

## CASE STUDY

# Outplacement Support for a Global Dermatology Organisation

### What was the client need?

When INTOO's client announced a restructure of its UK business, the need to demonstrate a people-focused approach and supporting employees through the process was the top priority of our clients leadership team.

The nature of the global dermatology market is evolving, which our client quickly recognised the need to evolve the structure of its operations, simplifying it to allow for innovation and future growth. Unfortunately, this meant that a number of roles were placed at risk of redundancy.

Recognising that this was the first time the business would experience transformation of this scale, they committed to taking a people-focused approach to limit the impact of the changes on all employees. Early involvement of HR, led by the UK HR Director, allowed the planning and implementation of a best-practice change programme.

### What did INTOO do?

The major driver our client selected INTOO was the bespoke and transparent nature of the service and our ability to tailor support and fees to the clients exact needs, and to the needs of every employee.

Working closely with HR to map out key communication points, the INTOO team were on hand from the moment announcements were made and individuals were at risk under the proposed changes. A full Change Management Support Programme was implemented to help leaders effectively lead and support their teams during the transformation programme and to help employees cope with the uncertainty. On-site drop-in clinics were also made available with INTOO's coaches present at each collective consultation meeting to support employees on a one-to-one basis as required.

### What was the outcome?

Once the corporate decision was taken, it was not a challenge for our clients HR to secure the investment for handling this in a professional and supportive manner and appointed INTOO as the preferred partner. The objective was to support and drive from above. Indeed, a huge focus for the leaders of the business and the INTOO team was to manage the process in a fair, open and transparent way. It was crucial to our client that everyone involved knew exactly what was happening and why.

High Level HRD says "The benefits of bringing INTOO on board were everything we had hoped for, and in fact, went beyond expectations. Not only was the core support delivered empathetically, professionally and with the flexibility demanded of a complex programme such as this, we also experienced hugely positive and unexpected outcomes. As word spread about its value, there was a huge take up in the various aspects of support on offer.

They struck the delicate balance in an emotionally charged period of being visible and readily available to those who wished to have discussions. The partnership with INTOO was undoubtedly worth every penny of the investment we made."



What Our Clients Say

## Barney – Business Development Manager

*"After hearing the news of the restructure and redundancy, I was shocked, having a long tenure with my employer. Aside from the emotional and financial impact, the reality is that the employment market is changing rapidly and finding new roles is far more complex and evolved since I last had an interview.*

*Having connected with INTOO's coach for invaluable support and guidance, fundamentally it is the right thing to do for all employees.*

*From the outset I understood the justifications for the decisions taken and recognised they were appropriate in the circumstances. Equally crucial was that I was fully aware of the INTOO support available to me at each stage."*

