



Overview of e-Outplacement Services

Just a few reasons why we excel beyond the competition.

- 100% web-based services powered by Cisco® and NetSuite®
- 70% savings off similar outplacement programs*
- 50% more access to instructor-led workshops
- 40% more career development tools
- 40% more workshop topics
- 6 months of access to expert coaches
- 25 years of senior-level HR expertise per coach
- ONLY provider of an online expert forum
- FREE premium *DISC* personality assessment
- EXCLUSIVE Career Management System™
- MAXIMUM convenience and flexibility
- NO hidden fees
- NO up-charges
- Much, much more (look inside)



Advantage



ad · van · tage. *-noun.* Any state, circumstance, opportunity, or means specially favorable to a desired end.

Downsizing is a challenge. During this difficult time, you do have a choice when it comes to outplacement providers. Now is the time to maximize your integrity and commitment to your employees while minimizing exposure and impact to the bottom line. **Our solutions are the most comprehensive in the industry.**

Your advantage begins with CareerMinds.

EMPLOYER BENEFITS

- Affordable pricing, low impact on bottom line
- Reduce costs and exposure associated with layoffs while minimizing employee downtime after separation
- Robust, personalized career transition solutions led by industry experts
- End-to-end, technology-driven outplacement model for maximum efficiency and effectiveness
- Supported by a sales and career consulting team of senior-level HR experts
- Guaranteed employee progress tracking via our technology-driven *Career Management System*

EMPLOYEE BENEFITS

- 100% online and 100% individualized for unbeatable convenience and expert personal attention
- Outplacement progress tracking via our proprietary *Career Management System* technology
- Premium content including resume writing, interviewing, networking, salary negotiations, and much more
- Free *DISC* personality/behavioral testing to reveal powerful insights into work and social styles
- Six months of unlimited access to all instructor-led, career transition training topics
- Six months of unlimited access to our live, online *Career Forum* featuring expert-led advice and topics
- Six months of unlimited access to unbiased online resources in our *Career Research Center*
- Six months of candidate marketing in our exclusive *Career Connect* recruiting database
- Unlimited access to 6 hours of personalized, one-on-one coaching services during the term of the contract
- Three months of unlimited access to supplemental e-learning topics
- Access to veteran career consulting experts with decades of leadership and experience

Limit Risk

risk –noun. Exposure to the chance of loss.

What's in it for you? Two major issues.

Limit liability for potential lawsuits from displaced employees.

We live in a litigious society. A displaced employee, whether we like it or not, is a legal risk. There are a number of reasons why terminated employees choose to sue their former employers—employment law is complex and full of provisions for legal action. You can **mitigate this risk by keeping recently separated employees focused on finding their next career** with the aid of e-outplacement, instead of sitting idle trying to figure out how to threaten a lawsuit.

Reduce SUTA liability rate.

The longer displaced employees are on unemployment, the higher your company's annual state unemployment tax (SUTA) rate. In every state, employers pay unemployment **taxes that fluctuate year to year based on unemployment utilization**. CareerMinds' e-outplacement solutions help employees get back on their feet and off unemployment quickly.

Now's the time to limit your company's risk by introducing e-outplacement benefits.



Programs

pro · gram *-noun*. A plan of action to accomplish a specified end.

Careerminds' e-outplacement programs are designed to fit your benefits package. Our programs make sense, whether you're planning a major reduction in force, a small group of layoffs, or a routine termination of low performing employees.

Much like health, dental, and life insurance plans, or even a 401(k), providing **e-outplacement as a benefit** to your employees is a responsible, important decision tied to your long-term success. Careerminds' e-outplacement service is a strategic benefit that gives your employees peace-of-mind in the event of a layoff or termination. The advantages are on both sides.



EMPLOYER ADVANTAGES

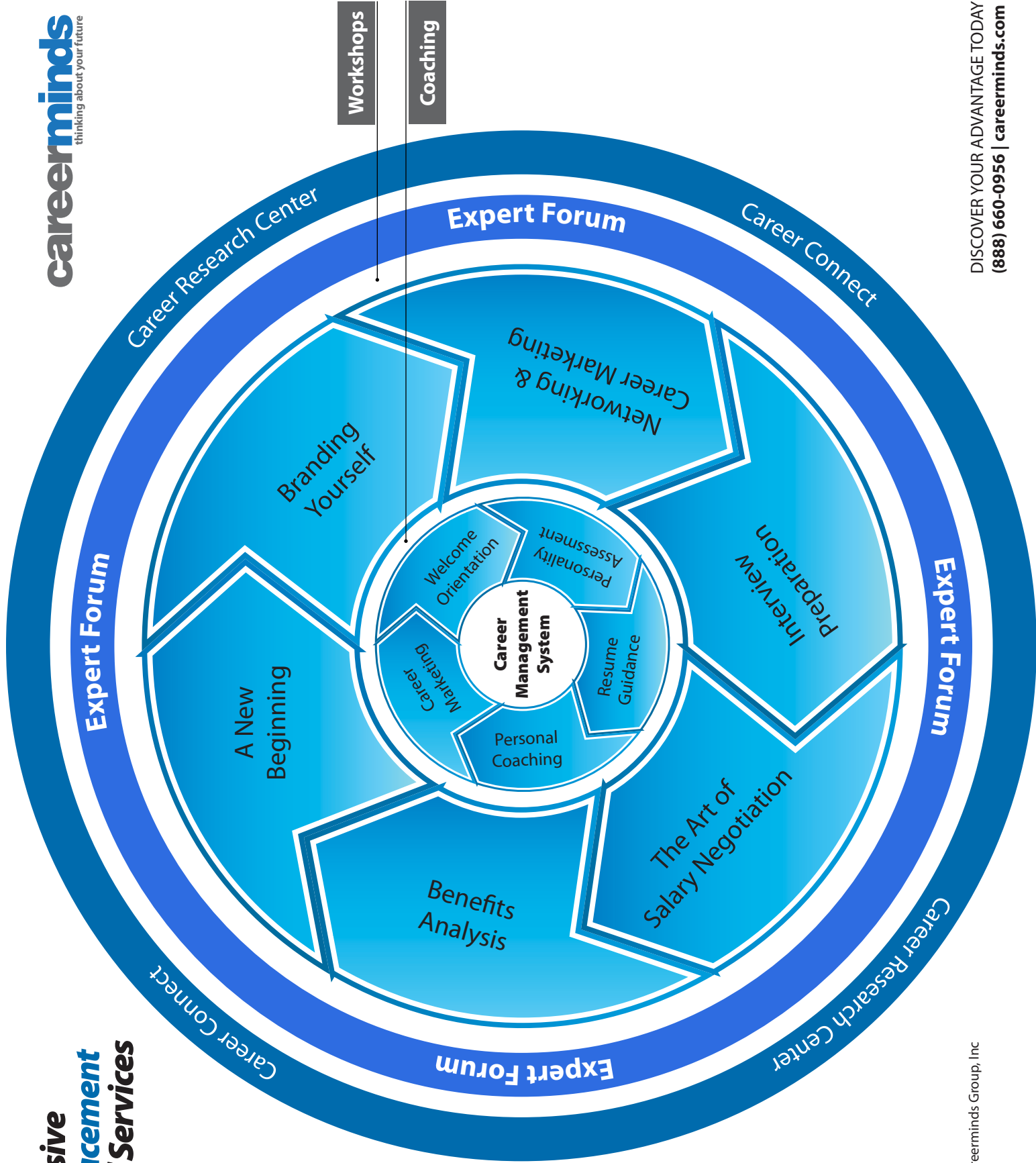
- Affordable plans with little to no impact on employee payroll
- Reduces costs and exposure associated with terminations
- Minimizes employee downtime after separation, keeping them focused on their next career
- Communicates that you care about your employees even in the event of involuntary termination
- Sends a clear message to the community that your organization is committed to helping its displaced employees get back into another job quickly
- Preserves your image, making it easier to re-hire displaced employees when your growth cycle emerges
- Conveys a climate of corporate integrity, conscientiousness, and respect for each employee's long-term success

EMPLOYEE ADVANTAGES

- Serves as an attractive service in the benefits package
- Costs little to nothing to engage the service, when needed
- No payroll deductions to participate
- Establishes a safety net in the event of an unexpected termination
- Reduces resentment and anxiety often experienced during the unemployed phase of the career transition
- Builds confidence quickly after the point of separation
- Keeps the individual focused on the next opportunity
- Engages the displaced employee with senior-level career coaches who not only guide but inspire
- Access to the most comprehensive web-based outplacement service anywhere

**All-Inclusive
e-Outplacement
Scope of Services**

careerminds
thinking about your future



Technology

tech • nol • o • gy –noun. The science of the application of knowledge to practical purposes.

Using technology in outplacement is nothing new—until now. Careermins created an exclusive **Career Management System** (CMS) that coordinates every interaction into a harmonious experience for everyone involved. **What does it mean for you?** No more wondering whether clients are getting the most out of their outplacement experiences. They will. We have the technology that makes it possible.

A revolutionary system that improves outcomes and controls costs.

GAME-CHANGING FEATURES

- Designed from the ground up to support Careermins' superior customer service model, affordability, and return on investment for companies
- Web-based performance tracking system that supports every interaction between the client and the career consultant
- Driven by key performance indicators (KPIs)
- Manages the unique needs and specific action plans for clients
- All case resources, documents, and interactions are securely archived in a digital record
- Real-time consultant performance evaluation tools



MAXIMUM RETURN ON INVESTMENT

- More reliable service utilization rates on the part of clients
- Proactive outreach from Careermins—the system guarantees that we initiate all milestone interactions while remaining responsive to any communication from the client
- Guaranteed regular engagement between the client and the career consultant through a powerful task-assignment tool
- Safeguards against loss of interaction with the client in the event of career consultant attrition
- Clients can evaluate consultants at any time, providing valuable feedback to Careermins

Career Coaching

coach –noun. A person who gives private instruction.

We put coaching at the center of outplacement. Unlike some outplacement firms that merely funnel clients through cookie-cutter group activities, CareerMinds takes a completely different approach to working with its clients. **We begin with individual counseling** and continue working intensively with every client through the entire process. It may take more time, but we believe it's worth it.

Personalized guidance from only senior-level HR experts.

COACHING FROM THE BEST IN THE BUSINESS

- Our career consultants have an average of 25 years in HR leadership roles
- All consultants are former HR Executive Recruiters and HR Professionals
- All of our consultants are fully trained and rigorously evaluated on CareerMinds' counseling process and use of best practices

SIGNIFICANT BENEFITS

- **One-On-One** » Each client is assigned a dedicated, friendly career consultant who coaches, mentors, and guides every step of the transition process
- **Goal Focused** » From the outset, the consultant identifies the individual needs of the displaced employee, sets attainable goals, and tracks his/her progress within our proprietary *Career Management System*
- **Passionate** » Our consultants are inspiring industry experts who understand and can help the client overcome unique challenges associated with a career transition
- **Convenient** » Every one of our talented consultants are available for 180 days after engagement, ready to coach over the phone, online, or email—*no strings attached!*



Workshops

work • shop –*noun*. An educational meeting emphasizing interaction and exchange of information.

Each CareerMinds workshop **begins with empowerment**. Designed to accommodate specific learning styles, each workshop targets essential career transition objectives. Clients are able to join our dynamic workshops at any time and may repeat them if desired. They're high-impact, convenient, and, most of all, proven to build critical career transition skills and create opportunities.

In-depth interactions that build both skill and confidence.

TIMELY TOPICS

- A New Beginning
- Branding Yourself
- Networking & Career Marketing
- Interview Preparation
- The Art of Salary Negotiation
- Benefits Analysis

BENEFITS

- Instructor-facilitated
- Outcomes-based objectives
- Relevant, empowering instruction designed for various learning styles
- Collaborative teaching/learning environment
- Easy, convenient access
- Powered by Cisco® WebEX online conference technology
- Anonymous logins available



Expert Forum

fo • rum –noun. An assembly, meeting place, etc., for the discussion of questions of public interest.

Holding weekly expert forums online is just another way CareerMinds is **in a league of its own**. With no limit on the number of times a client attends, each forum is an **opportunity to gain insights** on career topics that matter in today's economy. Plus, there's ample time for attendees to ask questions as well as share and respond to thoughts from the group.

Weekly insights from HR leaders who have the pulse of the market.

EXCHANGE IDEAS FREELY

- Leader-facilitated discussions in a two-way webcast format
- Mix of open and focused topics
- Audience participation is encouraged
- Secure online environment that can be accessed anywhere there's an internet and phone connection
- Anonymous login available

INSIGHTS FROM TRUSTED SOURCES

- Weekly forums with convenient online access
- Gain perspective from peers, leaders, and colleagues from diverse backgrounds
- Timely topics presented by motivated HR leaders
- Attend as often as desired



Career Research

re • search –*noun*. To search or examine with continued care; to seek diligently.

We go well beyond the textbook basics of career research. Our tools carefully guide clients through a **deep dive into resources that empower** them to find the best opportunities and approach each one with confidence.

Unbiased, powerful tools to target needs and opportunities.

VALUE-ADDED TOOLS

- Full access to CareerMinds' exclusive *Career Research Center*
- Salary data for all industries and job categories
- *DISC* personality assessment
- Resume and cover letter samples and templates
- Networking tools and advice on getting the most out of *LinkedIn*, *Hoovers*, and *Jigsaw*
- Interviewing guides, including sample behavioral-based questions
- Salary negotiation guide
- Announcements on local career-related events and opportunities

POWERFUL OUTCOMES

- Organized to guide job-seekers through a logical sequence of resources that help give them a clear path to success
- Find the best career opportunities in targeted markets
- Reveal powerful insights into work and interpersonal styles
- Learn how to optimize professional network-building in today's connected marketplace
- Quickly and reliably polish the client's 'brand' marketability
- Get an edge on mastering the resume writing, interviewing, and salary negotiating processes



Career Connect

con · nect *–verb.* To cause to be associated, as in a personal or business relationship.

Let's get to work. With Career Connect, we help each client do just that. Immediately after a final resume draft is ready, we begin marketing the client to more than one-thousand firms ready to fill positions. There are no hidden fees or time restrictions, just **a commitment to keeping the client in front of recruiters** looking for talented, motivated individuals now.

We give job-seekers marketplace visibility today.

THE CAREER CONNECT DIFFERENCE

- Web-based, completely streamlined recruiting process
- Visible by diverse recruiters across the U.S. searching for qualified candidates to fill open job orders across staffing firms
- Unlimited visibility for as long as the client desires

IMMEDIATE BENEFITS

- Job seeker has the potential to connect quickly with companies looking for individuals with his/her skills and background
- In the event the client is asked to interview, Careerminds will facilitate the process with all parties involved
- No time limits on resume posting
- Post multiple versions of a resume



Success

{CASE STUDY: Theater Xtreme}

suc · cess –noun. The achievement of something desired, planned, or attempted.

Theater Xtreme Entertainment Group, a publicly traded national retailer specializing in affordable home cinema systems, furnishings, and installation had been expanding its store base for several years. It operated in 15 U.S. markets through a combination of company-owned and franchised locations. In 2008, Theater Xtreme contracted CareerMinds to recruit Sales Associates and Sales Managers for six new stores planned in the Northeast and Mid-Atlantic markets, including Boston, Philadelphia, Baltimore, New York, and Washington D.C.

The burgeoning retailer was not initially concerned by the economic downturn because of its strategic position in the marketplace, a steady demand for its products and services, and a long-running investment partnership with consumer electronics giant Circuit City. To the industry's surprise, in November 2008, Circuit City publicly announced that it was filing for Chapter 11 bankruptcy protection. Sadly, Circuit City's bankruptcy forced Theater Xtreme into a similar fate, with the company filing for its own bankruptcy protection about a month later.

Theater Xtreme had the difficult task of quickly downsizing and announcing layoffs at its locations, including the corporate headquarters. Because of its sudden lack of investment and working capital, the company had limited funds to provide outplacement services to its core employees. That's when Theater Xtreme reached out CareerMinds for outplacement.

"I was pleased to learn that CareerMinds offered an affordable, efficient solution to assist our loyal employees with career transition services," said Theater Xtreme CEO Robert Oberosler. "CareerMinds' e-outplacement solution was a perfect fit, particularly because we wanted to provide affordable transition services in a convenient (web-based) and discreet (non-group) manner during a very sensitive time." CareerMinds quickly engaged the displaced employees using its e-Outplacement Center. Within days, Theater Xtreme's employees were working privately with career consultants, identifying needs, forming unique action plans, working through the training programs, and tracking progress toward individual goals.

The feedback from its clients was very positive. Juley Dricken, a logistics coordinator at Theater Xtreme, describes the e-outplacement experience as "very thorough in terms of content and techniques, and attentive" to her career transition needs. "I was especially impressed by the convenience of all the services CareerMinds offered and the expertise of my dedicated career consultant—I never once had to leave my home to work with a pro that had my best interests at heart," Dricken added.



When it's time, we'll be there.

Program Options

op · tion *-noun*. Something that may be or is chosen.

Option 1

e-Outplacement Contract

Designed for organizations that are planning a single downsizing event and seek to retain e-outplacement services for that event only.

- Affordable price, no minimum purchase
- Displaced employees may use service at no charge
- Available as soon as the reduction-in-force event begins

\$1,800 per person

Option 2

e-Outplacement Benefit Plan | No Co-Pay

Created especially for companies seeking e-outplacement as an ongoing benefit for their employees.

- Minimum purchase of 10 seats
- Plan renewed annually, unused seats rollover
- Included as part of the employee benefits package
- Displaced employees may use service at no charge

\$1,620 per person

Option 3

e-Outplacement Benefit Plan | With Co-Pay

Created especially for companies seeking e-outplacement as an ongoing benefit for their employees and maximize cost savings.

- Minimum purchase of 10 seats
- Plan renewed annually, unused seats rollover
- Included as part of the employee benefits package
- Displaced employees may use service upon receipt of \$99 employee co-pay

\$1,440 per person

\$99 employee co-pay at
time of enrollment