



Outplacement Services (Short Version)

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Introduction

It's not enough to be good at what you do. You have to sell yourself...unless you don't mind the other person getting the job you deserve.

PimmCo exists to help job-seekers promote themselves and to land that next - better - job.

Our expertise in Recruitment, Training & Coaching, Learning & Development and management, combined with a passion for inspiring the job-seeker; makes us a powerful ally to those who recognise the importance of competitive advantage.

It's tough out there and we know that looking for that next role can be an unsettling experience.

What follows in this document is information about Outplacement Services from **PimmCo**.

Contact our CEO – Richard Pimm – on 07771 370811

Or via our website – <https://www.pimmco.co.uk>

Or by email – richardpimm@live.com



Outplacement Services from PimmCo (Short Version)

PimmCo delivers *only* what is required, in a way which is conducive to the job-seeker's learning style and emotional state.

PimmCo moves at the job-seeker's pace but encourages them to move quickly, to build momentum, which helps with their motivation.

PimmCo are about equipping job-seekers with competitive advantage.

PimmCo does NOT sell stuff that sounds good in a sales pitch, but in reality, has little or no value to job-seekers. Please beware those who do.

We rid job-seekers of their anxiety, boost their confidence and massively enhance their skill at finding meaningful work.

You'll notice we don't teach people to suck eggs! We don't proactively teach them how to use the traditional job-seeking tools – job boards, advertised vacancies and recruiters – because we believe these tools to be part of the problem, not the solution. And because most job-seekers are pretty comfortable with their operation anyway. That said, our one-to-one coaching does provide them the opportunity to ask questions about these tools, should they wish.

Here's what the job-seeker can expect from us: -

- 1. Initial meeting – preferably face to face, otherwise a video call.**
 - a. Build rapport and reassure.
 - b. Listen. Everyone is respected as an individual.
 - c. Agree on one-to-one coaching and group coaching.
 - d. Tailor individual plans to offer a truly personal service.
 - e. Discussion about their results of a personality profile psychometric.

- 2. Bust the myths about recruitment and job-seeking in this social media era to get an accurate picture of new job-seeking techniques.** This is group training, preferably in-person, where we reveal: -
 - a. The truth about advertised vacancies.
 - b. The truth about Recruiters and how much should they be relied on.
 - c. The truth about job boards and how much should they be relied on.

- 3. Marketing your personal brand.** This work is done individually and incrementally, at the job-seeker's pace, via phone calls and emails.
 - a. Create the all-important core message/synopsis/elevator speech, to win attention from target audiences. And, learn how to promote it.
 - b. Transform the CV to maximise chances of landing an interview.
 - c. Transform the LinkedIn profile utilising improved CV content and Elevator Speech. And most importantly: utilise proper LinkedIn Optimisation to help the job-seekers tap into the hidden/unadvertised job market. This is very specialist and offers massive additional competitive advantage. Not many people know how to do this well. We do.
 - d. Train job-seekers to use and benefit from Boolean Searches. Think Search Engine Optimisation for LinkedIn profiles.
 - e. Run Boolean Search Tests – to confirm improved LinkedIn visibility of the job-seekers to their target audiences.
 - f. Cover letter training.

- 4. Leading-edge speculative approach training.**
 - a. Educate job-seekers as to the *vital* importance of targeted speculative approaches via LinkedIn and then teaching them to do it! Along with LinkedIn Optimisation, our leading-edge speculative approach training creates a bridge to the hidden/unadvertised job market. This is true competitive advantage for the job-seeker.
 - b. Advice on personal and professional networking...The highest level of selling is having people advocate for you.

- 5. Interview advice (by phone + video, or via group training where possible).**
 - a. We reveal how to de-clutter your mind when preparing for and delivering the performance, upon which employers judge candidates – the interview.
 - b. Preparation to generate a real confidence boost, before and during the interview.
 - c. Roleplay for those who are receptive.
 - d. Offering interviews – utilising leverage to negotiate a good offer.

- 6. Ongoing support by phone and email until the job-seeker lands their next job.** This will help to keep the job-seeker positive as well as providing the chance to revisit previously received advice. It also offers up the opportunity to talk about other aspects of the recruitment industry – advertised vacancies, job boards etc, and to coach job-seekers through challenges as they arise, for instance, with interviews. And remember,

we move largely at the job-seeker's pace, not ours. This avoids the nonsense of some Outplacement firms offering Executive services over long periods.

PimmCo are not corporate slick! We are about tailoring the experience so the job-seeker comes first. We want everyone we train and coach to feel comfortable recommending us to family, friends and colleagues. This is why we hold ourselves to such high standards and aim to deliver above and beyond expectations.

The process described above incorporates much of the psychology of job-seeking. For more information on this, please request - 'Outplacement Services from PimmCo (**Long Version**)'

About **PimmCo**

Richard Pimm – Founder of **PimmCo**

A jazz trumpet toting, tennis playing former Executive Recruiter with 13 years' recruitment experience covering UK based perm, interim and contract roles in numerous industries – Commercial, IT and HR. Previously a professional salesman in Financial Services, a Regional Manager for a media firm, and more recently a Training Director in the voluntary sector plus a Past-President within the global organisation – Toastmasters (public speaking).

Steve Bruckshaw – Associate – Executive Business Psychologist | Trainer | Coach

Specialises in mental toughness, mental skills development and career management. Over thirty years of professional experience from an eclectic learning and development arena, providing a wealth of knowledge and perspective. Steve incorporates a rigorous and challenging approach to learning solutions, ensuring a significant return on investment.

Contact Richard Pimm

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