

# Sanford Rose Associates Expands Outplacement Services in Ohio – Mid West

Sanford Rose Associates - Cleveland East

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Cleveland, Ohio, (May, 2009) — Sanford Rose Associates-Cleveland East is proud to announce its partnership with national Sanford Rose Associates offices expanding outplacement and career transition services to companies Ohio, Pennsylvania, Kentucky, Indiana and Michigan.

Like many professionals, the changing economy has Ginni Garner, managing director of Sanford Rose Associates-Cleveland East noticing a change in her business. As an executive search and recruitment professional, Garner spent the last 15 years helping companies find, recruit and hire talent. Today's economy presents a different challenge. Client companies have shifted their focus from hiring and growth to cost-cutting and stability. Companies are now in a situation where they are facing staff reductions and right-sizing.



employees.”

“While the lay offs and spiraling economy has been alarming, it has allowed my firm and other SRA Managing Directors to examine how we could increase our outplacement service offerings to provide value to companies and individuals in the mid-west,” says Garner. “We are utilizing our years of candidate coaching, resume writing and interviewing to help displaced

Outplacement or career transition services make good business sense. First, companies can reduce their exposure to litigation. A former employee is less likely to search for a reason to sue if they are treated well when they leave the company. Second, companies will preserve positive community relations.

Employees are more likely to talk favorably about a former employer if they are participating in an Outplacement program or given career assistance. In addition, employees often continue relationships with former colleagues. Positive communication will influence current employee engagement and retention.

"As my colleagues and I surveyed the market and spoke with executives who used outplacement in the past, we noticed a high cost and minimal personal attention given to the displaced employee," notes Garner. "Our typical outplacement program costs half the price of some of the larger firms and focuses on assisting displaced employees one-on-one, an approach that allows us to focus in their individual career experience and transition. Our basic package consists of six hours of coaching. We work with people face-to-face, over the phone and via online webinars.

SRA outplacement consultants coach and mentor displaced employees through a career evaluation, job search skills, packaging/branding, interviewing and offer negotiation.

With the job market changing daily, the high volume of job losses has created a huge demand for outplacement, and Ginni Garner and Sanford Rose Associates-Cleveland East team of consultants is here to help small businesses effectively right-size their workforce. Learn more about SRA-Cleveland East outplacement services at [www.srexecutivesearch.com/outplacement.html](http://www.srexecutivesearch.com/outplacement.html)

**About Sanford Rose Associates-Cleveland East**  
Sanford Rose Associates, has served the recruitment needs of clients for senior-level executives and professionals for over fifty years. The first Sanford Rose office was opened in 1959 in Northeast Ohio. Today, Sanford Rose Associates organization has over sixty offices in North and Central Americas, Europe and Asia. The Cleveland East provides executive and management recruitment services as well as outplacement services for companies in Ohio and across the globe.

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