



Case Study - Outplacement

"Invaluable" | "Informed" | "Reliable" | "Empowering" | "Positive"

The Creative Leadership Move On – Outplacement Programme is specifically designed for those businesses facing the need to restructure and to support people placed “at risk”. The Move On – Outplacement programme gives displaced employees the assistance they need to make the transition to a new career, helps ease the stress of layoffs for all concerned and also reduces the risk of negative action from disgruntled employees.

When one of the UK's largest fitness providers decided to restructure, they approached Creative Leadership to develop a bespoke outplacement programme which would ensure that those affected were as well equipped as possible to go out and find their ideal careers. Esme Godwin was one of these people.

Creative Leadership were called in to offer Esme one-to-one career coaching, so that she could identify her long-term goals. Before her sessions, Esme's aim was to seek a better position, and she expected the sessions with Creative Leadership to help with this. Esme's sessions with Creative Leadership were flexible; she had face-to-face meetings, as well as over-the-phone communication. Together with her dedicated outplacement coach, they focused on helping Esme understand herself better, so she could make her next steps to move on in the right direction.

Working with Creative Leadership allowed Esme to really identify her strengths and motivation, which in turn enabled her to embark upon her career search really knowing what it is she could bring to a company, what type of role she was suited to and put the wheels in motion to achieve her ambitions.

The sessions aided the progression from the fitness provider into the job market, and with Creative Leadership's help, Esme found a job that matched her personality, capabilities and needs;



Speaking about the course, Esme said:

“The experience was positive and challenging. It made me look beyond my comfort zone and forced me to analyse what's important to me. I got to know myself better and as a result I was more motivated.”

“I have started my new role full of self-confidence, knowing what I'm good at, believing in myself and with the determination to make a difference”

