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Business in Vancouver January 27-February 2, 2009; Issue 1005

HR survey of B.C. leaders

CareerPlan and BC HRMA surveyed HR leaders in B.C. about their plans around staff reductions and the use of outplacement services to support those staff. The demographic profile of the 205 respondents closely matched the profile of BC HRMA's 4,600 members.

Key findings were:

- 43% of organizations in B.C. are in the middle of or are intending to layoff staff at this time;
- operations and finance are the two biggest functional areas where layoffs occur;
- the top-three factors driving layoffs are slowdown in demand, the need to reduce business costs, and uncertainty;
- the majority of layoffs are targeted at specific functional departments as opposed to across the board;
- 59% of organizations provided outplacement for executives; 33% provided outplacement services for clerical and front line staff.

"Over 86% of respondents indicated that their use of outplacement services has either stayed the same or increased over the last five years. This is consistent with our experience that HR managers are increasingly seeing the benefit both to their employees and their organizations for providing support for their terminated employees," said Eric Smith, vice-president, corporate services, CareerPlan.

The encouraging outcome for business is that the HR function is delivering these reductions in the most strategic and effective way, according to Ian Cook, HR knowledge and research, BCHRMA.

For more information on the survey, contact Cook, ijcook@bchrma.org, or Smith, eri@careerplan.ca.

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