

Harnessing The Power Of Data For Outplacement



Every Man & Woman For Themselves

As well-intentioned as even the best outplacement programs are, they all fundamentally come down to assisting career seekers in finding their own jobs. Reference materials help the new career seekers learn about the job hunt process; access to job boards give them a place to look for work; training opportunities help them build new skills that they can put to use; and the best of programs give them tools to help them learn more about themselves and what they want to do. Such programs are definitely valuable, but at the core they are enabling people to go fend for themselves. What is missing in the current process is that we are not taking advantage of the data.

The Data Advantage

When talking about outplacement data comes in 2 valuable dimensions: 1) the power of job seekers in numbers, and 2) the untapped power of the information about those job seekers.

The Value of the Group

One of the main unexploited advantages in outplacement is the value of the group. One individual looking for a new position is but a single data point. One person getting the attention of even a small company is a challenge all too familiar. If you gather many of those individuals together however, you now have a whole which is of much greater value than the sum of it's parts. Employers and recruiters are looking to fill positions, and if you can bring them a group of people instead of one at a time you have just saved them considerable effort.

Metadata is the Key

Just having numbers of individuals is not enough. If all you have is a group of job seekers then you leave it to the employer to plow through a database using filters and keywords to try to find good candidates. There is no perspective for the employer to let them know if you have lots of good prospects for them, a few, or none at all. Their only recourse is to search and see. Even worse, if they go through the effort of searching, they still have no insight as to what else is in the population that they missed. If they find one qualified woman, they don't know if she was the only one or one of many others that they missed.

What you need is metadata about the group that allows an employer to easily make an informed decision about whether the group you have is worth their further exploration. Metadata is literally "a set of data that describes and gives information about other data". We most often use this term in information technology related to files and systems, but in this case the metadata is the information that describes who is in the group. Are their a significant number that have multiple language skills? Do all or most have some type of post-secondary education? Is there decent number that have project management

experience? How many are in my local area or willing to move here? If you can answer these questions you can demonstrate you have something of for the hiring firm, and something worth their further exploration. That something is a pool of candidates that they already know shows promise.

The New Model for Outplacement

Hilo is positioned to not only enable this new model for outplacement, but to push this revolution forward starting today. The system captures layers of metadata that are integrated seamlessly into a pairing algorithm for matching the right people with the right jobs. However, even before any candidate-position analysis occurs, the data engine at Hilo already has all the metadata about the candidates ready to visualize by any of the 11 dimensions of pairing system. View candidate dashboards by work roles, geography, personality types, or virtually any combination of these or the 8 other dimensions and compile them in an employer-tailored presentation to market this pool of candidates to a company or recruiter. If you know an employer has needs for customer service expansion and that bilingual spanish-english is an asset, show them how rich your population of candidates is in language skills and roles with similar alignment. If you're working with a large employer with many divisions and locations, filter the pool by those who used to be at that firm first so they can target bringing those prior employees back.

Once your outplaced candidates become members of Hilo, they receive a customized Career Forward Guide and immediately can begin seeing positions that are the best fit for them. They can actively explore these opportunities, or simply have the system notify them when positions that fit come up. But while all this is going on, their metadata is already being used to market them and other Hilo members to employers and recruiters as a portfolio of talent. In this way, Hilo still serves the conventional process of individually focused job search, but the added dimension of information is a strategic differentiator that gives Hilo candidates a much better chance at finding meaningful employment.

Current outplacement is akin to selling door-to-door. Each candidate is going to each company, applying for each position, and hoping to get noticed. Without population-level analytics, it becomes a very high-touch process of trying to market individuals one at a time. Hilo's rich metadata and deep analytics allow you to take the friction out of the outplacement process and get your candidates noticed first because of the power of their numbers.