

NEWPLACEMENT

Losing a job is rarely just a professional event. It is often also an opportunity – for postponed ambitions, new directions, and personal growth.

Newplacement – also known as outplacement – originated in the 1950s in the United States, when individuals leaving the military were supported in entering civilian careers. Initially reserved for senior executives, it is now available to employees at all levels. I personally favour one-to-one newplacement: every career transition is unique – and the support should reflect that. In addition, personal issues often arise that require discretion.

The exact content varies widely. For younger professionals with application experience, targeted support in the application process may be sufficient. In more difficult separation situations, coaching can help process the experience – and open new perspectives. A thorough personal and professional assessment is central to this. Many skip it out of concern about unemployment and move straight into applications – thereby missing valuable insights. If one's own behaviour contributed to the termination, coaching also addresses personal development.

Good newplacement does more than strengthen the application strategy – it strengthens the future direction of a career as a whole.

Articles on newplacement (all articles)

- Career success through specialisation
- What is the key question in career development?