

## THE BETTER JOB “POWERED BY OUTPLACEMENT”

### A separation is not always foreseen

When faced with the situation of separation you are in the need of a new job – but not any job: you want a good job. This can, in fact, have different meanings. It can mean a better salary but often it means that you get more satisfaction from your job and your private life is better balanced. It may also mean that this job is better aligned to your career perspective for future professional development.

### Searching for a new position is a challenge

This challenge today is harder to realize than it used to be. For different reasons: 1. The employers are looking for a more specific profile for their vacancies and they are less prepared to pay for a longer introductory phase for acquiring the competencies needed in the specific job. 2. Other job seekers are either more competent or better in presenting their competencies to the specific profile of a future employer – and there are more of them (on and off the job). So you are facing more competition for a very specific job.

### And what can outplacement do for me?

One of the starting points of outplacement is the question: “What is your part in the reasons for separating?” By analyzing your part in separation you will be able to better cope with the situation and therefore be more forward oriented but also better know which professional situations to avoid. In progressing through your career balance you will deepen your knowledge about your strengths and weaknesses as well as on your preferences and values.

### Do the right analysis

This analysis gives you valuable input on the professional situations in which you can best realize your potential. From time to time we have candidates that were stressed in their last position because they overstrained their competencies. One candidate was very happy to reconvert to a sales job after being managing director. He is very happy with this new situation taking some time for training before his next career move. Other candidates have suffered from insufficient challenges and may underuse their resources. Finding a more demanding position is a very rewarding challenge.

### Explore your market

An in depth exploration of “your personal job market” will give you indications where your specific profile is in demand (and therefore also better paid). Finding out which type of employer (region, industry, size, products etc.) could use your specific competencies is the basis for your job search campaign. The better understanding of the functioning of your future employer will equally be very important for your job interview and helps you to position yourself for the job.

### Use your outplacement support

All of these assessments are difficult to undertake in isolation. Being accompanied, mirrored and supported in the reflection and critical analysis by another “pair of eyes” helps to dig much deeper and to potentially come to surprising or confirming, but in every case, revealing conclusions. And this applies for the internal, personality oriented analysis as well as for the external, job market oriented activities.



**Mark Richter**

Author:  
The better job  
“powered by outplacement”

The March ACF Europe Newsletter will feature an article by Marc Saunder (CEO NexMove, Paris) titled: “From job search to career management”

## Market your competencies

The next point for success in job application is your self-marketing. It is based on your detailed career balance and your competencies profile. You have to prepare your application documents in an attractive form. This will differ from country to country as well as for different types of jobs. Your personal coach will be a big help in finding the right form which corresponds to the current market demands and is your door opener and entrance ticket to your first job interview. Distilling your USP's in an "elevator pitch" for networking is the next step in using the most successful approach to finding a new position. Spreading the news that you are open for a new position will activate relevant networks and multiply your information on professional opportunities. Once you have gained the attention and interest for your person you have to reinforce this in the job interview. The preparation of the interview and how you present your future value added to the employer is crucial for the success in negotiating your salary package. Your potential contributions could be demonstrated by elaborating a business plan, a concept of planned activities in the new job or an analysis of the current business situation of an organizational unit.

## The effort will pay back

All the effort invested in the process will pay back in form of a shorter delay in finding a new position and having better conditions – not only short term but also medium and long term. During this process of repositioning you will have acquired very important competencies for success on the job and beyond, potentially for later career stages.

## Outplacement is not only for managers

So using the support of an outplacement program is very rewarding. Finding and getting a better job with professional outplacement coaching does not only apply for highly qualified managers but is equally important for employees with less or no education. In today's complex job market a repositioning has become a very demanding task which is easier to handle and more successful with professional support.

As the husband of one of our clients wrote to us in XING: "Thank you very much for coaching my wife and helping her to get a super job. Maybe you also have opportunities which could be interesting for me?"

So outplacement is more than just finding a new job. It makes the difference for finding and getting the better job!

Mark Richter  
CEO at OTP Switzerland  
Board Member of ACF Europe  
Member Swiss ACF Chapter



## NEW WEBSITE ACF EUROPE

ACF Europe launched a new website last month. A different look and feel with new features such as a Members Only section (password: MyACFEurope), a link to our LinkedIn platform, a Google based Find Firms area where ACF Europe members can be located in various ways, the ACF Charter, the ACF Bylaws, the ACF Europe Newsletters and much more.

The screenshot shows the homepage of the ACF Europe website. At the top is a navigation bar with links for Home, News, About Us, Local Chapter, Press Room, Become a Member, Membership, Contact, and Log In. Below the header is a large banner for 'ACF Europe' with a subtext about promoting best practices in repositioning. A 'Looking for a Firm?' button is visible. The main content area includes sections for 'The ACF', 'Members', and 'Forum'. A map of London highlights several member locations, including Penna Plc, Coper Career Management Limited, and others. A sidebar on the right provides information about the ACF Europe mission and its focus on career management.

Please check your contact details on [www.acf-europe.org](http://www.acf-europe.org) and mail any changes to [acfeurope@gmail.com](mailto:acfeurope@gmail.com)

