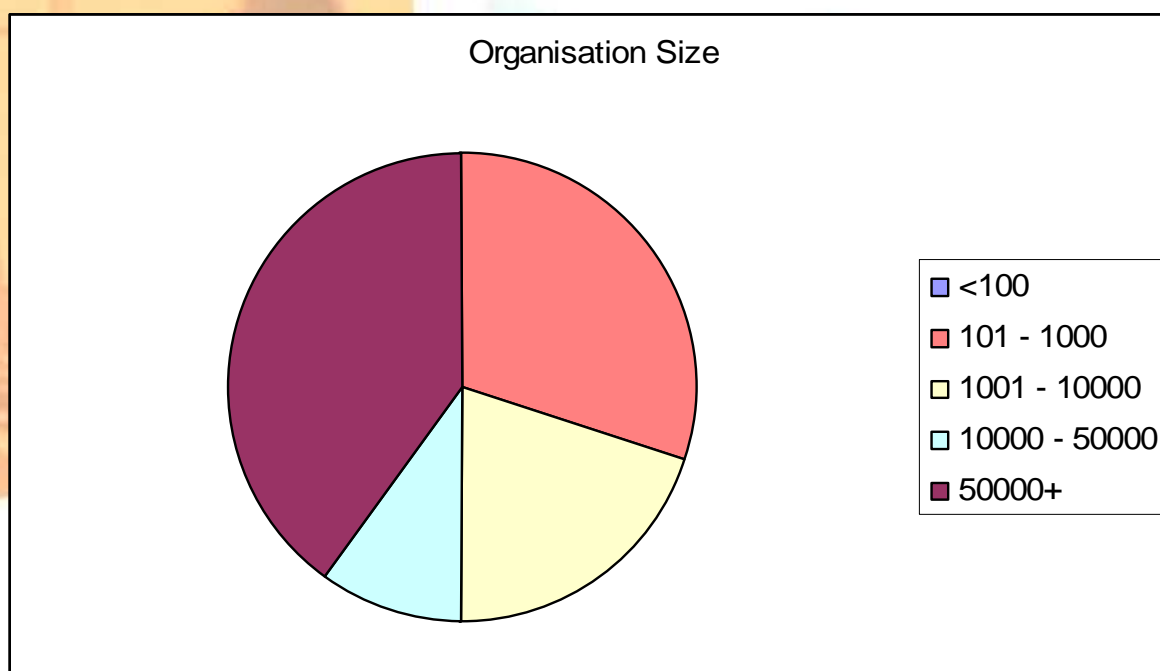
## Key Demographics:

### *Industries:*

Responding organisations came from various industries, including: Engineering, Insurance, Professional Services, Financial Services, Higher Education.

### *Organisation Size:*

Responding organisations ranged in size from over 100 employees to over 50,000 employees. The largest number of responses came from those organisations with between 50,000 or more employees.



## Key Findings:

### ***The Use of Outplacement Support***

80% of organisations surveyed have experienced a restructuring in the last year and of those over 80% offered outplacement support to employees whose roles were affected.

100% of the respondents stated that they would provide an outplacement service to those impacted by redundancy in the future. This reflects the continued recognition of the value outplacement support brings to both the organisation and the impacted employees.

### ***Who Receives Outplacement Support?***

Where outplacement support is offered, a third of organisations offer different programmes of support to employees depending on their level within the organisations.

70% of organisations who have offered outplacement support in the last year would offer the same level of support to employees in the future.

### ***What is the Value of Outplacement?***

*Outplacement Support.....*

***“ provides value for money”***

With 90% of organisations agreeing with the above statement, this would indicate that they are receiving a positive return on their investment, which is critical at a time when all industries are having to work within tight budget constraints and justify their spend wisely.

***“ enhances the ease with which changes are implemented and accepted”***

With 80% of organisations agreeing with the above statement, the provision of outplacement support has enabled the changes to be managed more effectively; employees appear to accept the changes more readily and the organisation can move forward with minimum disruption.

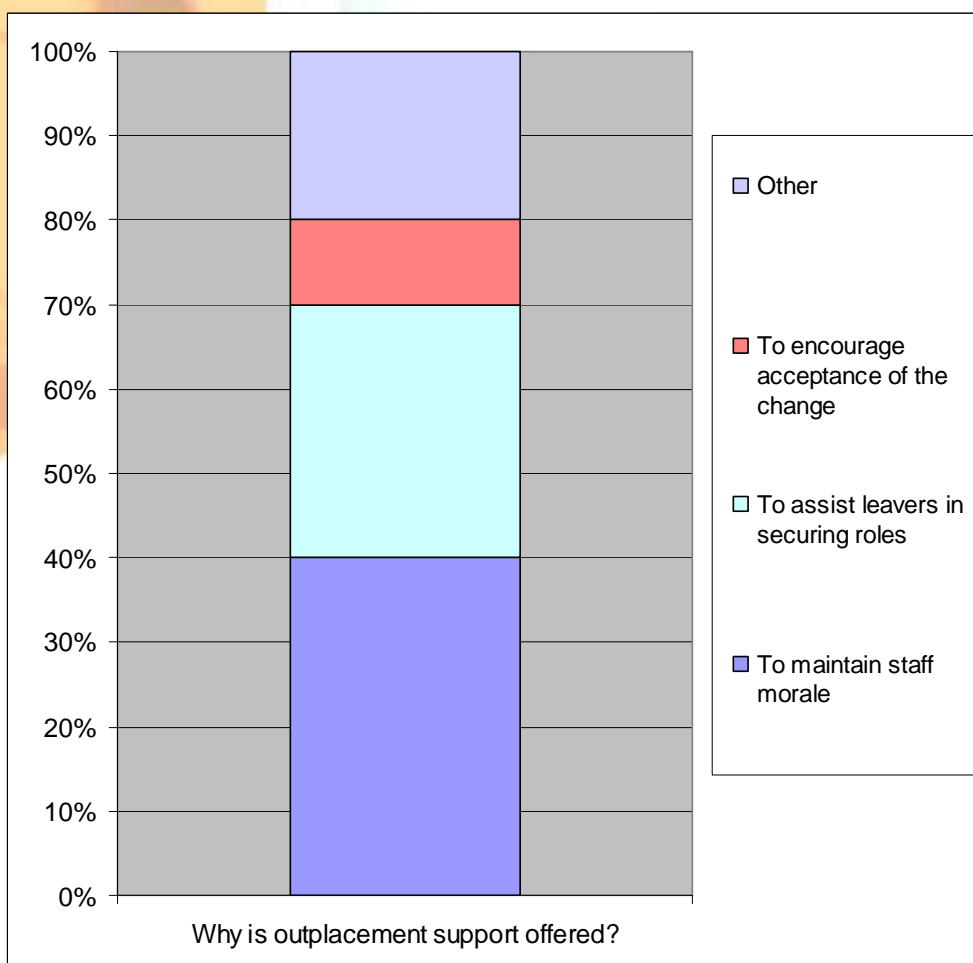
***“ is an important part of building a successful employer brand”***

Over 80% of organisations maintain that providing outplacement support adds to the development of a successful employer brand. Linked to this, over 85% agree that providing outplacement support fosters positive post-employment relations, which in turn enhances the employer reputation in the wider community.

***“ impacts positively on business performance”***

There was an interesting 50/50 split between those that agreed or disagreed with this statement. This response is obviously highly context specific.

***Main reason for organisations providing Outplacement Support?***



### Choosing an outplacement provider?

When asked what factors would influence their decision in choosing an outplacement provider:

- Almost **90%** of respondents stated that the career consultancy's **specific career coach experience** is key to whether they would choose to work with a provider,
- Approximately **80%** stated that **value for money** and the **ability to support managers and staff at all levels** are important considerations determining whether they would choose to work with a provider,
- **70%** stated that **innovative and flexible programmes** would be an important factor to consider when choosing an outplacement provider,
- Approximately **60%** stated that **specific industry knowledge** on the part of the consultancy delivering the outplacement support, and the **comprehensiveness of online career transition support services** would be an important factor,
- Approximately **50%** stated that a consultancy's **ability to settle staff into self employment / independent consultancy** is an important consideration in choosing an outplacement provider, as is the inclusion of **access to vocational training** within outplacement programmes. **Excellent client feedback and testimonials** were also considered to be an important consideration by only half of the respondents,
- Interestingly, only **30%** thought that **individual outplacement settlement rates** are key to whether they would choose to work with a specific provider, whilst the ability of the provider to **support outplacement clients with business start-ups** also scored at this level.

These results would appear to indicate an important new realism in the marketplace; namely that in the emerging economy, outplacement support provision for your impacted staff at all levels, (and who to partner with in its delivery) is best aimed at:

- providing the most relevant, flexible and innovative career transition leverage, customised to individual needs
- achieving best value-for-money
- taking a realistic view of opportunities for re-settlement in a difficult market, vs having unrealistic expectations about likely settlement rates

### To summarise....

Organisations managing change through this challenging economic climate continue to recognise the value of offering outplacement support to their employees, despite tight financial considerations.

Return on investment (ROI) and 'value for money' is a key consideration in selecting a provider and a specific service, (measured in terms of ***the ease with which changes are implemented and accepted***, and how the provision of this support ***enhances the employer reputation in the wider community***).



For more information on any of the above or to understand how HDA can add value to your organisation through Outplacement support,  
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