



Outplacement Case Study

Redundant Sales and Marketing Executive

Background

Rhona, 34, came to career counselling as part of the transition package the firm offered, because of an upcoming restructuring. She feared redundancy and also feared that her career had stalled.

She answered all the FutureSelves items for adult career development and the results opened up a fruitful discussion between her and the career counsellor about her work and life goals.

The computerised questionnaire

Skills and Interests

Hope/Fear	Very Strong Hope			<ul style="list-style-type: none"> + Working with people + Computer skills + Variety 	<ul style="list-style-type: none"> + Oral comm
	Strong Hope			<ul style="list-style-type: none"> + Motivation + Goal setting + Juggling tasks + Planning 	<ul style="list-style-type: none"> + Teamwork + Listening
	Hope			<ul style="list-style-type: none"> + How things work + Making decisions + Written comms 	<ul style="list-style-type: none"> + Time management + Organising
	Fear		<ul style="list-style-type: none"> - Managing change + Creative work 	<ul style="list-style-type: none"> - Tech. knowledge + Delegation + Persuading - Setting things up - Team development + Giving feedback 	<ul style="list-style-type: none"> + Leading people
	Strong Fear				<ul style="list-style-type: none"> + Negotiating
	Very Strong Fear		<ul style="list-style-type: none"> + Working 9-5 		
		Very Unlikely	Unlikely	Likely	Very likely
		Likelihood			

Rhona's hopes were to have a strong family and social network. She wanted to have children and a job that was not too stressful. She feared lack of motivation and self confidence and being physically inactive.

The recent restructuring also inspired fear of unemployment, however as she had a degree and recent work experience she felt this would continue in the longer term. She realised that there some parts of advanced selling she did not like, such as negotiation and leading people. She could use the restructuring to try something she was better suited to.

Career Options

The FutureSelves program helped Rhona identify hopes in education, health or social services. She saw how her skills in sales and marketing, developed in her previous job, could be transferred to these new areas. She also saw that she feared a number of activities that may affect her career progression in sales and marketing - such as of leadership, persuading and negotiating. Her career practitioner helped her address these fears by looking at how valid they were, and how she could manage them.

Hope/Fear	Very Strong Hope			Childcare	
	Strong Hope			Education etc	
	Hope		Part time Voluntary work	Paid Work Self employed Sales and marketing Computing etc	
	Fear		Arts, info, rec and s... Agriculture etc	Science	
	Strong Fear	Manufacturing/distribution Law and order	Juggling different jobs Hospitality etc Engineering/constru...		
	Very Strong Fear	Benefit Unskilled work	Office admin/finance Unemployad		
		Very Unlikely	Unlikely	Likely	Very likely
		Likelihood			

Summary and Conclusion

With her career counsellor she made plans to research these industries and identify training and employment opportunities.

Rhona decided goal setting was the best strategy for dealing with barriers of procrastination and potential loss of motivation. The counsellor also helped her explore the importance of satisfying her spiritual and physical needs through sport and outdoor recreation as the key to achieving personal satisfaction and career success.