

# CareerCurve™

Where Coaching Counts

Press Release



## **CareerCurve Provides Expertise to Employers in a Jobless Recovery**

*Best Use of Career Transition Practices Gives Companies an Edge  
In Managing Top Talent*

CLEVELAND, OH (March 15, 2010) — CareerCurve, a career transition services company with an innovative business model designed around the way people find jobs today, is redefining how outplacement is viewed in the workplace. With employers facing new and growing concerns in what economists are predicting is a “jobless” recovery, the way an employer handles its outplacement process can impact its reputation in the community and within the industry. It can mean the difference in attracting and retaining top talent well into the future.

Even with positive economic indicators—including an increase in job openings reported in January—suggesting an end to the recession is near, the unemployment rate continues to rise in many states across the country. New research shows a reported five candidates for every one job opening in the market today and numerous jobs disappearing altogether. With limited job openings and more people out of work, employers making the decision to downsize face even greater challenges in this economy.

A significant problem for employers who must decrease staffing levels is maintaining the confidence and respect of those employees who will remain. Also, treating exiting employees fairly and with respect can place the company in a better light in the eyes of the public. CareerCurve provides a distinctive brand of expertise to help employers maintain a measured and fair approach to the outplacement process, preserving employee morale while maximizing support to exiting employees.

The key to CareerCurve’s approach is the personalized coaching provided to exiting employees for the duration of the job search, said the company’s president, Patricia L. Wagoner. Additionally, she said, CareerCurve provides companies with a cost-effective, quality, metric-driven service that reaches beyond traditional outplacement concepts, especially in a tight job market.

“Our coaches have a depth and breadth of experience in the coaching arena. These are professional coaches who stay on the leading edge of how jobs are being found in this challenging environment, including the utilization of social media as a major tool in the job search effort,” Wagoner said. “We’re seeing people taking their skills sets and going from a traditional job into a new type of role because of the number of jobs that have been permanently lost in this economy. Having a dedicated individual to coach them through the process is invaluable.”

Providing outplacement services is becoming a standard in today’s workplace. If done effectively, outplacement can help minimize litigation while helping with employee morale, not only for exiting employees, but for those who remain. Employers faced with losing valuable staff to these trying economic conditions are looking to provide the best possible career transition services to those employees.

“By offering the best in career transition services to our employees during tough economic times, we’re taking care of our staff the best we can by providing these services. It shows we’re trying to look out for their best interests by providing these job search skills and individual coaching to see them through the process,” said Al Tusek, strategic business partner for Babcock & Wilcox’s Power Generation Group. “People want to work for a company that cares about its employees and tries to treat them fairly and with dignity. Over time, word gets out in the industry and the community on how your company treated people when times were tough.”

The affect that effective career transition services can have on a company’s reputation and brand in the marketplace will be critical as the economy turns around, Wagoner advised. The number one thing that companies are going to have to do is work at retaining and then hiring great talent when that happens.

“While downsizing is never easy, offering personalized career transition services to your employees for the duration of the job search bodes well for the remaining staff you are trying to keep engaged in helping your organization move forward as well as the people that exited that are moving forward in their job search,” Wagoner said.

### **About CareerCurve**

Employers across North America are recognizing that when it’s time to transition employees, CareerCurve is the only career transition services company that offers three key advantages its competitors cannot match. CareerCurve provides superior personalized coaching offered at the job seeker’s total convenience for the duration of the job search; companies receive detailed quality reporting of every coaching interaction throughout the complete transition process; and an updated business model that ensures the most cost effective approach for the employer with successful outcomes for their transitioning employees—every time. Visit [www.careercurve.com](http://www.careercurve.com), where coaching counts.