

The Future of Outplacement With AI

From Turbulence to Trajectory
For Those in Transition

A partial view of a person with dark, curly hair sitting at a desk, talking on a black mobile phone. A computer monitor is visible in the background.

A Look At
The Future of Tools
Empowering Those
in Transition



Challenger, Gray & Christmas, Inc.
Guiding Change ... Getting Results

A guide for HR professionals: demystifying AI in outplacement, and the value it brings

The amount of economic and technological change this decade has been unprecedented, where companies must consistently adjust and adapt, sometimes necessitating difficult decisions like employee restructurings, terminations, or layoffs.

In these moments of transition, finding the best outplacement partner becomes instrumental in supporting departing employees and mitigating potential risks for companies.



While traditional support remains vital, a powerful force is reshaping the outplacement landscape: Artificial Intelligence (AI).

Progressive HR teams have introduced elements of AI through tools and processes in recent years. According to Eightfold AI's 2022 survey and report *The Future of Work: Intelligent by Design*, AI is used across HR functions like:

- 78%** Employee records management,
- 77%** Payroll processing and benefits administration,
- 73%** Recruitment and hiring,
- 72%** Performance management, and
- 64%** Managing talent mobility

Notably, a staggering 92% of HR leaders report planning on increasing their use of AI in the next 12-18 months.

Specifically within recruitment and hiring, AI has been incorporated into ATS platforms to varying degrees. *The Economic Times* reports that **one of the most prominent use cases of AI within ATS platforms is for screening to create a short list of top candidates whose skills fit and map to the open role.**

It has always been critical for job seekers to be able to effectively communicate their fit for a role, whether through written material like their resume, cover letter, thank-you notes, and LinkedIn presence, or through how they present themselves in interviews.

In a competitive job search, **it is imperative for those in transition to have the best tools possible** to highlight their match, communicate their unique strengths, and prepare for interviews in a way they can spotlight their relevance and fit.

This is where AI amplifies the effectiveness of outplacement, as a game-changing tool to empower clients to accentuate and communicate their unique fit in a user-friendly, timely manner. AI excels at matching data and content, and at content generation. Incorporating these tools into premium outplacement service enables clients to spend valuable time with their coach focusing on their search strategy, executing their action plan, and networking – leading to better outcomes.

The future of outplacement lies in the synergy between the **precision and personalization of AI with the empathy and guidance of human experts**. Challenger, Gray & Christmas leverages industry-leading AI tools to enhance job transition success while offering and investing in the value of our experienced coaches. Because ultimately, AI empowers the human touch.



Data Matching, Content Generation, Automation, Personalization, Relevance:

Let's face it. Not everyone is a great writer or communicator, self-aware of their strengths, a self-promoter, and insightful about what interview questions may be asked or how to best answer them relative to their skills and work history.

Experienced candidates may often be a fit for a role but struggle to map their years of accomplishments to the requirements communicated for a job. Many have the experience needed but could benefit with help communicating it successfully. Or they may lack knowledge about what questions to anticipate and how to convincingly convey why they're a strong fit.

While accomplishments, skills, and experience are expertly crafted by resume writers through professional outplacement services, the extra step of communicating this fit with each individual role pursued through a cover letter (to land the interview), the interview itself, and a thank-you note will help job seekers stand out, increasing chances to win their next role.

This level of customization for each role requires **matching job-post data to the candidate's resume to effectively illuminate skills and experience** that matter to the hiring company. It demands creating this communication and preparing to successfully answer questions about this fit, stressing the most impactful points in a personalized way that highlights relevance.

AI offers a groundbreaking alternative to static templates, significantly boosting efficiency compared to manual development. By seamlessly integrating data matching, content creation, automation, personalization, and relevance,
AI scales effectiveness for job seekers.

Leveraging advancements in machine learning and language processing,
these tools provide candidates with a competitive edge,
enhancing their effectiveness and shortening their time to land a new role.



Innovation in Action: Real-World Examples of How Challenger, Gray & Christmas Provides Cutting-Edge Tools and Services Through AI and The Human Touch

The power of AI is transformative in outplacement, and **Challenger, Gray & Christmas provides industry-leading AI tools to enhance career transitions** while simultaneously maximizing the unmatched value of our job coaches. We've integrated cutting-edge AI tools into our comprehensive program, empowering both clients and coaches for optimal results.

Our AI-Powered Outplacement Platform:



AI-Powered Customized Cover Letters:

Forget generic templates. Our AI tool delves deep, analyzing both job descriptions and client resumes to create captivating narratives that showcase unique strengths and value propositions, resonating with hiring managers.



Thank You Notes with an AI Engine:

A well-crafted thank-you note can be the difference between landing the job and being forgotten. Our AI tool helps clients develop personalized notes that express genuine appreciation, reiterate key qualifications, and remind hiring managers why they're the perfect fit. But AI doesn't replace the human touch; clients can add their own voice to ensure each note remains authentic.



Interview Prep 2.0:

Interviews can be daunting. Our "what interview questions you can expect" module harnesses data to predict potential questions tailored to specific roles/ companies, and leverages AI to craft potential answers to those questions. This empowers clients to anticipate and prepare thoughtful responses, boosting their confidence and performance. While most other services in this field offer generic templates, our AI-powered tool provides customized guidance.



LinkedIn Headline Generator:

A strong LinkedIn headline often serves as the foundation for a hiring manager's first impression. Our AI tool helps clients craft impactful headlines that accurately reflect their expertise and aspirations, attracting recruiters and boosting visibility.



The Human Touch: Where AI Empowers, Not Replaces

While AI automates and personalizes, it cannot replicate the human touch.

At Challenger, Gray & Christmas, we believe that the heart of successful outplacement lies in the deep understanding and guidance provided by our seasoned coaches.

Our coaches are not technology replacements; they are search experts who provide AI-driven tools and insights to personalize their approach. They actively listen, identify individual strengths and weaknesses, and craft customized strategies that leverage AI tools to their full potential.

This human-AI synergy ensures that every client receives the support they need to navigate the job market with confidence, clarity, and purpose.



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Benefits for Businesses: Measurable Value beyond Transition

Outplacement is offered by employers who genuinely care about their departing employees, and premium services add a level of empathy through the individualized coaching provided. In addition to demonstrating this compassion towards departing employees, investing in premium outplacement services like those offered by Challenger, Gray & Christmas delivers tangible benefits for your company.

Reduced Time to Re-employment:

Our proven track record demonstrates that clients land new positions significantly faster than the national average. This translates to lower unemployment insurance costs and reduced financial burdens for your company.

Protected Employer Brand:

When your departing employees achieve success quickly, *it sends a powerful message: you care about your employees, even during difficult times.* This fosters a positive employer brand, attracting top talent and boosting employee morale. It also reduces risk of negative reviews on sites such as Glassdoor.

Mitigated Legal Risks:

Smooth transitions and successful re-employment can minimize the risk of litigation arising from layoffs or terminations.

Improved Productivity and Morale:

Relieving employee anxiety and demonstrating care during layoffs can safeguard remaining employees' morale and productivity.



Put Conscience And Compassion At The Helm

Find the help you need to support exiting employees and take the next step for your organization with Challenger, Gray & Christmas

Your Partner In Premium Outplacement

Premium Outplacement Services:

- Unlimited access to personal coach
- Individualized training
- Job search market plan
- Professionally written resume
- LinkedIn analysis & optimization
- 24/7 access to client portal
- Customized job leads, webinars, company research
- Continued access to coach helpdesk until landing
- Industry leading AI tools

HR Support Offered:

- Restructuring & downsizing consulting
- Layoff planning and management
- Communications strategy support
- Notification training and day-of notification support

Every individual deserves a dignified and successful career transition. Our premium outplacement services are designed to empower individuals and mitigate the challenges of job loss while protecting and enhancing your company's reputation and value.

Learn more about how our comprehensive, tailored solutions can help you navigate challenging transitions with integrity and strategic foresight.

www.challengergray.com

