

Outplacement Services

Situation

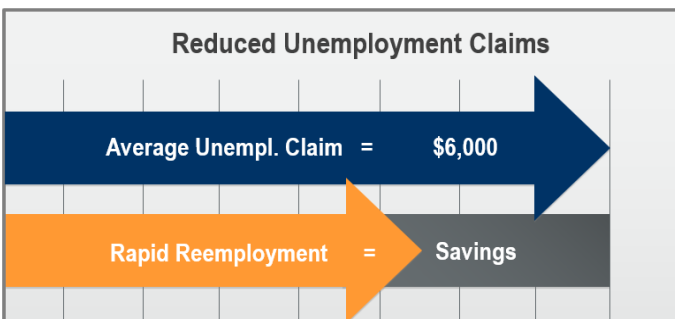
Staff reductions are not only difficult, but expensive and can be a minefield of risks and costs, from community reputation and employee morale to lawsuits and unemployment claims.

Solution

At NextJob, we've designed reemployment services that reduce risk, save money and spare your employees weeks of frustration and unemployment by helping them land jobs faster.

Specifically, we can help you:

- **Shorten Unemployment Claims** – With effective reemployment services employees can land their next job twice as fast as going it alone. By returning your employees to work faster, we shorten claims and save you unemployment taxes.
- **Preserve Morale and Reduce Stress** – Maintain the morale and productivity of your remaining workforce and decrease stress on all management in a difficult time.
- **Reduce Workers' Compensation Risk** – Avoid claims that too often are filed on the way out and cost, on average, more than \$10,000.
- **Reduce Employment Claims** – Avoid lawsuits that can cost tens of thousands of dollars in attorney fees alone.
- **Protect Community Goodwill & Brand** – Provide an important and meaningful benefit that powerfully communicates your brand to customers and communities.



How it Works

We offer coaching packages as well as onsite employee orientations, seminars and custom-tailored job fairs with local employers. All are designed to motivate, educate and connect your employees quickly to their next job.

1. One-on-One Job Coaching

We personally match each job seeker with an experienced professional for one-on-one phone-based weekly coaching that gives job seekers the motivation and confidence to push through both personal and job market challenges.



"[My coach] not only guided me in building an exceptional resume, she supported my vast array of emotions, stress with losing a job along with various personal issues. With her help I was able to land a wonderful job . . ."

- **Kathleen, Job Seeker**

Coaches assist through frequent contact, including calls, e-mails, job referrals, all at the convenience of the job seeker--including nights and weekends. And because we operate virtually, we can serve your employees, wherever they live, with our best-matched coaches. Coaching often includes:

- Resume, cover letter and marketing plan development
- Career direction, including leveraging transferable skills
- Networking to find the 50% of all jobs that "hidden"
- Interview training, preparation and practice
- Learning and leveraging social media, including LinkedIn & Facebook

2. Online Job Club Webinar

We complement our coaching and software with an expert-led weekly webinar in a collaborative environment. Job seekers gain in-




depth expert advice, emotional support and peer encouragement that reduces stress, sustains motivation and promotes accountability as job seekers realize they are "not in it alone."


3. Online Job Search Learning System


Based on the latest in curriculum design, our online system is customized to reflect user input and has proven, in the largest control-group study of its kind, to improve job search readiness by two grades and return job seekers to work much more quickly.





Our evidence-based job search system includes comprehensive teaching on the ever-evolving best resources on the web and includes:


 **Rich Video Learning** – Instead of impersonal animation, we include dozens of videos with advice from real employers, job seekers and job search experts.


 **Largest US Job Board Aggregator** – We've incorporated the largest job board, with millions of unduplicated jobs from thousands of job and employer sites – all easily searchable by location, salary, occupation and company.

 **Customized Job Agent** – This feature emails specifically-matched openings to job seekers as soon as they're posted online.

 **Step-by-Step Accomplishments-Based Resume Builder** – We teach resume building in a way that not only grabs an employer's attention, but also boosts job seeker confidence as they learn how to write and speak about their experience with authenticity in an interview.

 **Smart Phone and Tablet Enabled** – Job seekers can actively learn, wherever they are, whether a coffee shop, at home or in line at the grocery.

 **Mock Interview Tool**. When it's time to prepare for the real thing, there's no substitute for practice. Employees can interact with a recorded video interviewer asking common and hard interview questions. They can record and review their responses, demeanor and poise.

 **Practical Personality Assessment** – Our tool goes further than most by answering the "so-what" question – what occupations, work environments and co-workers fit best.

How We're Different

1. **Proven Value & ROI** – NextJob is the only company in the industry that's proven we can shorten unemployment benefits by more than the cost of our service. We've accomplished a hard dollar ROI through a combination of an evidence-based service design and effective pricing that is 20% lower than the industry average.

In the largest study of its kind, our service demonstrated a 65% return on investment, from lower unemployment claims alone, for the University of Texas System, the country's second largest university.



2. **Proactive Coaching for More Personal Help** – A common coaching approach in the outplacement industry is to "check a few boxes," such as a perfunctory resume review and interview discussion, before switching to a "reactive" mode of "call if you need help." NextJob's model is different. We proactively set 1:1 weekly calls to maintain momentum through the job search and get the job done. The result is more one-on-one coaching for every level of job seeker, from hourly to executive.

3. **Expertise** – We've made reemployment our mission. We pioneered the first reemployment services for the Unemployment Claims management industry and took it to market in a customer base of over half of the Fortune 500 Companies.

4. **Thought Leadership** – Our innovative leadership in returning job seekers to work, while driving strong financial and PR benefits for our customers, has been featured in **The Wall Street Journal**, **The Chicago Tribune**, **Bloomberg News** and **Voice of America TV**.

"We have found that the total savings in unemployment expenditures significantly exceeded the cost of the reemployment services."

- **Bob Carson, University of Texas System**



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