

# Choice Career Services

## *Business overview Australia / NZ*

# Market overview

## Economy:

- Growing at a consistent 2.5%
- Business confidence has increased
- Major sectors impacted by change:
  - Financial services
  - Retail
  - Manufacturing
  - Higher education

## Services:

- Outplacement – decrease (but from a high base)
- Coaching - increase
- Career development - increase
- Consulting - increase

“Helping organisations manage the human impact of change.”

# Changing the equation

## Outplacement

- Full Circle©
  - Building an employment network for candidates
    - Previous employer pays for placements made
    - Employers pay a subscription to have access
- OI Solutions
  - Selling as an additional resource on lower level programs in the Government sector

# Niche markets discussion

## Automotive sector

- We have developed a strong relationship with the unions representing workers in the automotive sector
  - A powerful referral channel
- Over time, we have developed strong relationships with the 3 major employers and supply chain
  - Ford, GM, Toyota
  - Approx. 20 component suppliers
- Closure of automotive manufacturing in Australia created opportunity with Government
  - Providing outplacement and employment assistance to ex-employees at risk of long term unemployment

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# The coaching landscape

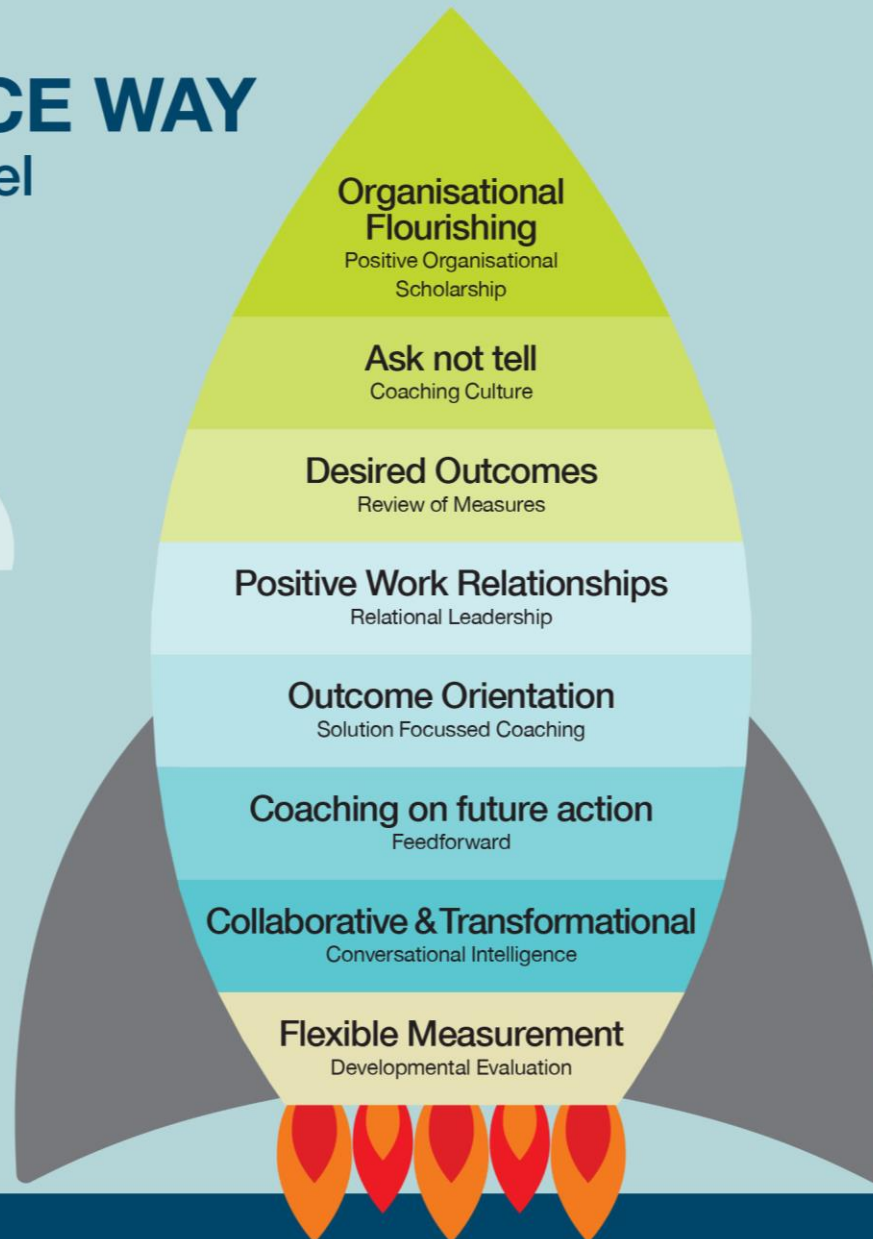
## The Choice Way

- Every consultant in Australia is a ‘coach’
  - How do you differentiate ?
- How we coach:
  - Data driven
    - Assessment
  - Rigorous methodology
    - Strengths based mindset
    - Agile coaching
    - Whole of environment
  - ROI

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# THE CHOICE WAY

## Coaching Model



**Whole of Environment Thinking**  
Systems Thinking

**Agile Coaching**  
3rd Generation of Coaching

**Strengths-Based Mindset**  
Appreciative Inquiry