



The **SIX KEY CAREER  
TRANSITION  
CHALLENGES** that  
have emerged since the  
onset of Covid-19\_





## OUTPLACEMENT: EVERYTHING HAS CHANGED



Everything, from global economies, to the way individual spend time each day has changed as a result of Covid-19. Smart companies are reviewing, and refining their business model, and dramatically changing the way they support employees and interact with their customers. Outplacement firms also need to respond to the Covid-19 environment and “reinvent” outplacement delivery to meet the challenges and demands of career transition in this newly emerging employment market. Listed below are the SIX KEY CAREER TRANSITION CHALLENGES that have emerged since the onset of Covid-19 along with the responses you should expect from leading outplacement providers.

### 1) Proactive mental health support

#### ISSUE

The combination of greater uncertainty, significance higher unemployment rates and increased isolation has resulted in the highly reported increase of personal stress and anxiety during career transition. Clinically significant levels of mental distress rose from 18.9% in 2018/19 to 27.3% in 2020. These increases were greatest in young adults, women, and those living with children (The Lancet Psychiatry 2020).

#### RESPONSE

In response to this new challenge, Outplacement firms should now include professional psychological help for all participants. Included in the outplacement program, and at no extra cost, every participant should be provided with unlimited access to confidential consultations with qualified psychologists. Participants and family members should also have unlimited access to mental health online resources or portals, provided to them by their outplacement partners, that allow them to proactively manage their physical and mental , and access webinars, articles and videos on a variety of emerging mental and physical health issues.

### 2) Push technology to support adult learning

#### ISSUE

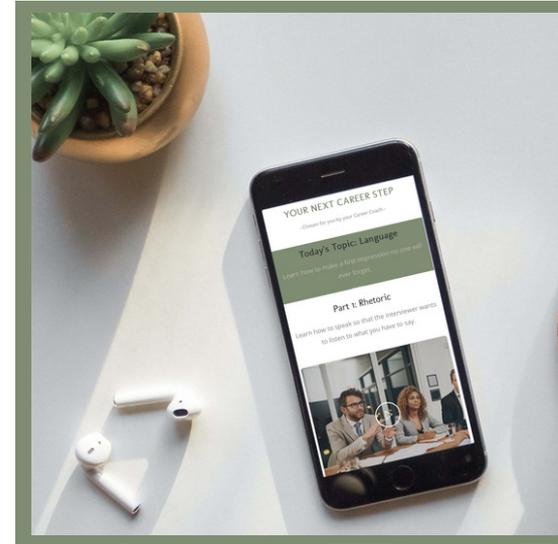
The way we work has changed forever. Working from home is the new norm despite the fact that two and a half million Australians are “not online” due to issues of affordability, location or lack of digital literacy (Australia Bureau of Statistics). In addition, the way we consume information and learn has radically changed. Today Australians spend over two hours on their smart phones daily (Huawei/Decibel Research 2019). Adults no longer “pull down” information from a company LMS



(with the exception of compliance training) or from outdated outplacement portals. A recent global review of outplacement portal usage concluded that individuals on outplacement programs “visited their outplacement portals very infrequently after the first two weeks of their program” (Prima Careers 2019).

## RESPONSE

In order to meet these new demands, Outplacement firms need to reinvent their career transition technology, and in doing so better address the adult learning styles, consumer behaviours, and career transition needs of individuals in the post Covid world. Participants on outplacement programs should receive “push” notifications about career information, instructional videos, links to employment sites etc. directly to their mobile devices that are “just in time”, “specific to the individual” and “specific to the situation”. Where this approach has been introduced, outplacement participants have reported that the “push technology” promotes great individual engagement with coaches, and results in faster transitions to alternative roles.



## ( 3) Future of work opportunities

### ISSUE

Thousands of roles have disappeared from the airline, retail, and other significant Australian sectors. More so than ever before, individuals are looking to pivot their career into newly emerging roles and sectors that continue to grow. Currently one in three (35%) of Australian adults are likely to look for a new job post pandemic, with three million Australians wanting a complete career change. 23% of job seekers don't think they have the skills for the future and 28% want to develop new skills (ING future of work report 2020).

### RESPONSE

To meet these new challenges, outplacement support now needs to combine, smart technologies, regular information and newsletters about emerging opportunities, and coaching from some of Australia's leading career experts to assist individuals to navigate the emerging career landscape.

This support should allow individuals to match their current career goals and aspirations with appropriate future careers in sectors of growth. Where necessary, outplacement programs should also assist individuals to access the “bridge” training for these identified roles to further “future proof” their careers.



## 4) Next generation coaching support

### ISSUE

Individuals in transition today are experiencing increased level of stress, lower national employment rates, more competition for emerging roles and the need to access the right research and smart technologies to identify and win alternatives roles (Australia's unemployment rates are now at a 19 year high, Australian Bureau of Statistics). As a result, the profile and skills of effective Career Coaches has changed dramatically. Individuals on outplacement programs need a tech savvy, highly experienced coach who provides empathic, but challenging, support with a high-touch approach.



### RESPONSE

Outplacement firms should now be promoting greater collaboration and education amongst their coaching group. Time needs to be invested in lifting skills, increasing coach's knowledge of emerging technologies and trends, promoting the sharing of industry contacts and extending their knowledge of the emerging Australian market. In addition, outplacement program structures should also be changed to ensure the candidates receive the high touch coaching support they need, and have access to a variety of subject matter experts in new and emerging areas of career development and job search.

## 5) Real-time 24/7 reporting and accountability

### ISSUE

In this world of flexible working arrangements and the need to manage team members, suppliers and customers remotely, managers need information available 24/7 and at their fingertips. A recent Boston Consulting Group study found that the people who can work from home would like to continue to, but not necessarily full time (Boston Consulting Group 2020).

### RESPONSE

As a result, outplacement firms should be providing 24/7 real-time, online, reporting on all participants. Reports should include trend data and individual narrative reports on the progress of every participant on the outplacement program. During times of retrenchments, a company's brand and EVP can be protected, and even enhanced by proactive reporting, especially when the quality of the support can "filter back" to existing employees.



## 6) Pricing Models that reflect partnerships

### ISSUE

In April 2020, 594,300 Australians lost their jobs, and an additional 227,700 jobs were lost in May (Australians Bureau of Statistics). Most leading ASX and private companies have a strong track record of supporting departing individuals with comprehensive outplacement support. Many of these firms, however, are now releasing staff in unprecedented high numbers due to dramatically falling revenues, and the reality is that budgets and spending, in a whole range of areas, have been greatly reduced. “Covid -19 has devastated the economy” (Prime Minister Scott Morrison).

### RESPONSE

It's now time for outplacement firms to truly partner with their clients to support them in these difficult times. With real partnering behaviour, outplacement firms need to support their clients with innovative programs and flexible pricing structures while still ensuring that departing employees receive the comprehensive assistance they need, and company's EVP and brand loyalty are preserved.

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