

**OIGP MIAMI MEETING – April 26-28, 2018
Minutes**

Introductions

Reports from each partner firm. Over the past year, how would you characterize each line of business ... up, down, same?

<p>Outplacement Up – 14 Down – 3 Same – 5</p>	<p>Coaching Up – 13 Down – 1 Same – 5</p>	<p>Coaching Up – 13 Down – 1 Same – 5</p>	<p>Other Up – 5</p> <p>In following categories: Team development, Stayplacement, Career development, 360 assessments, Strategic HR consulting</p>
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Many report continuing price pressure

Focus on Outplacement / Career Transition

Changing the Equation. What have you done differently in your market to truly differentiate your value proposition from LHH, Right, and CPI? Various partners present techniques that have increased outplacement/career transition market share, prices, or profits.

Best Practices Discussion

Bernardo:

- Combination of services – value of the package is important.
- Combine assessment/surveys with group coaching assessment as part of a package.
- Assessment, client survey and business intelligence can be done at the same time, and in different languages.
- Add the payer of the services to contact/marketing lists.

Steve Ford:

- “Bank” hours, rather than refunding for unused services.
- They have a networking group for out-of-work HR executives and VPs. Close to 20 people at every meeting. Up to 500 alumni. Program is half networking and half content. Not a lot of expense – provide coffee and a Bundt cake! It’s about showing what the company can do in person, so they believe it.

Damian Menzies:

- About to start something similar – 10 meetings every year. Get expert in for a two-hour meeting. Focus is disruption/change.

John Fitzgerald:

- For good clients who just use a specific service, make a special offer for them to use a different service. “Invitations” are hand-delivered. Use the firm birthday (7th, 10th, 2nd) as a reason for the offer. John passed around a classy invitation.

Damian:

- Two full time employees working on job development.

Pat Lynch:

- HR Helping HR – cooperative with SHRM Atlanta. Senior level people mentor junior level people. Have July event with National Assn of African-American HR Leaders – expect 200.
- *All The Reasons Why I Won't Help You* article

David:

- Using eblasts to CFOs and HRDs around California and Arizona. Those who click on it are sent to a telemarketer. Been very successful.

Susan:

- Sponsor the business journal “Best Places To Work” event.
- *Disrupt HR* program: 400 people every time it is offered. 12 speakers – 5 minutes each. Have to submit the topic they want to disrupt. Have sponsors. All profit goes to charity - \$6000 donated last year. Pat and Damian also do this, though not as large. Opens doors to businesses.

Kim:

- Make phone calls for one hour every day to those who have visited his website, captured through lead generation service. Susan uses Catalyst for lead generation – all about learning development – extends SEO.

OI Solutions – Report on how we are using it across the partnership. Features and enhancements to sell more, manage better, and deliver more value.

New OIP video produced by Abintegro was shown. Abintegro has grown, added staff, and has in-house video capability now, at no additional cost to us. The video can be used in full, or in part, on social media or email or however you wish. Voiceover in another language can also be added. Video can be customized for your firm.

Understanding the Competition. In addition to the Big 2 + CPI, who are the new competitors? What other forms of outplacement are being offered? How do they go to market? What are their results? Volunteers profile the competitive landscape and present their findings.

Focus on Business Development

THE FAMILY BUSINESS NICHE – Presentation by Doug Baumoel, author of *Deconstructing Conflict: Understanding Family Business, Shared Wealth and Power*

NICHE MARKETS DISCUSSION: Education, Finance, Legal, Local, etc.

FUTURE OF WORK 2018 UPDATE

SOCIAL MEDIA MARKETING UPDATE

Using Future of Work to Create a Platform to Sell Services - Model presentation to HR groups by J. Fitzgerald
Re-imagining Outplacement – If we could rethink Outplacement, what would it look like? What would make it a no brainer to buy? What outcomes and results would have to be present? What are our clients’ future needs and what solutions do we have to develop to address them?

John facilitated the group in developing 4 personas.

Saturday

Focus on Coaching

The Coaching Landscape – What does it look like today and where is it going?

Partners present success stories related to selling coaching across the OIGP system. This is an opportunity to share proposals, pricing, duration, content, delivery challenges

- Moving toward multi-step coaching.
- Offer onboarding orientation – 6 months – clients looking for greater retention – important to health care systems.
- How to differentiate yourself when everyone is a coach? Show you have substance.
 - Beginning to end vs hourly competitors.
 - Targeted coaching for specific behaviors.
- “OIGP Coaches” – John suggests we develop for each location a page with photo/bio of the Partner + 3 top coaches – He will send example
- Require certification for staff?
 - ICF – International Coach Federation
 - AC – Assn for Coaching
 - EMCC – European Mentoring & Coaching Council
 - ICCI
 - Patrick Lenzione – Markku in the beginning of that. Also used in Denver and Denmark. Doing exercises – for board/team coaching. Certification for a product. Wiley.
 - Joe: Executive Assessment Institute – “Drag coefficient” – Joe will send info to everyone
- Damien shared “The Choice Way” graphic
- Discussion of fees
 - Seems to be consensus that contract coaches get 50-60% of fee.
 - In Ireland, typical hourly rate is 250-500 Euros
 - For 3-month coaching programs, \$10-12,000
 - For 6-month coaching programs, \$15-18,000

Spreadsheet administered by Ling Tyler-Bennett (UK partner) of multi-national companies located near a Partner, characterized by Industry - shown

After much conversation looking at the industry verticals, one was selected for a collaborative effort: Life Sciences – Joe, Bernardo, Jerry, John, Damian agreed to work together to further develop these prospects. Bernardo will use the AIMS model to convene the group.

We will continue compiling the global list of corporations.

Separately, there is a list of 1,300 client companies on OI Solutions. They are not characterized by industry. Claudia will add a field to capture industry on the OI Solutions company record.

REFERRALS: UPDATES, REQUIRED TRACKING

GDPR:

Privacy Statement needs to be added to OIGP website.

Need to clearly state what collected personal data OIGP is keeping.

Referrals Between CNI and OIP

Jerry – extensive spreadsheet of referrals put together in Torino

Stockholm Meeting in Oct. 18-20, 2018

Jonas gave an overview of the program.

Starts with Thursday dinner

Site for Spring 2019 Global Meeting

Ireland