Outplacement Service in Korea and its Perspective

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Background of Outplacement Service Implementation

- IMF Incident in 1997
- Restructuring within Many Korean Companies
- Highest Rate & Large Scale of Lay-offs
- Unproductive side-effects occurred – Loss
- Introduction of Outplacement Service
- Perception of Outplacement Service
  - Twisted View among the Majority
Downsizing More Effective

- Investigate Alternatives
  - Attrition
  - Voluntary separations

1. Involve Key Managers
2. Develop a Comprehensive Communications Plan
3. Plan for Nurturing "Survivors"
4. Offer Outplacement Assistance

More Effective Downsizing
Dual Perspective Service

Outplacement Consulting

- A service that helps an organization's management team to plan and implement the critical initiatives that precede a corporate downsizing or workforce reduction, large or small.

Career Transition Services

- One-on-one or group coaching, skill development, and assessment services to facilitate former employees finding their next best employment opportunity in the shortest period of time, with the least amount of disruption.
Outplacement Service Structure

Company (Customer)

Outplacement Agency

Departing Employee(s) (Users/Clients)

Service Contract

Downsizing Consulting

Career Transition Service

Feedback
Oasis’ unique and advanced career transition services consist of the followings:

- **Change Management**
  - Emotion management
  - Assessment & Diagnosis
  - Life planning
  - Career goal setting

- **Reemployment consulting**
  - Job-leading
  - Self-employment consulting
  - Focus Group Session
  - Web-based Consulting

- **Research Library & Support**
- **Job Storage**
- **Job Scout**
- **Webzine**
- **Informer Service**

- **Work station**
- **Conference room**
- **Secretarial support**
- **Business cards & stationery**
- **Networking lounge**
Outplacement Service Process

ASSESS
- Road Map
- Personal Vision
- Career Assets Exercises

BUILD
- Marketing Plan
- Development Plan
- Resume
- Cover Letters
- Networking Plan
- Interview Practice

CONNECT
- Job Leads
- Negotiating
Glance at Oasis Consulting Program

Career Transition Program

- Powerstart Workshop
- Change Mgt
- Financing
- Health care
- In-house training
- Assessment & Career Goal Setting
  - Skill-enhancement program
- Re-employment Program
- Self-employment Program
- Active retirement program

Successful career transition
- Warranty Service
- Alumni Community
  - Continuous Career Management
  - Follow-up Check
  - Community
- Interest Community
- Final Evaluation

System Support

Skill Enhancement Support
Strategies for Re-employment

- Develop an optimal job-hunting strategies reflecting current job trends and ideal work preference of each client.

**Personalized Strategy**

- Industry Analysis
- Job Analysis
- Qualification

**Can Do**
- Competency Assessment
- Career Value
- Will Do
- How Fit

**Ideal Work Preference**

**Personalized Strategy**

- We assess people
- We identify targets
- We prepare people
- We use right channels
- We promote people

**Analysis of personal value, competency, preference and marketability**

**Use of various scientifically designed tools**

**Set career goal**

**Targeting according to career goals**

**Data-base sorting for target markets**

**Self-marketing strategy formulation**

**Skill enhancement strategy formulation**

**Channel portfolio strategy implementation**
  - Combination of networking, search firms and open-job search
  - Individual networking strategy formulation

**Individual marketing campaign implementation through Oasis Job-lead program**
Development of Outplacement Service

- Outplacement service has been in effect for 15 years in Korea.
- It was started from private agencies (MNC) in 1998.
- Government has taken over the majority of outplacement field; however, the quality of the service has not improved.
The Problems of Outplacement Service

- Short-term solution is commonly conducted
- Incumbent service providers - lack of R&D
  - The contents from 15 years ago are still used
- The lack of company’s care for developing the service quality - the same goes for the agency
- Demotivated outplacement service consultants
- The Government’s domination in the outplacement market
- HR consulting market related to outplacement is very competitive among several agents with getting lower margin
The Size of Outplacement Market

- Initial stage of outplacement service - the market size approximated 5 million dollars due to numerous employment by many companies

- The service was eventually shunned by most companies due to distrust in the service

- The outplacement service divides into public and private sectors

- Public sector - government subsidy for 6 years
  - Discontinued subsidy
The Current Trend of Outplacement Service

- Korean economy is expected slow down
- Many companies planning for restructuring
- Retirement of baby boomers
  - This market is potential & emerging sector
- Outplacement service made compulsory
  - Targeted for involuntary resignation
  - Government subsidy (pending)
- Change of preferred lifestyle
Further Issues in Outplacement Service

- The only proven solution to retirement plan
- Need for development of contents
- White competition among the private companies
- Creating career centers within the companies to enhance the employability
THANK YOU!

Any Questions?

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