

A COMPARISON OF OUTPLACEMENT PHILOSOPHIES

| | <u>“TRADITIONAL” OUTPLACEMENT</u> | <u>CHALLENGER, GRAY, & CHRISTMAS</u> |
|----------------------------------|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| STRATEGIC OBJECTIVE | To provide a secure place with support services from which to conduct a job search | To find meaningful new employment, at a level equal or better than the last position, in as short a time as possible. |
| OPERATIONAL PHILOSOPHY | Heavy investment in office space. Minimum investment in staff. | Heavy investment in professional staff. Expandable office space to meet the need. |
| STAFFING PHILOSOPHY | Small permanent staff, heavy reliance on adjunct/part time staff. | Large full-time professional staff. No part-time or adjunct counselors. |
| MARKETING STRATEGY | Reliance on an attractive facility. | Reliance on quantifiable results |
| HOW IS SUCCESS MEASURED? | Participation: Do candidates show up at the facility. | Quarterly performance statistics versus goal. Median search times of approximately 3.2 months. |
| FOCUS OF TRAINING | Focus on filling space | Focus on process, execution and results |
| KEY RELATIONSHIPS | With peers | With counselor |
| HOW IS TRAINING CONDUCTED | Primarily in groups | One-on-one |
| FOLLOW-UP COUNSELING | Passive | Proactive, monitored daily by the <i>Client Tracking System</i> [™] (CTS) |