Corporate Outplacement:

Why Give a 14K gold plated A.T. Cross Pen When Bic is So Much Cheaper?

**Basic Value Proposition:**

The basic value proposition for any outplacement firm: we are job search campaign managers. How many executives "in transition" would hire themselves as their own job search campaign manager other than the fact that their services are free?

To paraphrase Abraham Lincoln:

"The attorney who represents himself has a fool for client."

**Outplacement a departure gift.**

As a parting gift, you can give someone a Bic Ball Point or a gold plated A.T. Cross pen. You would be correct in saying both are reliable writing instruments and the BIC is cheaper.

The two instruments are not comparable departure gifts.

We are the gold A.T. Cross pen of outplacement in the following ways:

Our work is 1:1. We do not do groups.

We teach people how to network at Board of Director levels and have a program (Seat at the Table) to bring our Board network to the individual. No other outplacement firm does that.

We become the candidate's campaign manager. That means structured follow-up on a regular basis until the campaign is done. It is not "We will work with you for 90 days and then you call us if you need us."

After the search is done, we stay with the person to help the person develop a "platform for success" in the new job.

**Corporate Values Beyond Helping Terminated Employees.**

(1) Outplacement is a concrete demonstration of putting your values into action. Terminations need not be a form of retribution.

A well designed termination can be a win for the company and a win for the individual. Once this message is accepted, bosses may be become more honest in their performance appraisals.

(2) Former employees can be converted into proud alums.

Upon expiration of the non-compete contract, your former employee will probably remain in your business sector and in your community. These people have professional networks that extend to employees you wish to hire and companies you wish to convert to clients.

This is the dynamic behind our being retained by 60% of Boston's largest twenty law firms and two of the Big Four CPA firms.

 Below is a link to monthly articles we write on leadership for PSYCHOLOGY TODAY.  We focus on practical ways of using quality behavioral science research to improve leadership.

***Taking Leadership and Career Success***

***To New Levels***

* **R**etained Search for Board Directors, CEOs, COOs, and CFOs with an 18 month warranty.
* **L**eadership Development: Calm Assertive Leaders; Board Options Fellows.
* Respectful leader terminations that communicate corporate values when times get tough.

PSYCHOLOGY TODAY publishes Stybel Peabody's monthly perspectives about Leadership.  To date there have been 245,000+ downloads:

[Click for PSYCHOLOGY TODAY](https://www.psychologytoday.com/blog/platform-success)

**NAVIGATING THE WATERFALL** by Larry Stybel and Maryanne Peabody is 13th percentile in sales among Amazon.com's 30,000 business titles.  It is about leadership and career management in the 21st Century:

[Click for Amazon Reader Reviews](https://www.amazon.com/Navigating-Waterfall-Search-Career-Management-ebook/dp/B01JQZ8PLU/ref=sr_1_1?ie=UTF8&qid=1487508220&sr=8-1&keywords=navigating+the+waterfall)

**Stybel Peabody combines 1:1 confidential work with the networking and knowledge power of four Professional Interest Communities:**

* **Seat at the Table.**  Now in its eleventh year, we provide a confidential place where CEOs, Board members, and private equity partners discuss governance using a case-method approach.
* **COO Forum**.  Now in its fourth year, we run the Boston Chapter of the national nonprofit, cooforum.org.  It is the only organization devoted to providing COOs and EVPs with a confidential setting of peers from non-competing companies.
* **CEO's Valued Business Adviser Forum.**   Now in its second year: business is abandoning "stay in your lane" as a strategic model: think of Jordan Furniture being a gateway for its move theater, CVS acquiring Aetna or Amazon acquiring Whole Foods.  In the midst of this sea change, the primary business philosophy among traditional Chief HR Officers remains "stay in your lane and I'll stay in mine."  We provide a confidential forum limited to invited Chief HR Officers who understand that the path to HR respect is for the CHRO to be perceived as a valued business adviser to the CEO.
* **Chief Medical Officer Dinner Club**.  This is a confidential peer advisory forum limited to invited  CMOs of mid cap life science companies from non-competing sectors.

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