



THINK EXPERTISE

career transition solutions from

The Ayers Group™

[ayers.com](http://ayers.com)

 **The Ayers Group**  
A CAREER PARTNERS INTERNATIONAL FIRM



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# Is your organization ready for the impact of change?

Prepare.

Implement.

Manage.

Organizational restructuring comes with significant risk and great complexity. Current employees need attention, and departing employees must be treated with dignity and respect. Whether you're downsizing or merging, there's a lot at stake. Your employer brand, legal compliance, and business continuity needs to be maintained at this critical juncture.

Imagine having a business partner that provides expert career transition support on a moment's notice. A partner that favors quality over quantity, while remaining sensitive to your timing and budget. A partner that provides the high-touch, high-tech expertise that is crucial in today's business environment.

**The Ayers Group** has built its career transition practice on these very ideals, because at the heart of our business, our goal is to ensure smooth transitions for everyone involved.

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# Focused on people. Focused on results.

## Passionate

The Ayers Group has been a positive force in the lives of thousands of professionals, helping them negotiate successful career moves. We're known for building lasting relationships and helping professionals at all levels transition to positions that help them achieve their career and life goals.

## Dedicated

Our team of highly qualified consultants provides the personal attention required for results. We will assist you through the complexities of restructuring to help you emerge stronger than before. We'll ensure that processes are carried out in a sensitive, effective and legal manner, and that departing employees are treated appropriately.

## Agile, yet large

The Ayers Group provides the intimacy of a boutique firm supported by global, state-of-the-art resources. We are a division of Kelly Services®, a leading workforce solutions company, and a co-owner of Career Partners International (CPI), a global talent management consultancy with a specialization in career transition and executive coaching. Through CPI, we have more than 200 offices and more than 1,600 seasoned professionals across the globe to assist your organization.

## Why is this important?

CPI partners meet high standards in career transition, and every office functions with the same methodologies, materials and robust technology. In addition, offices are locally owned, allowing greater flexibility, quicker decision-making and deeper understanding of the local market. Working with us is seamless to you and to your affected employees. With one call, you're assured a consistent, high level of service from professionals located around the world who know their culture and market, bringing you peace of mind for remote career transition needs. Through our CPI partnership, we have the second largest global footprint in the career transition industry.



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# Customized services for every situation

## Career transition for all levels

Our career transition services are offered in all time durations and to all levels—ranging from one-day workshops to one-year executive service. All of our programs are customized based on the needs of each individual, as well as the needs and budget of the organization.

## Workforce transition support

In cases of outsourcing or mergers and acquisitions, it is common to have employees who have been notified of termination but must remain working for a period of time. We provide these employees with on-site services—without interfering with work schedules—to assist with basic job search tools and techniques while they are still employed. This allows them to stay motivated and focused on the job while minimizing their stress about their futures.

After a workforce reduction, it is critical for organizations to concentrate on the “survivors” to maximize post-event productivity. We provide

these employees with change management support to help them cope with the loss of their colleagues and understand the changing dynamics of their organization.

## Pre-event and project planning

We work with organizations to plan workforce reductions and related support, customizing our offerings for their unique needs. This may include developing notification schedules across different time zones, conducting on-site presentations or programs, customizing training materials, developing scripts for effective communication, and handling termination training.

## Termination training

Customized termination training and process planning is offered to direct line managers. This is critical in risk mitigation, effective and consistent communication, teaching managers how to manage the stress of terminating colleagues or long-tenured employees and creating an atmosphere of dignity for the exiting and remaining employees.

## On-site notification support

Consultants are on-site the day of the termination announcements to meet with affected employees immediately following notification. These meetings help terminated employees cope with job loss anxiety and manage their emotions while enabling a dignified exit from the organization.

## Platinum Services™

Our Platinum Services offering delivers a comprehensive spectrum of services to help transitioning C-level executives fully understand and explore their options, opportunities, challenges and solutions. We focus on individuals’ uniquenesses, providing senior executives with the highest level of personal attention and the superior service they expect—whatever is needed to get the job done.

## Active Life Planning

This program is part of our multi-generational consulting service, helping organizations effectively manage their workforce while providing employees with added flexibility and development opportunities. Our certified consultants help individuals exiting the “corporate world” identify and clarify their strengths and abilities, so they can make meaningful choices, establish clear goals, explore career options, and take action to achieve a rewarding future—whether they are voluntarily retiring, impacted by downsizing, or anything in-between. This exclusive program includes a customized Active Life Plan that defines priorities, needs and aspirations in seven critical life areas.

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# It's all about value

## Think of us as a long-term ally with a value-added approach

We've been helping companies across a wide range of industries lead and manage organizational change for more than 35 years. As a result, we've gained valuable experience and expertise by listening to our customers and evolving to meet their needs.

Case in point: We offer multi-generational programs to our diverse client population. And we've invested in proven methodologies and robust, up-to-date technology to enhance our high-touch, high-tech service. We believe that technology doesn't replace our commitment to customers; rather, it fosters our long-standing emphasis on quality and customized service.

When you select The Ayers Group, you'll gain a business partner that will invest vast experience and resources into helping your organization achieve its long-term goals and strategic vision. Our value-added approach is unique in many ways:



- Our **candidate to consultant** ratio is the lowest in the industry (40:1—at least half, when compared to key competitors). This ensures that individuals receive the attention they deserve during their program, and you get what you pay for.
- **Customized, personalized service** is the hallmark of everything we do. Every candidate is assigned a personal consultant to ensure a greater knowledge of each person's unique search throughout their entire program.
- Our **seamless, consistent global service** starts locally, allowing us to accommodate individual market and regional differences. All of our services are delivered through proven methodologies, a common technology platform, consistent search materials, and a uniform quality assurance process. This ensures consistency across our CPI network, providing individuals and organizations with seamless support in any of our global offices.
- We **change the mindset** of individuals from "why me?" to "what's next?" A dedicated consultant reaches out to exited employees within 24 hours of separation, conducts an orientation meeting with them within two days or less of their desired start date, and partners with them to develop a plan of action within two meetings, and a powerful résumé within three meetings.
- The Ayers Group **constant connection** enables us to stay in touch with your employees until they land and beyond. Although programs are time limited, our online portal and consulting team remain available to individuals throughout the duration of their search. Once they land, they become ongoing networking colleagues and we encourage them to stay in touch as they integrate into their new positions. We also encourage them to stay connected through our Ayers LinkedIn networking group.
- Services, programs, and support are all **designed to fit your needs**. We assign a dedicated project manager and senior management team to ensure you and your employees consistently receive all of the specific services you requested at the highest level of quality.
- We **cultivate an environment** that fosters the attitude shift needed for a successful career transition. That includes warm, inviting office environments to complement the resources necessary to conduct a successful job search.

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# Beyond the résumé and job sites

Since our inception in 1975, we have remained true to our reputation of providing real value through high-quality, cost-effective, results-oriented service. With a highly practical—rather than theoretical—career transition approach, we guide professionals through the competitive global marketplace.

## Facilitating the proactive job search

It's not enough to answer job postings with a strong résumé. Today's techniques require an ongoing effort to proactively deliver unique branded value to influential people through networking and social media. We provide the coaching, tools and environment for people to build and sustain these efforts. Our boutique operating style enables us to quickly embrace new job search trends and social media tactics to provide key introductions and job lead sharing.



## Accelerating career transitions

We accelerate people's career transitions by motivating, educating and providing meaningful focus, techniques and tools. We provide a framework of support to each individual and act with flexibility to respond to immediate priorities. Our consultants work closely with each individual to customize plans and determine how to best utilize our wide variety of services based on the candidate's specific circumstances, program length and core topics.

## Offering individual insight

Our programs are never "cookie cutter." Each individual serves as the driver of our support. Those who have not looked for a job in many years will start at the beginning, focusing on emotional reactions, setting a search target and developing a résumé. Those who may have been in the job market more recently may immediately focus on getting into the marketplace.

## Providing solutions

Our career transition services include core components that are necessary to the development and execution of a successful job search. The delivery is customized to fit key concerns and learning/operating styles. Priorities will be determined by the individual's needs, service level and program length.

### AYERS SNAPSHOT

- Boutique feel within a global enterprise
- Lowest candidate to consultant ratio in the industry
- Personalized, customized experience for each individual
- Highest accountability in the industry through owned-office network
- Strong partnerships throughout our parent company, Kelly Services, a leading workforce solutions provider and *Fortune* 500® company
- Member of International Board for Career Management Certification
- Professional certification for all consultants through Career Partners International
- Full-time, certified consultants average 15+ years of career consulting experience, 80 percent hold Ph.D. or master's degrees
- Stable leadership: 20 years co-ownership of Career Partners International
- Staff's professional background includes a blend of senior management and human resources
- Diversity: 50 percent female, 11 percent minorities

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### The following core components are available:

- Résumé development
- Career goal definition and branding strategy
- Accomplishments portfolio (building block of résumé and interview preparation)
- Coaching on the ideal attitude for a career transition
- Exit statement creation
- Interview training
- Networking training
- Recruiter introductions and recruiter databases
- LinkedIn profile development and social networking strategy and branding
- Targeted self-marketing campaign development including unique selling proposition and market evaluation
- Preparation and role-playing for specific interviews and networking meetings for the duration of the program
- Suite of seminars covering all aspects of job search (résumé development, uncovering jobs, interviewing, and negotiation)

- CareerPartner 24x7, a comprehensive online portal, that includes state-of-the-art online services, research tools and subscription databases, live webinars, on-demand videos, handouts, résumé samples, exercises to assist in interview preparation and job offer evaluation, and more
- Communication style assessment and improvement
- Alternative career paths identification (consulting, entrepreneurship, career change)
- Peer-based peak performance groups to further best practices, accountability, support, and networking
- Review of job search campaign through our “spotlight” process
- Involvement of spouse/partner to support job search process
- Development of business plans, as appropriate, for entrepreneurial pursuits
- On-boarding and assimilation coaching

### LET OUR EXPERIENCE WORK FOR YOU.

Visit [ayers.com](http://ayers.com) to learn more today.

#### EXCLUSIVE SEMINAR AND WEBINAR SERIES

We are pleased to offer our highly acclaimed seminar and webinar series. Topics range from core job search subjects to specialties to societal trends and include:

- Exploring Consulting/Contract/Freelance Opportunities
- Financial Awareness
- Flying Solo/Continuing a Job Search Independently
- Franchising
- Internet Research
- Interviewing Preparation
- Interviewing Practice
- Social Media Series: LinkedIn®, Facebook® and Twitter® for Job Search
- Negotiation Strategies/The Complexity of Job Offer Discussions
- Networking Preparation
- Networking Practice
- Play to Win/Improving Attitude and Maintaining Stamina
- Building Your Professional Brand
- Résumé Development
- Self-marketing Techniques
- Stress Management
- Working with Recruiters
- Exploring Self-employment
- Your First 100 Days on the Job

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Since 1975 The Ayers Group has helped companies adapt to change through guidance on various issues pertaining to human resources and organizational development. The industries we serve represent all the major *Fortune* 500® categories, including financial services, consumer products, technology, pharmaceuticals, biotech, healthcare, insurance, chemical, automotive, manufacturing, defense, law firms, management consulting organizations, publishing, media, and nonprofit. We work with clients to enhance their ability to remain competitive in today's challenging business environment. The Ayers Group provides career transition services to clients throughout the world. We have dedicated outplacement offices in more than 200 cities in 35 countries around the world.

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