

What's new in
Career
Management?

A guide to how we can help you engage and retain your key people




Now's the time to look after the people in your business

People don't leave their jobs during a recession. But when it looks like the economy is recovering, people may start to look around. Many of them have seen colleagues lose their jobs. Many have been forced to work with fewer resources. And many are wondering what else is out there.

At times like this, career management is more important than ever. Are you doing enough to help people shine rather than just survive? Are you giving people the support and guidance they need? And, importantly, are you giving them opportunities to develop their career?

At Fairplace, we know career management inside out. We can help make your business an attractive place to work – for the people who've stuck the hard times out, and for new people who are looking for jobs. Our programmes get real results too. In fact, by keeping people happy and giving them a reason to stay, both results and productivity will increase.



“Choosing to work with Fairplace and Cedar is easy. They always seem to understand what we are trying to achieve and how best to support and develop our people. Their solutions are practical, cost effective and deliver benefits both for the company and the individuals. A real win-win.”

Stacey Cooper
HR Director, Halcrow Group

Our approach: the background

With help from The Manchester Business School, we asked 90 organisations and three focus groups made up of senior HR directors for their opinions on career management.

The results of our survey showed that:

- many hadn't changed their approach to career management in the last 10 years
- HR was often seen as responsible for managing people's careers
- managers didn't always react well to creative and new ideas around career development
- employers were worried that people might leave if they had a conversation about their career

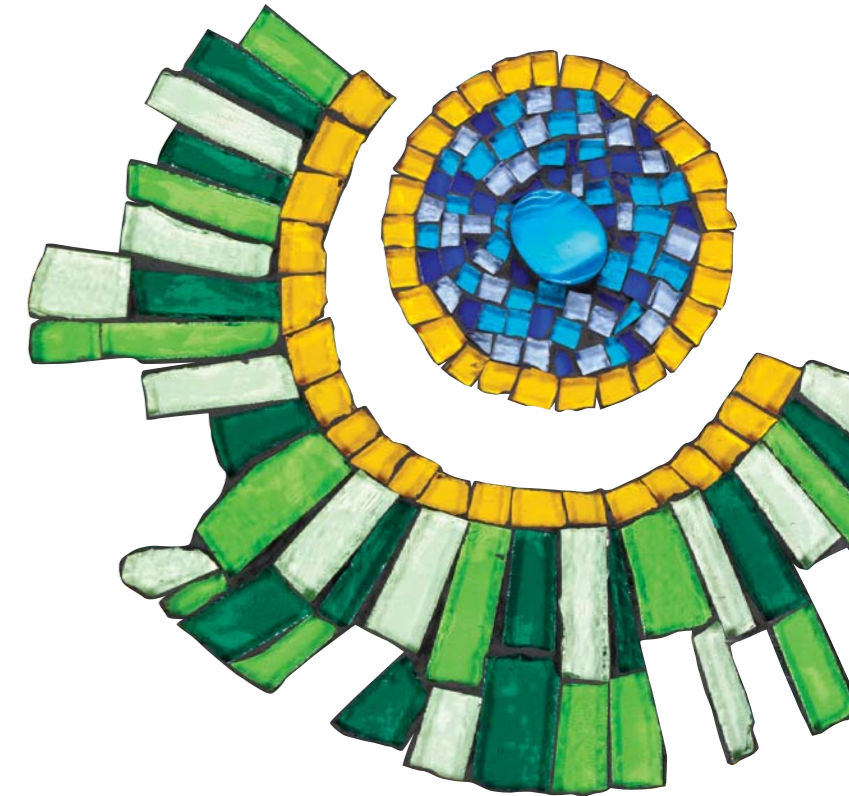
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The University of Manchester Manchester Business School

We used the results to help us create a fresh approach to career management. An approach that places career management at the heart of people strategy and gets managers working more closely with their teams. And encourages people to take personal control of their own careers.

“Career management enabled me to think about how to survive and thrive amidst the change I was engaged in. To get more out of life by putting something more, and different into it! To be more effective, and have control you must respond to what is happening.”

Barbara Beal
Formerly Executive Hospital Director
of a leading NHS Foundation Trust



How we work

Every project we work on is different. But we'll always help with these five vital things.

1. Building your skills in-house

You need to do more with less. So it's no good us coming in, fixing a problem and leaving. We'll help your leaders and managers to have career conversations with staff, build a mentoring culture and feel more confident to lead and manage through uncertainty. Leaving you with your very own careers experts.

2. Giving your key people one-on-one support

Every organisation has its shining lights. Our coaches can help your best people understand their place in your company, or explore their career path. We can tailor our service to suit you, and we guarantee real results.

3. Working with teams

Maybe one of your departments has gone through a big change. Or perhaps you've singled out a team that's going to be vital to the future of your organisation. Whatever the reason, our coaches will help your teams understand the part they play in helping you grow.

4. 21st century career management

We'll help you bring your career management up to date. We can build a careers website for your people, help you tap into social networking, and get you thinking globally, not just about the UK. Ensuring people are thinking creatively about careers today.

5. Guiding you from start to finish

For some organisations, career management is an entirely new concept. Others just don't have time to do it all alone. We can act as your in-house careers consultancy, helping you plan the way you develop your people



“After 11 years actively driving my career forward I found myself on a plateau, struggling to articulate my next move. Fairplace helped me to re-focus on my strengths, skills and aspirations and to align these with my personal and professional goals. The exercise was very rewarding and provided tangible results.”

*Barbara Welch
Operations Director, Mace Group*

How we'll change your organisation

If you're still not sure how you can benefit from career management, here are a few promises we think will help you make your mind up.

1. We'll make you more productive

Unhappy people don't have the inclination to work hard. Proper career management shows you care about your people. If you make it clear that they can move around in your organisation, you'll provide an incentive for them to work hard and prove their worth.

2. We'll help you hold onto your key people

People will stay for today for a challenge and stay for tomorrow for development. We'll get you talking to your best people about what they want and acting on their answers saving

you the cost of dipping into the expensive recruitment market so often.

3. We'll help you keep your clients happy

When your people care about your business, they're more likely to give your clients a better service.

4. We'll help you build your brand

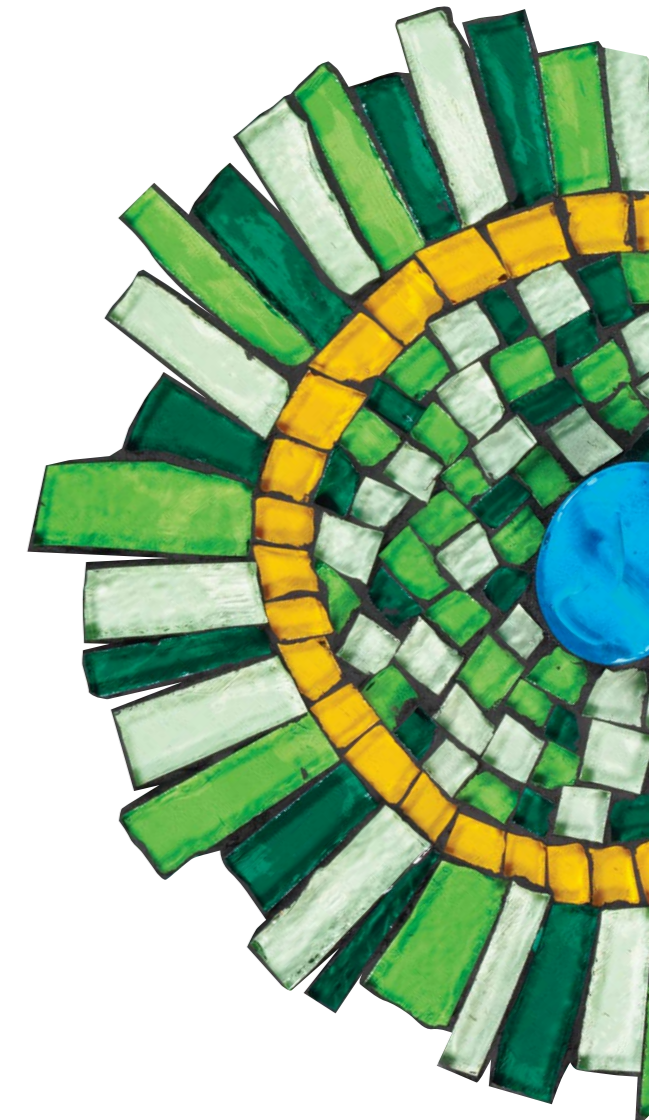
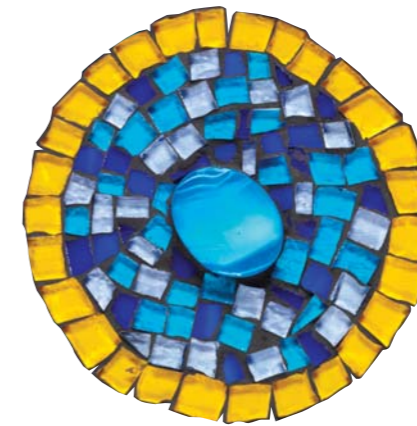
People talk. If yours aren't happy, they won't say anything good about you when they're gone. But if you take care of them, word will spread and you'll quickly become the place to work.

5. We'll save you money

If you spend time and money developing your people and they leave, it's expensive to find a replacement. We'll set you up to be self-sufficient, so you have people internally who can be promoted to fill empty spaces.

6. We'll prepare you for change

Once we've helped your people, they'll be much better equipped to deal with any big changes in the future. So you'll have solved the problem before it's even begun.



Meet our team of career management experts

We have a team of dedicated consultants and coaches who specialise in talent, careers and change management for businesses. With in depth knowledge, skills and experience in an extensive range of sectors, we are confident we have the right people who can make a real difference to your people and organisation.

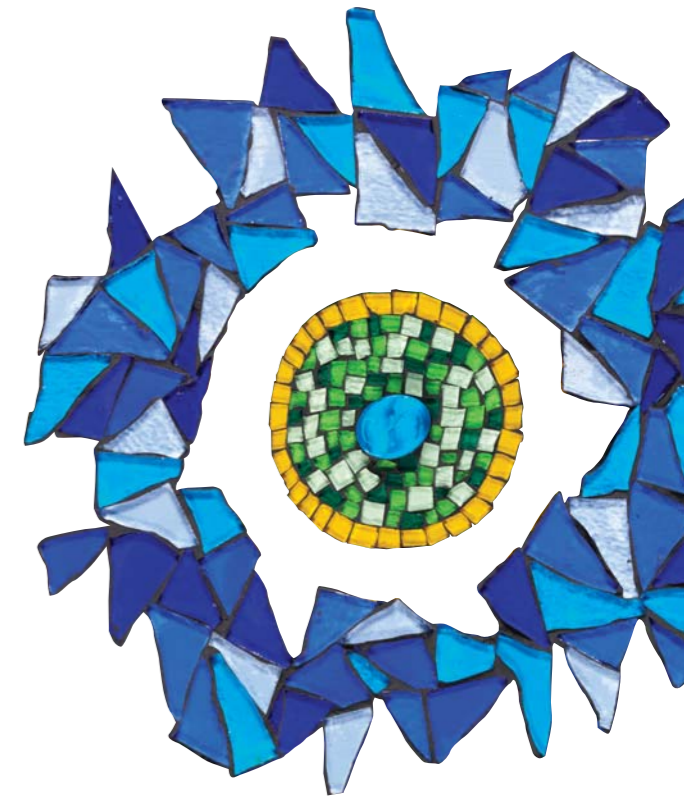
“An increasing number of our forward-looking clients, such as Deloitte, Volkswagen and Barclays are incorporating career management into the heart of their people strategies. We have worked in partnership to put career management onto the corporate agenda. Our work together has contributed to improvements made in staff retention, engagement and in stabilising the talent pipeline, which in any organisation clearly generates recruitment costs savings”

*Sandra Evans
Head of Career Management*

So, do you need help?

There are a few questions we always ask our clients. If they don't know the answers, it's clear they need our help. Have a think about these:

- If you've asked your people how happy they are, what do the results tell you? What are the trends?
- The world's changed recently. What are you doing to support and develop your people?
- What have you done to focus on people you know can help build and develop your business?
- How you can motivate your people to help you drive your organisation forward?
- How will you keep hold of your people when the market place changes?



▶ Give us a call

If you'd like to talk about what we can do for your business, call **0207 816 0707**. Or go to **fairplace.com**.

Head Office

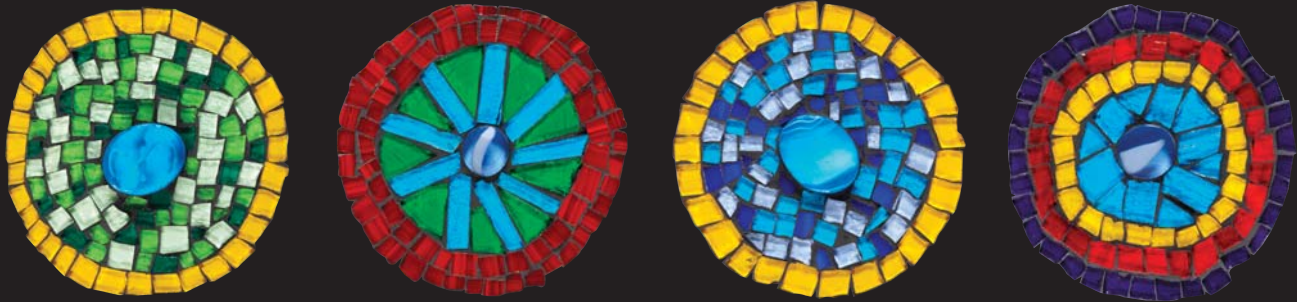
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Global Reach As a member of Career Partners International (CPI) we deliver globally through local experts



The story of our art

You might have noticed artist Jo Bedford's *Going Round in Circles* mosaic throughout this brochure. We think it captures the inspiration and motivation you need to make career management work.

We met Jo through Network Arts, one of the not-for-profit organisations we support. They provide a creative outlet for people coming back to work, helping them to be creative, learn new skills and get structure back into their lives. And we're proud to be involved.

A member of the



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