



### // Business Context & Client Need

An apparel company with over 10,000 employees across Canada, the United States of America, Australia, the United Kingdom, New Zealand, China, Hong Kong, Singapore, South Korea, Germany, Puerto Rico, and Switzerland made the strategic decision to transition one of its brands to an online-only distribution model. This business decision impacted hundreds of employees across Canada and the United States.

### // Our Solution

Our client has a reputation for caring for and developing their talent, so we delivered a program that reflected those core values, supported their HR Team, and guided employees on to new opportunities. We helped employees to:

- Deal with the emotional aspect of their transition
- Understand their strengths and inherent preferences
- Design a strategic job search that aligned with their goals
- Learn the fundamentals of ongoing career management

### // We helped their internal HR Team by:

- Delivering a consistent service across Canada and the United States
- Managing the logistics of departure meetings as well support HR in handling their own emotions during this time
- Matching our consultants with the appropriate HR partner to ensure the highest level of trust/comfort during the departure meeting (i.e. we had both male and female consultants, as well as diversity in age and seniority of consultants)
- Providing onsite summary reports following each of the departure meetings
- Giving feedback on suitable transition programs offered to impacted employees

### // The Program

- Working with our Career Star Group partner firm, Challenger, Gray & Christmas Inc. we organized and facilitated 40 departure meetings over the course of two weeks in both Canada and the United States
- Used our Career Explore Assessment to clarify strengths, development opportunities, and inherent working preferences
- Facilitated 1:1 coaching sessions to help employees process their emotions, interpret their assessment results, and focus their job search strategy
- Delivered personalized career opportunities, interview preparation, and negotiation support via the Career Management Portal
- Reporting was provided by both Optimum Talent and Challenger, Gray & Christmas to their appropriate contacts.



### // The Impact

Upon completion of the two-month program, 50 mid-level managers and up received 1:1 coaching and were transitioned. The apparel company is heavily culture driven, and in order to keep this top priority the process needed to be authentic, transparent and handled with care. Optimum Talent created a strategic plan to protect the brand's reputation, maintain productivity and reduce stress levels for the departing employees. On average, it took four months for Canadians to secure new work and three months for Americans. Considering the unique roles and areas of expertise specific to the retail industry, the client was satisfied with these timelines. Many employees realized, beyond compensation and industry, what is uniquely important to them when considering a new role, they found clarity through the talents of the coaches at Optimum Talent.



**Canadians – Four months to secure new work**



**Transitioned 50 mid-level managers**



**Americans – Three months to secure new work**