RiseSmart.
Transitioning Talent. Changing Lives.

5 Ways to Turn Former Employees Into Brand Ambassadors (even if you laid them off)

#RSwebcast

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A Little About RiseSmart

Innovation

People

Technology

Facts & Stats

- **100%** year over year growth
- **100%** retention
- **42** unique industries
- SMBs and Fortune 500
- **80%** of clients report back
- Clients land **62%** faster than national average
- Ability to deliver in over **50** countries

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Our Speakers

Karen Stevens, SPHR
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@blogging4jobs

Kara Yarnot
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#RSwebcast

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Our 5 Things

1. Build a Culture of Empowerment & Transparency
2. Facilitate Mobility
3. Communicate Authentically
4. Prioritize Redeployment
5. Provide Transitions Assistance

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#1 - Build a Culture of Empowerment

Successful companies associate workplace empowerment directly to business success.

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#2 - Facilitate Mobility

- Career plan
- Encourage learning & development
- Technology adoption
- Make it easy to move around the organization

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#3 - Communicate Authentically and with Transparency

75% of CEO's believe employee communication is the key driver to employee success.

– 2013 IBM CEO Study

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#3 - Communicate Authentically and with Transparency

- Take time to communicate
  - By planning
  - Honestly
  - Directly
  - Details

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#4 – Prioritize Redeployment

- Skills & experience evaluation of impacted employees
- Ensure hiring managers give priority to evaluating candidates from the redeployment initiative
- Redeployment saves the company money through lower recruiting costs, lower training costs and saved severance costs

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#5 - Provide Transition Assistance

- Best Practices
  - Plan ahead
  - Train Managers
- Communication materials
- Notification packets

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#5 - Provide Transition Assistance

RiseSmart shortens the average job search by 62%

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BONUS TIP:
How to Nurture Alumni Relationships

- Alumni communities & networks
- Alumni referral programs
- Social media – LinkedIn
- Your alumni become your rehires, your customers, your vendors

Stay in touch with them.

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Key Takeaways

1. Empower employees to keep them feeling part of the mission

2. Make it as easy to find a job internally as it is externally

3. Be authentic in communications so employees feel "in the loop"

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Key Takeaways

4. Strive to redeploy employees before eliminating their positions

5. Provide career transition assistance to enable departing employees to have a more effective and efficient job search

6. Stay in touch with your alumni!

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RiseSmart Client Experience

With our four cornerstones of services, the RiseSmart solution overcomes traditional model flaws in 4 ways:

- Consistency
- Scalability
- Affordability
- Results

Questions?

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More About Our Speakers

- Karen Stevens, SPHR - www.linkedin.com/in/karenlbstevens
- Jessica Merrell, SPHR - www.linkedin.com/in/jmillermerrell
- Kara Yarnot - www.linkedin.com/in/karayarnot

Sources – 2013 IBM CEO Study - http://www-935.ibm.com/services/us/en/c-suite/csuitestudy2013/

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