Outplacement and Transition Services – Finding the Right Fit for Your Firm

July 20, 2016                Jason Levin, Career Coach

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A career based on careers

- Recession of 1990 changed everything

- Coaching, mentoring, professional development, and recruiting have always been my core interests

- Full time into career and outplacement coaching with Ready, Set, Launch, LLC®

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Agenda

- Outplacement defined
- Outplacement benefits for law firms
- Types of outplacement providers
- Scope of outplacement services
- Evaluating outplacement providers
- Case studies
- Q&A
Legal outplacement defined

Legal outplacement is:

• a support service provided by law firms
• to support attorneys, policy professionals and administrators who are exiting the business (voluntarily or involuntarily)
• to help employees transition to new jobs and help them re-orient themselves in the job market
Outplacement benefits law firms

• Business development and alumni relations: Ambassadors for your organization

• Employee retention: Morale among retained employees

• Employer brand: Protect your message on social media

• Risk management: Reduces lawsuits

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Types of outplacement providers

• National and regional firms

• Individual consultants

• Legal search firms
What takes place during outplacement meetings?

- Exploring Options and Discussing Goals
- Defining Next Steps
- Addressing “Sticky” Questions/Issues
- Developing Milestones and Check-In Points for Plan
Scope of outplacement services – Self Awareness

• Inventory experience, values and skills
• Understand personal brand
• Salary and geographic focus
• Define target industries, employers and roles
Scope of outplacement services - Execution

- Resume, cover letter and LinkedIn profile
- Business plans
- Informational interview strategy and tactics
- Interview preparation

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Scope of outplacement services – Next Step

• Offer evaluation
• Offer acceptance
• Success plan in new organization

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I CAN'T
KEEP CALM
BECAUSE
I GOT THE
JOB!

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READYSETLAUNCH
Where classic marketing principles...
...meet career management

ALA®
Capital
Chapter
How to evaluate outplacement providers

• Referral

• Knowledge of legal industry
  • Firm
  • Corporate
  • Non-profit
  • Government
  • Solo-practice
  • Alternative career

• Scope of service

• Career resources and online support

• Pricing

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Case study 1 – Law firm partner

• “Fred” – DC Office, AmLaw 100 firm

• Single with an aging parent in the South and kids/grandkids in the Midwest

• Multiple ideas on the next step—knew he wanted to do something based on core interests and experience in board service

• Focus on non-profits (legal, higher education and religious)

• Rewrote resume to reflect board service leadership

• Found an encore career in the South that met his core interests, while giving him time to be a caregiver
Case study 2 – Law firm associate

• “Tom” – DC Office, Medium-sized law firm

• Married with a baby on the way

• Aspirations did not align with abilities – Tendency to firm hop and never satisfied

• Encouraged a Plan B focused on regulatory agencies in the federal government

• Found a role in the OGC of a federal agency
Case study 3 – Administration (C-Suite)

- $120M private equity backed security company got taken over to buy another security company.
- Worked with a team of 7 (CFO, VP HR, Controller).
- 5 of 7 employed within 3 months of layoff.
  - VP HR started a consulting business.
  - Controller found a role at a hospital.
  - AR Manager found a role in the security industry.
  - AP Manager found a role in a consulting firm.
  - AP Specialist went back to school.
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- Sign up for my blog, readysetlaunch.net
- Follow me on twitter, @jasoncareers
- Like my Facebook page, https://www.facebook.com/readysetlaunchllc/
- Email me with your career challenges, jason@readysetlaunch.net
- Good luck!

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Essentials for how to respond to a layoff