

## Outplacement Case Studies

**Industry:** Consumer Goods  
**Position:** Field Sales Representative

### Story

A Field Sales Rep with an international Consumer Goods organization had been with the company for over five years when it was announced that the company was restructuring, resulting in large scale lay-offs. The individual was devastated by the news. They had loved their work and always received great performance reviews.

An outplacement consultant assisted the individual to overcome the initial shock and emotion of the lay-off. As a fairly recent immigrant with only one professional job in Canada, the client was concerned that they would have hard time writing a professional looking résumé and finding work because of linguistic and cultural barriers. The individual identified their need to stay in the same industry and started tackling the fears related to the upcoming job search.

### Result

A FutureWorks Outplacement consultant guided the individual through an overview of the job search process. The individuals' most marketable skills were identified and together the consultant and individual started preparing a targeted résumé, cover letter and proceeded with in-depth coaching in cross cultural interviewing skills.

Throughout the ongoing job search coaching sessions, the outplacement consultant provided honest feedback, positive support and insight into the Canadian job search process. With the client's confidence bolstered and now believing that they had much to offer potential employers, the client undertook the job search with as much conviction as they done in their previous position. The hard work paid off! Within one month, of the original layoff, the individual found a higher position in the same industry, closer to home, with a 25% increase in pay.

### Client Feedback

*"I would recommend your services to my friends/ colleagues and would say that the service I received from you was professional, focused on my targets and my requests, yet flexible as needed by changing situations. You were sensitive to my emotional changes. You were always prepared and on time for our phone meeting with the subject on hand, remembered details discussed previously and were ready with new ideas to assist me in presenting by best to potential employers; whether that meant preparing my resume, or helping to polish up my verbal skills. You were always supportive and positive.*

*I truly don't think that I would have been able to achieve what I did, getting a real exciting new and better position in such a short time, without your coaching!"*