

Outplacement Service in Korea and its Perspective



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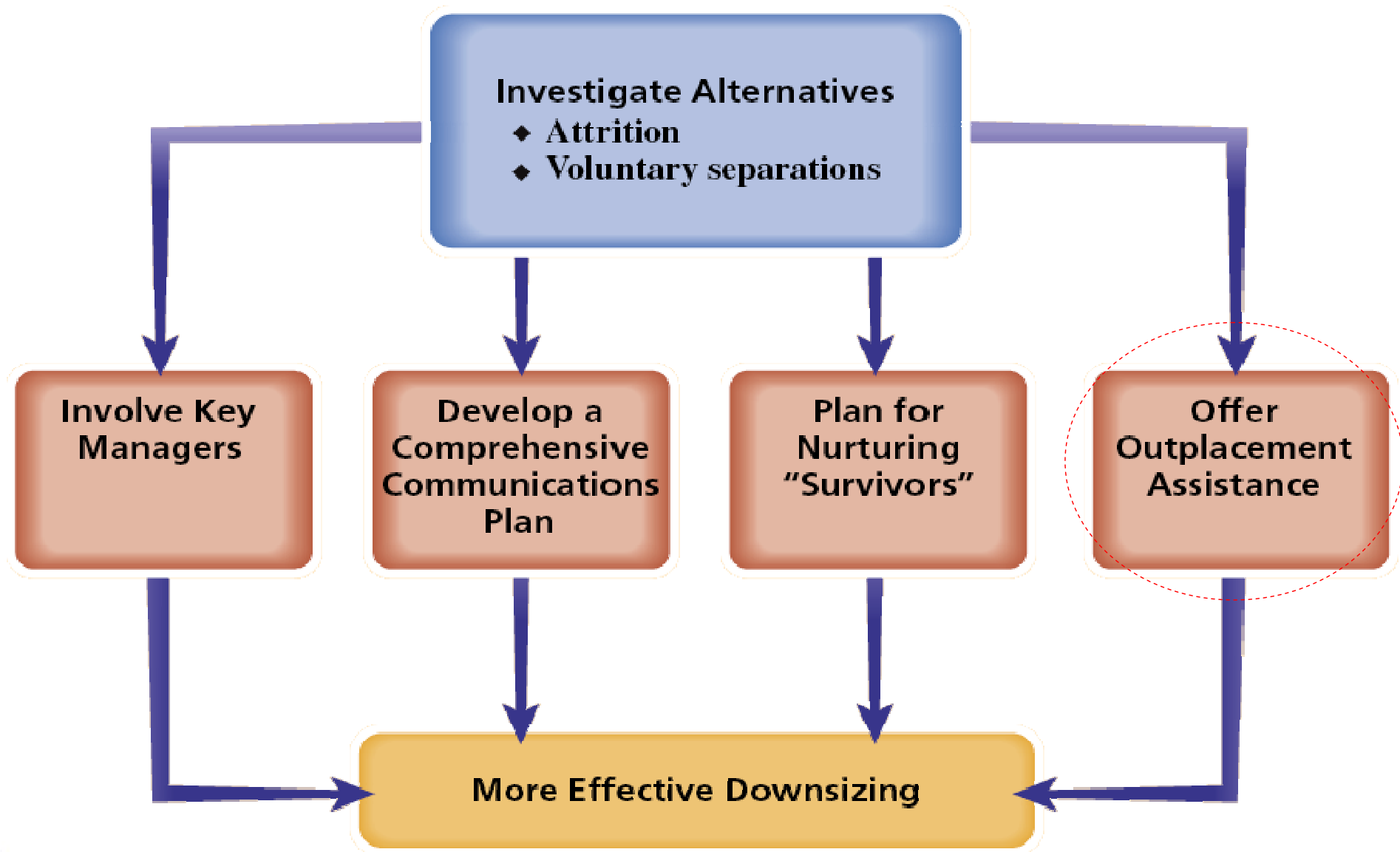
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Background of Outplacement Service Implementation

- 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



Dual Perspective Service

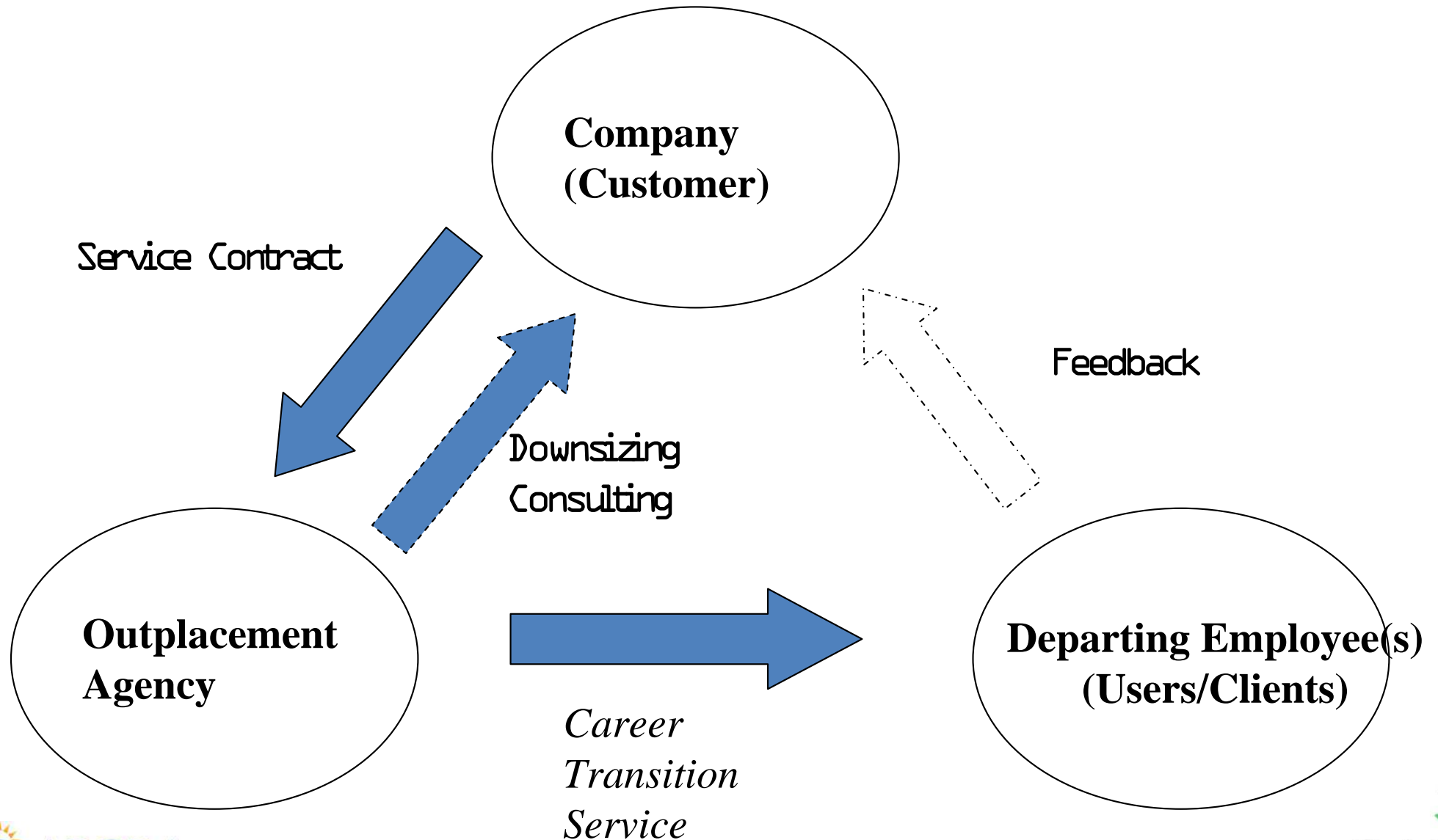
Outplacement Consulting

- A service that helps an organizations 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



Career Transition Consulting

- 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*

**One-on-one
Consulting**

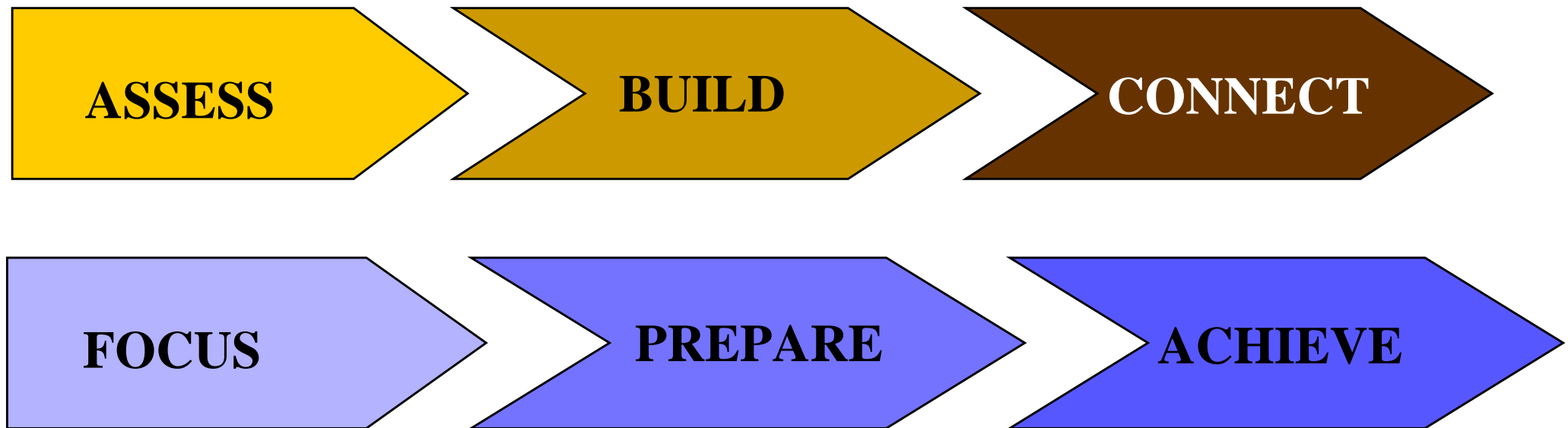
- *Research Library & Support*
- *Job Storage*
- *Job Scout*
- *Webzine*
- *Informer Service*

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

Information

Facilities

Outplacement Service Process

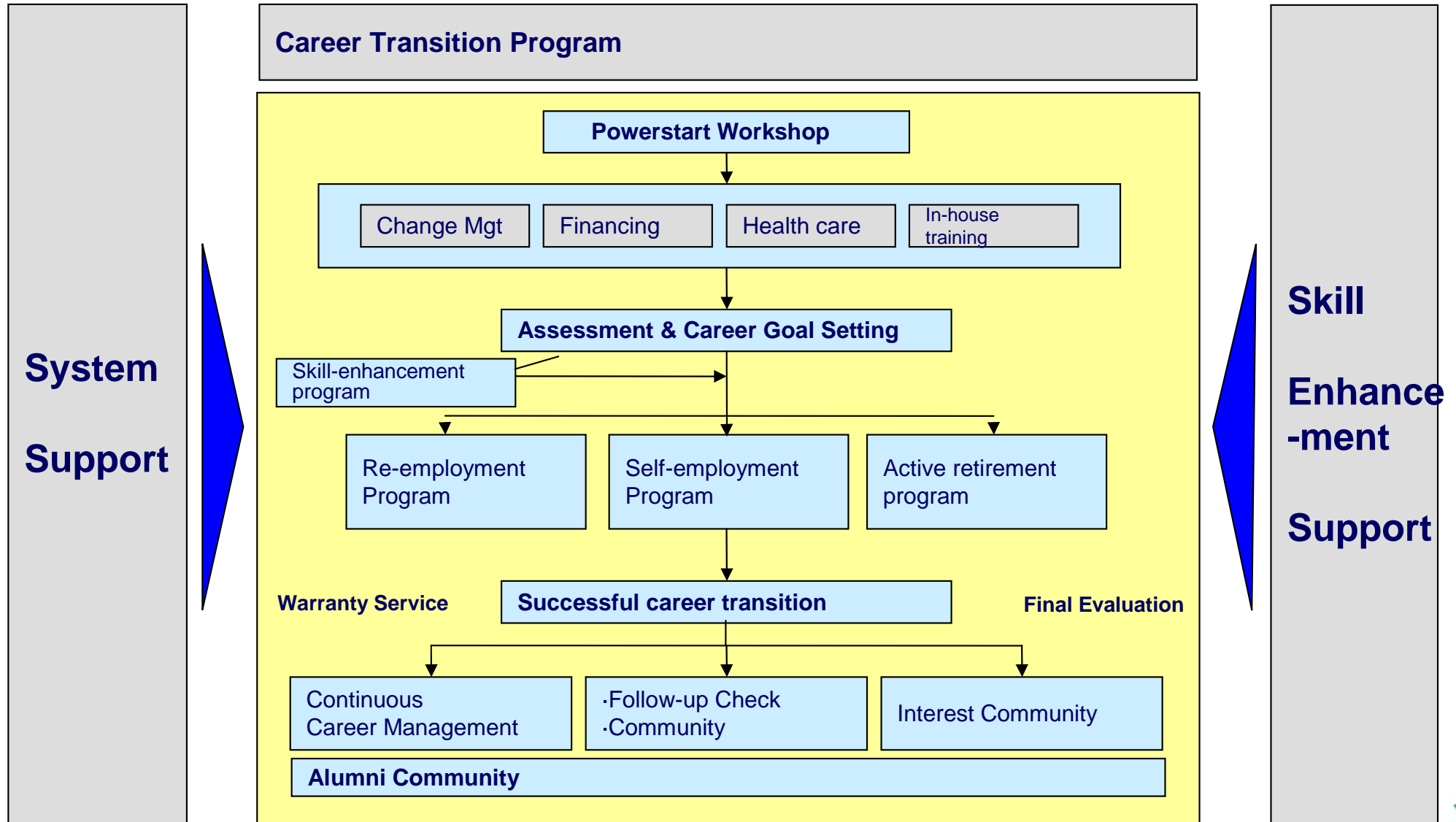


- Road Map
- Personal Vision
- Career Assets Exercises

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

- Job Leads
- Negotiating

Glance at Oasis Consulting Program



Strategies for Re-employment

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



- 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
- The Government became involved in the market in 2005
- 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?

