



CASE STUDY

FIRM MAKES STRATEGIC REDUCTION

NATIONAL REACH | MINORITY ENTERPRISE | SINCE 1973



PROBLEM/BACKGROUND

A large entertainment company found themselves overextended as the industry changed and projected growth vanished. With the industry's direction permanently altered, several divisions held little future prospects. After serious deliberating the firm reached a difficult decision - as the liquidation of an entire division was necessary.

The firm first considered a traditional reduction-in-force (RIF). However, top management wanted to care for their people, maintaining a positive image within the community, and looked for solutions to avoid abandoning their loyal employees. MAU was selected to provide outplacement services for the affected employees and quickly coached them on re-entering the job market.

SOLUTIONS

MAU's Outplacement team was available during the entire process to provide:

Manager workshop prior to RIF. Preparation sessions for managers were provided covering Disparate Impact Analysis, communications training, executive coaching, and legal compliance.

Onsite during notification. MAU personal counselors were present during the reduction announcement and were available to all employees anytime thereafter.

Post RIF workshops for displaced employees. Training was provided for employees covering financial planning, internet job search techniques, resume preparation practices, interview strategies and networking.

Individual assessments. Each candidate was given a career, behavioral, and personality evaluation to make effective job recommendations by pairing individual traits and preferences with position requirements.

Access to library of resources. A resource center of materials including career continuation manuals, the National Personnel Association database, and a comprehensive list of internet job searches.

RESULTS

- **Employees participated in program.** 40% of affected employees participated in the outplacement program.
- **Employees were placed in new positions.** 43% of outplacement participants reported having found new jobs.
- **Internal employee fears were stilled.** Providing outplacement services evidenced the value the company sees in its employees. Neither the corporate culture nor employee loyalty was jeopardized.
- **Company image was maintained.** Showing top management's concern played a large factor in continuing positive community relations and goodwill.
- **No lawsuits were filed for discrimination.** Counseling and future focus prevented future litigation and liability.

MAU (MANAGEMENT, ANALYSIS AND UTILIZATION, INC.) is a multi-faceted staffing, recruiting, outsourcing and human resource provider with an international customer base and a presence in over 45 states and 22 countries. Founded in 1973, MAU is a certified, minority-owned business with an experienced staff that offers a comprehensive range of services.