



Case Study: Young's Brewery Outplacement

Achieving record breaking production levels during the last week



“They offered a first rate service to our guys and we heard nothing but positive feedback from the employees who saw them.”

The Challenge

The PDT Outplacement team worked with a traditional brewery in South London in the wake of a merger and the move of the brewing facilities to the Midlands. A family run business, with an extremely dedicated and close workforce, the challenge was to support members of staff through this change, whilst maintaining production and ensuring that the supportive culture of the business was continued, even through redundancy.

The solution

Following a detailed briefing and liaison with the client, the proposed solution was an intense four-month on-site outplacement facility. This provided easy-access advice and hands-on support, using PDT's unique outplacement approach to engage and involve the candidates in their progression through the process whilst still benefiting from professional and experienced guidance of PDT's outplacement consultants.

Overview

PDT Outplacement was introduced to the brewery's 300 strong staff and worked with over 100 employees, 85 of whom were being made redundant at the end of the initial four-month term of the outplacement process. During these four months PDT worked in partnership with the candidates, supporting and guiding them through a full outplacement process, using various pools of knowledge, focusing on relevant resources on a personal basis, and providing back-end professional support with CV writing, transferring skills within the food and drink industry, or transferring skills to other industries altogether.

PDT's proven methods encourage the candidate to take an active role in the development of their future careers and in achieving their aspirations. This creates a supportive network within the company and engages the candidates to benefit and learn from the change and redundancy processes.

Resources

To support the individuals PDT implemented dedicated resources including: Career development workshops and coaching sessions, financial and retirement planning, training, job board and networking with local employers and agencies. The process was managed throughout with an account manager and project manager on site to assist with candidate progress as well as being available for 'drop in' appointments in addition to the scheduled sessions.

Success of the programme

The success of any outplacement programme was the achievement of aspirations of the candidates, whether finding a new job, starting their own business or retiring. There was a 99% success rate at the time of the plant closing and record breaking production levels in the last week.

REF: YB07

