

Benefits of Outplacement Services

Organizations typically utilize [outplacement services](#) when they expect to make layoffs or plan to realign the company. Such solutions are designed to provide support for exiting employees so they can find their next role sooner rather than later. Being laid off places a huge strain on individuals but outplacement can help take the pressure off former employees and employers alike, while also mitigating risk. Here are some of the main benefits:

Shows You Care

Company values are hugely important to candidates. In fact, 49% of candidates say they are still the most important piece of marketing content, according to research from Talent Board. Outplacement shows candidates that, as a business, you practice what you preach; you care about people over profits and really do live up to your values.



Protects Your Brand Reputation

Layoffs can have a detrimental impact on brands if they're not handled well. Outplacement will help strengthen your [employment brand](#), which is vital for attracting candidates in the future. It will also increase staff loyalty as employees will see firsthand that you're doing your best to help transition former coworkers. Employees who work for organizations that really do care are more loyal and productive.



Reduces Risk of Litigation

Outplacement provides a smoother transition for former employees and mitigates the risk of wrongful termination suits.



Increases Chance of Rehiring

Sometimes layoffs are the only option during challenging times in the economy or business, but by offering outplacement services, you're maintaining relationships. This builds a mutual respect between the former employee and your business, and increases the chance of rehiring in the future.



Further reading: [Outplacement and career transition services](#)