

# Why outplacement is important

## Protecting your brand, reputation, and bottom line

Having to undergo a reduction in workforce is sometimes a necessary part of running your business, but may open you up to reputational and financial risk. Investing in outplacement is a smart way to protect your brand and your bottom line while helping your employees navigate one of life's most stressful situations.

If you would like to discuss our **Outplacement and Career Transition Services** in more detail, contact a member of our friendly and experienced INTOO team directly on **0808 164 2220** or email [getintouch@intoo.com](mailto:getintouch@intoo.com)



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### Protect employer brand and reputation

Prevent your story from being a negative one for employees at every career level.

**66%** of people choose to **share their poor redundancy experiences** with others and on social media.<sup>1</sup>

**80%** of individuals between 35-54 and **73%** of individuals aged 18-34 have left **online reviews**, compared to just 48% of people aged 55+.<sup>2</sup>



### Minimise future litigation

Manage redundancy the right way to avoid costly legal bills.

**Employment tribunals** are increasing and average settlements against successful claims are also on the increase



### Reduce business costs

Optimise talent acquisition costs and attract boomerang talent with a strong employer brand.

Per-hire costs are **£4,111** higher when a company has a **poor reputation**.<sup>3</sup>



### Create a positive company culture

Foster loyalty and productivity among remaining employees by doing the right thing.

More than **4 in 5** Britains think outplacement should be **offered to every employee** who is facing redundancy by their employer.<sup>4</sup>

1. INTOO Employer Branding Study 2. BrightLocal, Local Consumer Review Study 3. Harvard Business Review  
4. The OnePoll survey conducted on behalf of INTOO UK & IRELAND from 22nd Aug 2022 and 31st Aug 2022 among 1000 UK adults ages 18+