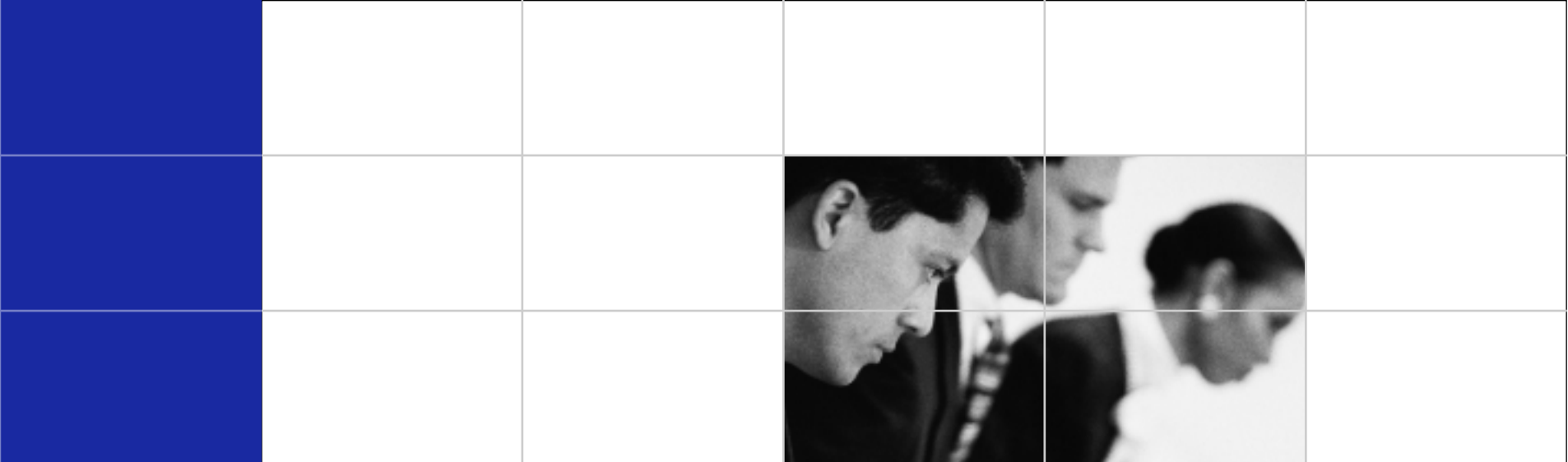


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We operate across the UK, Europe and the USA to assist our clients on a local basis

## Outplacement and Career Navigation



## Brooklands Executives – Outplacement and Career Navigation™

‘When personal development and growth need to take place beyond the organisation, we hold the hand, calm the spirit and build the confidence. Career navigation founded on managing expectations, based on reality and focused on personal fulfilment.

Change can sometimes feel uncomfortable and uncertain, but handled well, your departing executives can be ambassadors for your name and defenders of your reputation.’ **David Jensen**

How you manage careers during organisational change makes a very public statement about you as an employer. It reveals your values-in-practice and it is those public values that will determine your ability to attract and retain talent in a competitive job market. Your ‘brand’ as an employer depends on how you manage careers in transition.

*‘The speed of Brooklands’ response and ability to work internationally, kept a difficult situation under control’*

*‘Your service is more cost-effective and more personal than what we have experienced in the past’*

**Brooklands Outplacement and Career Navigation™** provides expert support that will enable you to manage the legal, psychological and practical consequences of outplacement with assurance and confidence. It will ensure you are doing the right things and doing them right.

### **What we stand for:**

**We are dedicated** to taking care of your employees as they leave your organisation or face difficult decisions about their future career direction.

**We understand** that change is difficult and uncomfortable for the individual and also for you as an employer. We give your employees hands-on emotional and practical support when they need it most.

**We protect your reputation** and your employer brand by enabling your employees to face the future with confidence and take their careers forward successfully.

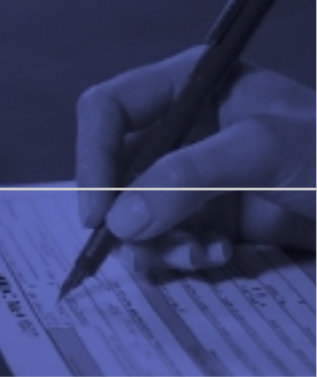
**We take the problem away** from you, allowing you to focus on your business.

**We are passionately committed** to total professionalism, speed of response and best business practice in all that we do.

**A modern and contemporary approach** to outplacement and career navigation which focuses on helping the individual to take the initiative, gain control over their future direction and learn the skills required to take themselves forward.

### **Our promise to you and your employees:**

- Every client on our programmes is treated as an individual. **None of our expert career coaches work with more than 12 active clients at any one time**
- We do not adopt a “conveyor belt” approach, **but tailor our programmes to fit the needs of each person**
- Our unlimited 1:1 programmes mean just that! **The client can meet with their career coach as many times as they wish and for as long as they need**
- We conduct the career coaching programmes at a location which is convenient to the individual, usually close to where they live and from a network of offices across the UK. **Our career coaches go to the client, not vice-versa.**
- A transparent and competitively priced service, where more of your money is spent where research shows it really counts – **on face to face career support with a professionally qualified coach.**



*'Working with one company that has a consistent quality approach for every employee, from the CEO to the shop floor, reassures us'*

**The Brooklands Outplacement and Career Navigation™ suite of services include:**

- The full range of 1:1 outplacement services ranging from our foundation programme to unlimited access executive programmes
- Group programmes, on-site clinics and workshops
- Career restart and back to work programmes

**.... Available as standard:**

- Fully tailored to meet the needs of the individual
- Wherever and whenever they need it
- Delivered in a proactive, hands-on and contemporary style

**Brooklands Outplacement and Career Navigation™ Programmes**

Outplacement at Brooklands is a proactive, hands-on and practical career coaching service.

It works because it helps individuals define for themselves their personal goals and how to re-enter the job market effectively and professionally with all the skills and techniques required to be successful.

The service is centred on giving personal consulting and coaching, motivation and emotional support wherever and whenever the individual needs it most.

We energise people and help them to regain control and take the initiative over their future direction.

Brooklands consultants are experts in their field and all have held positions of responsibility in commerce and industry. They have 'been there and done it'.

Many have been made redundant themselves in their careers and have personal experience of the process. This places them in a special position when developing rapport and empathy with their clients.

Because Brooklands consultants never have more than 12 active clients they are able to concentrate on delivering personal, flexible and tailored support within a proven framework.

Uniquely, Brooklands consultants are available to provide support on a 7-day basis wherever and whenever their clients require it.

Our retained network of career coaches operate all over the country and are able to help find career and living solutions as well as jobs - whatever the location. With their local knowledge and expertise, you can be assured that your employees are in excellent hands while they are searching for work.

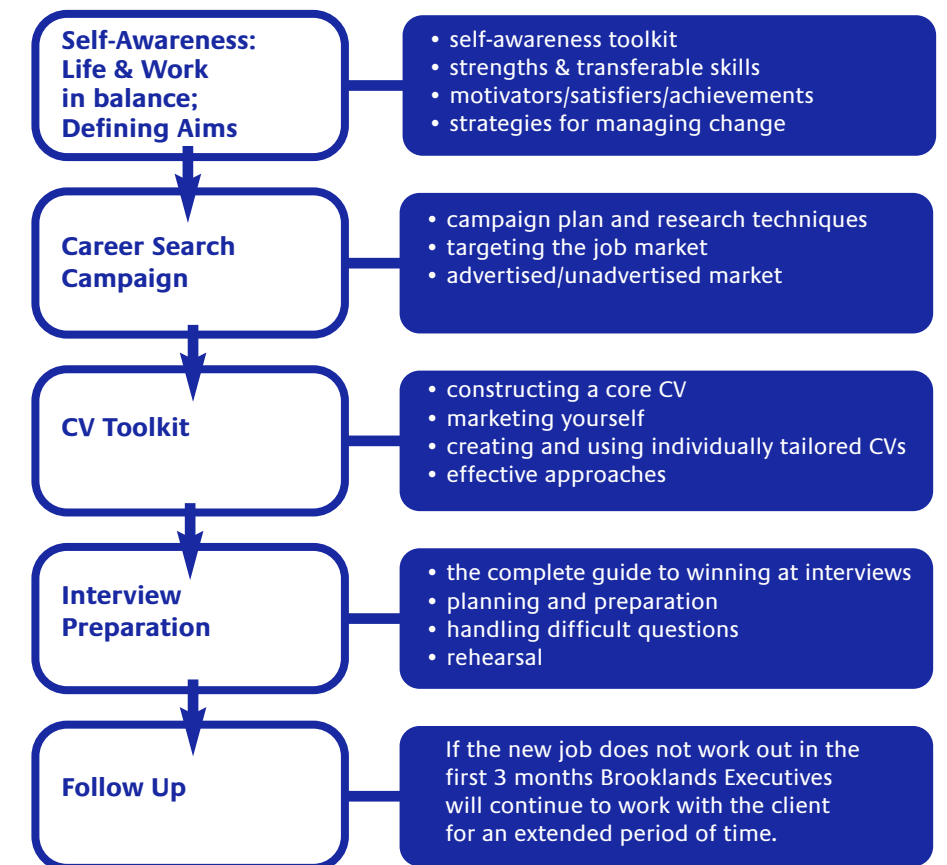
*'I was not surprised to hear that when employees have a choice of a provider to pick from, you win the assignments 80% of the time'*

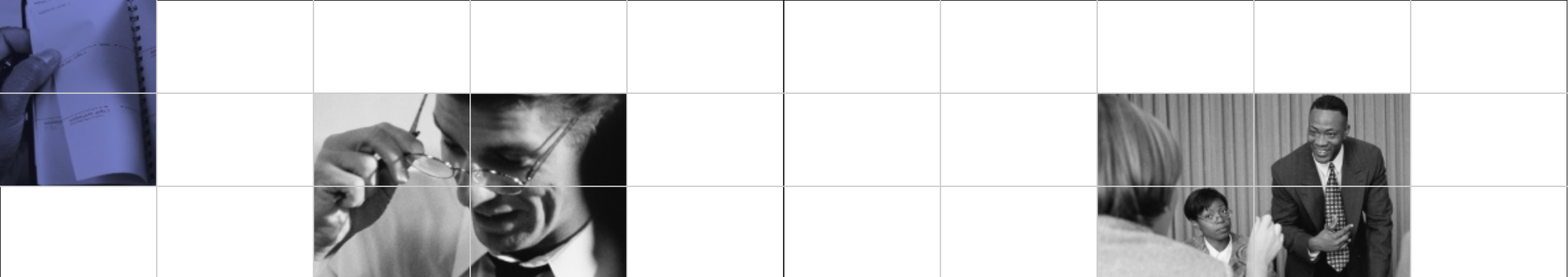
As experts in corporate outplacement and career management services, we help people to take charge of their careers.

Organisations ask us to work with people at all levels and we go out of our way to meet their career needs, whether they are executives working one-to-one or people taking part in one of our group programmes.

**How does it work?**

Brooklands Career Navigation™ services are delivered in a flexible way to meet the needs of the individual. For most people it comprises the following proven success cycle:





*'My staff responded well to this practical and caring approach'*

### The Brooklands Executives Outplacement Business Process

Our process is straightforward and responsive. It delivers support to your departing executive within 24 hours of receiving your call.

- We agree the assignment brief with you either during your telephone call or at a face-to-face meeting in your office.
- You receive written confirmation of the agreed programme and pricing structure.
- On the day we receive your instruction a Brooklands career coach is assigned and makes contact with your employee(s) at a time and place agreed with you.
- At the first meeting we check that the "chemistry" is right between your employee and their career coach. The employee confirms that they are happy to proceed with the programme and that it will fit their needs.
- We confirm to you that the initial meeting has been successful and that the programme has started.
- Over the course of the programme you will receive regular progress reports, although at all times we will protect the confidentiality of the relationship between the executive and the career coach.
- Brooklands contact the client during and at the end of the programme to check that they are fully satisfied with the support they have received. We also contact the client when they have commenced their new job to check to see if they require any more support.

*'Research shows that what has the greatest impact is face to face time with the coach - so your unlimited access is fantastic'*

### Outplacement and Career Navigation™ Programmes

Brooklands Executives programmes are tailored for employees at all levels and carefully balance the amount of intensive support that can be provided to your employees with your available budget.

All of our 1:1 programmes include unlimited access to a career coach either through unrestricted face-to-face meetings and/or by telephone and email contact over an extended period

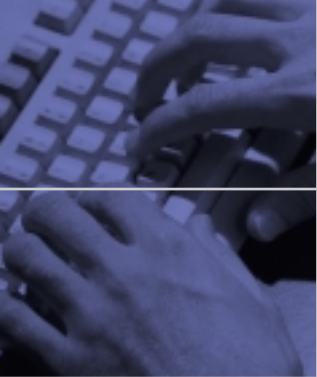
*'Knowing I was being supported reduced my anxiety whilst I was still in shock at the news'*

### One to One Coaching Programmes

The entry point is our [Foundation Programme™](#). This is particularly suitable for back office administrative and technical specialist staff, who receive intensive and motivational coaching sessions, followed by unrestricted telephone/email contact with their coach for a further four weeks.

This highly focussed approach gives the employee a jump-start into the job market by focussing on the practical techniques required to be successful.

Programme	Foundation
Key Features	<ul style="list-style-type: none"> <li>• Three face-to-face intensive 1:1 career coaching sessions over a six week period</li> <li>• Unlimited telephone/email support from the career coach for four weeks following completion of the meetings</li> </ul>
Topics	<ul style="list-style-type: none"> <li>• Job search cycle</li> <li>• Organising the campaign</li> <li>• Researching the market</li> <li>• Networking and direct approaches</li> <li>• Effective applications</li> <li>• CV toolkit</li> <li>• Effective interviews</li> </ul>
Materials	<ul style="list-style-type: none"> <li>• Career Planning Toolkits</li> <li>• Coaching handouts</li> </ul>



### Senior programmes

Brooklands Executives Senior Programmes give your executive unlimited and unrestricted face-to-face meetings with their career coach over 2, 3 or six months and in all cases are followed with an additional period of unrestricted telephone and email support for 1-3 months depending upon which programme is undertaken.

*'I never imagined I would be one of the victims. Now I feel like I was the winner - I have discovered exciting new opportunities'*

Programme	2 Plus 1
Key features	Unrestricted and unlimited meetings with the career coach for two months including unlimited contact by telephone/e-mail. Ongoing telephone/e-mail support for additional one month
Topics	<ul style="list-style-type: none"> <li>• Clarification of personal and career aims</li> <li>• Building CVs</li> <li>• How to use CVs effectively</li> <li>• Organising the campaign</li> <li>• Researching the market</li> <li>• Networking</li> <li>• Writing effective letters</li> <li>• Targeted mailings</li> <li>• Exploiting the unadvertised market</li> <li>• Interview coaching</li> <li>• Mock interviews</li> <li>• Negotiating the contract</li> </ul>
Materials	<ul style="list-style-type: none"> <li>• Workbooks and career planning toolkits</li> <li>• Coaching handouts</li> </ul>

### Senior programmes *continued*

*'It seemed like a long dark tunnel. You have shown me there is light at the end of it. And it is not as long as I feared'*

Programme	3 Plus 2
Key features	Unrestricted and unlimited meetings with the career coach for three months including unlimited contact by telephone/e-mail. Ongoing telephone/e-mail support for additional two months
Topics	<ul style="list-style-type: none"> <li>• Clarification of personal and career aims</li> <li>• Building CVs</li> <li>• How to use CVs effectively</li> <li>• Organising the campaign</li> <li>• Researching the market</li> <li>• Networking</li> <li>• Writing effective letters</li> <li>• Targeted mailings</li> <li>• Exploiting the unadvertised market</li> <li>• Interview coaching</li> <li>• Mock interviews</li> <li>• Negotiating the contract</li> </ul>
Materials	<ul style="list-style-type: none"> <li>• Workbooks and career planning toolkits</li> <li>• Coaching handouts</li> <li>• CCTV coaching</li> </ul>

*continued overleaf*



Senior programmes *continued*

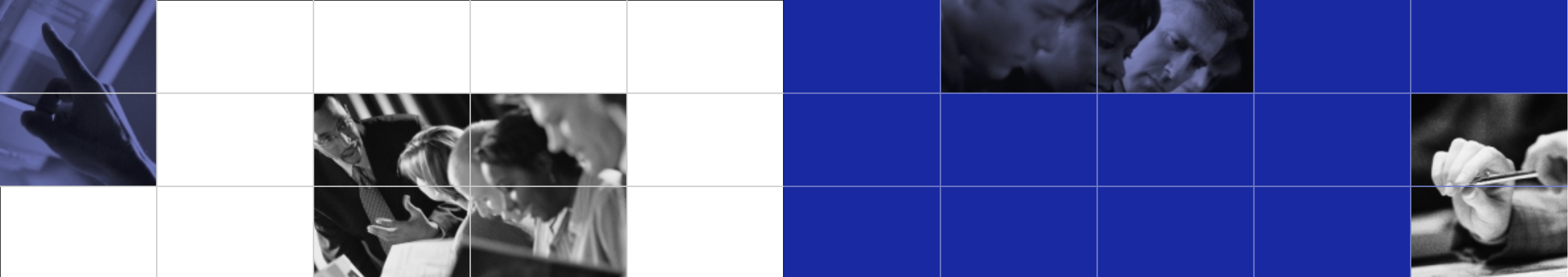
*'I would have thought I was tough enough to cope - the truth is I don't know what I would have done without you'*

Programme	6 Plus 3
Key features	Unrestricted and unlimited meetings with the career coach for six months including psychometric assessment. Ongoing telephone/e-mail support for additional three months
Topics	<ul style="list-style-type: none"> <li>• Clarification of personal and career aims</li> <li>• Building CVs</li> <li>• How to use CVs effectively</li> <li>• Organising the campaign</li> <li>• Researching the market</li> <li>• Networking</li> <li>• Writing effective letters</li> <li>• Targeted mailings</li> <li>• Exploiting the unadvertised market</li> <li>• Interview coaching</li> <li>• Mock interviews</li> <li>• Negotiating the contract</li> </ul>
Materials	<ul style="list-style-type: none"> <li>• Workbooks and career planning toolkits</li> <li>• Psychometric assessment</li> <li>• CCTV coaching</li> <li>• Use of on-line research facilities</li> <li>• IOD membership</li> </ul>

Senior programmes *continued*

*'It is no joke being in the job market at my age, I just can't afford to retire. Thanks for ensuring I didn't!'*

Programme	CEO
Key features	Unrestricted and unlimited personal coaching and psychometric assessment The programme is completed only when the executive is re-employed or otherwise settled. A variety of options such as membership of professional organisations and access to NED opportunities are included
Topics	<ul style="list-style-type: none"> <li>• Full-time employment</li> <li>• Self employment</li> <li>• Franchising</li> <li>• Consultancy</li> <li>• Contracting</li> <li>• Further education</li> <li>• Alternative careers</li> <li>• Interim management</li> <li>• Non-executive directorships</li> <li>• Pre-retirement</li> <li>• Topics covered in <b>6 Plus 3</b></li> </ul>
Materials	<ul style="list-style-type: none"> <li>• Workbooks and career planning toolkits</li> <li>• Psychometric assessment</li> <li>• CCTV coaching</li> <li>• Use of on-line research facilities</li> <li>• IOD membership</li> </ul>



*'Providing support to the staff that were leaving helped us positively manage the relationship with those remaining'*

#### Group Coaching Programmes

Where departmental closures or large-scale redundancies are necessary Brooklands Executives offer **Group Outplacement and Career Navigation™ Programmes**.

These are a flexible and cost-effective solution for teams of people who would benefit from receiving an intensive programme in successful job search techniques.

The intensive group-training programme is tailored to meet your needs and is usually held over two days either on your premises or at a local venue.

In all cases optional one-to-one meetings and clinic sessions can supplement group workshops. Clinic sessions can provide valuable confidential and personal support for those gaining practical job search techniques and skills in a group situation.

In addition Brooklands Executives is able to establish an on-site resource centre, appropriately staffed, to provide information, advice and support on local job-search opportunities.

*'The feedback has been very positive - that is so important in this close-knit community'*

Programme	Group Outplacement Workshops
Key features	Intensive practical two day programmes covering the principles of successful job hunting. Group programmes offer a cost effective solution for those who do not need intensive one to one coaching but will benefit from practical and focussed techniques
Topics	<ul style="list-style-type: none"> <li>• Clarification of personal and career aims</li> <li>• Building CVs – personal toolkit</li> <li>• How to use CVs effectively</li> <li>• Organising the campaign</li> <li>• Networking and direct approaches</li> <li>• Writing effective letters</li> <li>• Interview techniques and tips</li> </ul>
Materials	<ul style="list-style-type: none"> <li>• Workbooks and career planning toolkits</li> <li>• Coaching handouts</li> <li>• Optional follow-up meetings, resource centre, clinic days, on-going telephone/email support</li> </ul>

*'It's a flexible approach which focuses on the needs of the individual and we have had excellent feedback from those who have used it'*

*Rob Farace – Head of Resourcing, Cancer Research UK*

*'The outplacement support programme was responsive, flexible and proactive. I was always kept fully informed regarding progress and received positive feedback from our employees. 40% of these employees were successful in getting job offers within one month!'*

*Nikki Howard – HR Consultant, BNP Paribas Security Services*

- People
- Passion
- Performance
- Partnership
- Profit