



Outplacement Case Study United Advertising Publications

The Challenge

Following the announcement from United Advertising Publications that they proposed to sell Exchange and Mart and Auto Exchange and relocate the non-motoring titles to Poole, Rialto was selected to provide career transition support to those individuals affected by redundancy.

Being based in Poole (Dorset), it was essential for UAP to work with a provider who could support people in a regional centre and quickly understand the local job market. It was imperative for Rialto to add value to what individuals already knew about local employment trends.

Due to the structure of the sale, some staff transferred to the new organisation, some exited immediately and some transitioned to the external market over time. It was important to provide emotional support both to the employees but also to the HR team through this difficult period. The 240 staff identified as not transferring to the new organisation were offered on-site outplacement support from Rialto over a 6 month period.

The Solution

Within a week of being awarded the contract, Rialto set up a full Resource Centre on-site. All affected employees were offered the opportunity to attend an outplacement service awareness session followed by an individual one to one session with a Rialto consultant to fully understand the support available.

Registration & diagnostic sessions were completed within the next month. Priority was given to individuals who were immediately affected through a close and professional working relationship being established with the UAP HR transitional team.

Workshops were set up and delivered to ensure everyone understood their current capabilities and potential together with what opportunities existed for them in the external job market. This was quickly translated into a powerful and tailored CV for each person.

Ongoing support was provided on an individual basis to help individuals to explore and identify appropriate advertised/unadvertised opportunities. Further workshops were arranged to support them with networking, agencies and interview skills.

During this period Rialto also set up on-site presentations from HMRC and Business Link on business start-up and involved local Colleges, Learn Direct, Job Centre Plus and local employers and job agencies. Access to information on financial advice was also provided.

"The overall service provided by Rialto has been of the highest standard. Many of our employees have commented to me on the high level of professional support received from the consultants. They quickly became part of the UAP team' with a friendly approach and willingness to 'go the extra mile' being mentioned by many employees. The results of their job search and support efforts speak for themselves.

Rialto has played a major role in easing the separation process for our employees. It has been a pleasure to be associated with Rialto and to work with the consultant team."

**Norma Butler, Head of HR,
United Advertising Publications**



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The results

94% of those individuals who registered with Rialto achieved a positive outcome within 5 months of registration.

Throughout the period which Rialto worked with UAP there was a lot of change and uncertainty about leaving dates and whose skills would be retained.

Rialto worked closely with HR and the line managers to provide support on how to manage individuals during this time ensuring that all those members of staff impacted by the change felt valued.

A second resource area was set up to cater for those working night shifts, to ensure they received a fair and consistent level of support.

For further information regarding Rialto services contact us on:

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