



# We'll take *you* there

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Superior support for HR  
teams and employees in  
career transition

*Toombs*  
CAREER TRANSFORMATIONS

# We believe

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Transforming organizations, careers and lives

At Toombs, we're more than your average transactional outplacement firm. We partner with organizations, easing the stress on internal HR teams through intentionally personal, discreet and tested processes.

Find out more about our intelligent outplacement and HR services.

[www.toombsinc.com](http://www.toombsinc.com)

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*You've been a trusted partner to us and I so appreciate your style. I always knew we could count on you. Your team leader is calm, collected, compassionate, insightful, organized, very professional and highly astute, features which are incredibly helpful when we are handling such delicate situations.*

- Corporate HR Leader  
Calgary, Alberta

# The *Toombs* Commitment

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## A letter from our President

Change has been the one constant for Albertans in the last few years. The Alberta economy, our workplaces, and the job market have changed. From COVID to oil price pressures, the Alberta work landscape has been hit hard. For Toombs to serve our clients to the level that they now need, we knew we had to make changes to meet these new challenges. We needed stay clear headed and focused. We needed to bring our very best thinking and tools to help our clients see the way forward, to help them rise above.

Toombs as an organization had to change more in the last few years than we may have in the previous years combined. Given this level of change, we wondered if our communication and identity reflected the firm we are today. The answer was no, and yes. There were a lot of things we were already doing, online classes, online virtual coaching sessions, lots of technology-assisted applications, along with our usual face-to-face consulting, but very few knew about it.

So, we embarked on a strategic process to properly reflect the Toombs of a new decade while honouring and celebrating our first 30 years. Some things about our firm are changing significantly, and others – like our commitment to building relationships through human-to-human interaction – will always be prominent.

Through the highs and the lows, our team has risen to each challenge, delivering superior outplacement support to our partners and assisting with career transformations for the individuals we serve — all done virtually for most of the past year.

We still believe that people need people, and we will continue to deliver with that model as our foundation. We are locally owned, make decisions here in Alberta, and will do what we need, when we need it, in the best interests of those we serve.

*Mark*

Mark Toombs  
President



# Outplacement and HR support for Alberta's *leading employers*

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At Toombs, we're ready with the support you need when you need it. We partner with organizations, assisting internal HR teams through personalized, discreet and tested processes. We gain the trust of outgoing employees and engage them in our innovative people-based programs — setting them up for success and new possibilities.

# Why work with *Toombs*

## Employer brand protection and smoother career transitions

When you offer your outgoing employees Toombs' services, you are not only doing right by them, you are minimizing disruption in your existing workplace, protecting your reputation, supporting your talent acquisition strategy and keeping former employees on your side. We operate as an extension of your HR team, bringing 30 years of high-quality outplacement experience, knowing the right things to say at the right time.

<b>ENHANCED REPUTATION</b>	<b>REDUCED RISKS AND COSTS</b>	<b>PROJECT AN EMPLOYEE FIRST CULTURE</b>
<p>Protecting your reputation is critical particularly in light of the difficult new reality we face. As we build trust with those let go, transforming their thinking and their careers, we minimize the adverse social impact disgruntled employees can cause.</p>	<p>Effective and reputable outplacement service means lower severance costs and fewer legal claims.</p>	<p>Working with Toombs means your existing employees know you put people first. This protects your culture, influences retention and increases productivity in your work place.</p>

# Take Charge of *Change*

## Offering ongoing supports for HR teams

As we move into a new era, we must recognize that the workplace and the expectations of employees are rapidly changing. We can be your trusted partner, helping you mentor your employees, sustain momentum and build a foundation for the future.

Toombs has the resources, experience and programs to support your HR teams, your managers and your most promising employees. Our proven approach positions professional development for success and accelerates company performance as we focus on career progression within your organization.

We also offer career management programs that help to train managers, leaders and employees to have "career conversations" and become active participants in their own careers.

- Leadership development
- Team building
- Stress management
- Internal transitions
- Organizational change
- Workforce planning
- Return to work
- Conflict resolution

# Explore our career transition programs

Toombs offers employers a variety of program options to choose from when transitioning employees. All are supported by our online learning academy. Please get in touch to discuss the option that's right for you.

START UP	DISCOVER	HORIZON
One-Month Program	Two-Month Program	Three-Month Program
Personal assessment to discover behaviour and competencies to support job search	Personal assessment to discover behaviour and competencies to support job search	Personal assessment to discover behaviour and competencies to support job search
Personalized 1:1 coaching	Personalized 1:1 coaching	Personalized 1:1 coaching
Access to 14 in-house workshops for length of program	Access to 14 in-house workshops for length of program	Access to 14 in-house workshops for length of program
24/7 Access to Toombs Online Academy	24/7 Access to Toombs Online Academy	24/7 Access to Toombs Online Academy
Access to office space	Access to office space	Access to office space

"Our team knows the big transitions in life are tough and take an emotional, mental, physical and financial toll. Our understanding of job change and career transition runs deep."

- *Elizabeth Wade*  
 Career Management Services Coordinator





*Throughout the transition process my coach was supportive, encouraging and focused on my needs as an individual. Thanks to her help, I quickly landed a new position that is radically different to my old role, one which I probably would never have contemplated.*

- Toombs Client

<b>ELEVATE</b>	<b>SUMMIT</b>
Six-Month Program	Twelve-Month Program
A customized coaching program designed for senior professionals. 1:1 coaching can be accessed through the duration of the program (unlimited coaching sessions)	A customized coaching program designed for senior professionals and C-Suite Executives. 1:1 coaching can be accessed through the duration of the program (unlimited coaching sessions)
Access to 14 in-house workshops for length of program	Access to 14 in-house workshops for length of program
24/7 Access to Toombs Online Academy	24/7 Access to Toombs Online Academy
Sophisticated career and psychological assessments to support the stress-related transition issues and explore career transformation options	Sophisticated career and psychological assessments to support the stress-related transition issues and explore career transformation options
2 individual sessions with an experienced financial planner who offers advice on how to handle the severance package, tax implications, investment options and budgeting concerns	Time as needed with a financial advisor
National networking opportunities	National networking opportunities
	Executive onboarding support

# High *touch* meets high *tech*

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## The Toombs Online Academy

Personal service is at the heart of what we do. The value of one-to-one support for individuals in career transition cannot be replaced, but it will be enhanced through the programs offered via Toombs Online Academy.

Our academy is a cohesive and elegant single platform solution that seamlessly provides resources to support the work transitioning employees do with our seasoned coaches.

Through this perfect blend of resources, Toombs consistently delivers participant-focused experiences that get results.

The Toombs Online Academy is more than a job search portal—it's a smart, seamless way to organize all the tools and resources you or your

employees need at every stage of a career transition, all in one place, available day, night, at home or on-the-go.

- Face-to-face workshops and live coaching with our certified career coaches
- Career assessment tools
- e-Learning for enhanced training
- Resume and cover letter builders
- Practice and refine your interviewing skills with our interview simulator, record and playback function, or online live with your coach
- Networking tools
- Job search tracking tools
- e-Library gives you access to resources specific to your job search
- Online scheduler

## Online Workshop Offerings

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Everyone's journey is different. Our popular series of interactive, self-paced courses help you or your employees navigate each stage of career search.

- Your Personal Brand
- Networking—Why and How?
- LinkedIn Lab 1: Beginner to All Star
- LinkedIn Lab 2: Beyond All Star
- Transferable Skills
- Insights from a Recruiter
- Researching Companies
- Negotiating Job Offers
- Managing Stress During Times of Change
- Exploring Entrepreneurship
- Launching Your New Venture
- Contracting Your Services and Expertise
- Small Business Q&A with a Certified Accountant
- Aspire to Retire





# Introducing *Transform*

Thought provoking articles delivered to your inbox

At Toombs, we're proud of our intelligent outplacement processes perfected over our 30 years supporting Canadians as they transition to new beginnings. In recognition of our 30th Anniversary in 2020, we're thrilled to launch the Toombs blog, Transform. Here we'll deliver thought-provoking concepts, time-saving techniques, and job search tips—all in an effort to support businesses, HR professionals and employees looking for a fresh start.

Employees need to support every stage of a career transition, all in one place, available day, night, at home or on-the-go.

Sign up for Transform at [www.ToombsInc.com](http://www.ToombsInc.com)



# How we *help*

## A Toombs case study

When an Alberta-based financial company faced the largest restructuring in their company's history, they turned to Toombs for support to dramatically downsize their workforce. Toombs led a complex employee reduction program that shifted the organization's workforce across multiple remote locations throughout Alberta.

## The Situation

Toombs' role was to address change at the financial company and ensure employees felt supported — whether they were leaving or continuing with the company. Since the departure notifications would take place across multiple locations, some in remote areas, they needed our support to help steady the ship within and offer outplacement support for those leaving.

The HR and managers required thorough coaching support to prepare for the downsizing. Toombs was on hand through every step of the planning and follow-through processes.

## Our Approach

Our outplacement team worked closely with the financial company's HR team during the planning and coordination process of this significant termination. We provided unlimited support including training and regular touch points to the HR and management teams leading up to employee notifications.

The support to the HR team included training on releases, stress management and change management. We also helped with notification scripting to ensure a high-quality, respectful and consistent approach was taken throughout the process.

To reduce the impact on the remaining workforce, we collaborated with the HR team to:

- Create an information package including a Q&A document to address any fears, concerns and questions raised by the notifications;
- Develop notification messaging and communication strategy; and
- Run team town hall meetings on the day of company downsizing.

## The Results

The detailed planning and communication strategy paid off. The layoffs went smoothly, the HR team felt they were well-guided and stress was reduced. Meanwhile the remaining employees were given the time and attention they deserved through the process. Questions were answered at the town hall, they weren't caught off guard by the announcements, and 1:1 sessions were available to help with anyone experiencing survivor symptoms. This important piece of the strategy meant the company did not also have to battle low morale and disengagement following the layoffs.

Immediately after the layoffs, all career transition follow-up meetings were scheduled to ensure each affected employee was assigned their own Toombs career coach to start supporting them.

# Toombs work with the *impacted* employees

## Sally's story

Sally was a long-standing employee of the financial company. She was also a single parent under significant pressure to find a new job as soon as possible. Sally struggled with pessimism and a lack of confidence. She had also not looked for work in almost a decade so felt lost as to where to begin online. We accelerated our work with her to both reduce her stress by reconnecting her to her successful career history, helping create high impact marketing materials, and collaborated on a work search strategy which optimized her likelihood of success. After five weeks of coaching with Toombs, Sally was successfully employed.

*\*We take our clients' confidentiality seriously. While we've excluded their names, the results are real.*

Toombs detailed outplacement programs — as detailed on pages 6-7 — are a combination of highly personalized 1:1 coaching along with online training. It allows transitioning individuals to explore their passions, hone their job search skills and find new jobs and activate rewarding careers.

## Robert's story

Robert was a fairly new employee to the financial company and expressed a wish to explore other types of work that could be more interesting and challenging for him. Robert expressed an interest in going back to university but was uncertain whether his high school grades would be sufficient. His Toombs coach helped Robert build work search skills as well as supporting his career transition efforts. Robert successfully enrolled in a technical program at SAIT after completing his program with Toombs.



"Our core values are RESPECT, INTEGRITY, QUALITY, CARING AND SUSTAINABILITY. We live, breathe and work with these foundational principles in our daily lives at Toombs."

*- Floyd*

General Manager, Edmonton



# 30 years of *-serving* clients and our communities

Toombs is celebrating 30 years of providing Career Management Services here in Alberta, and globally through online networks.

Since starting our first office in Calgary in 1990, and opening in Edmonton in 1992, we have seen significant growth and are solidly established in our local communities. We are also actively serving clients around the world through our Arbora Global Partners network.

Throughout the last three decades, we have had the privilege to collaborate with compassionate, smart and dedicated Human Resources professionals, while working with talented clients to gain traction with their career. We are proud of our longevity in this industry as we continue to innovate and thrive alongside the ups and downs of Alberta's economy.

"We are innovative and tuned in to the needs of our customers. We believe in driving service and technology improvements, ensuring that we deliver solid solutions to our HR partners and individuals in our care."

*- Roselyn*

Roselyn Hinman  
General Manager, Calgary



[www.toombsinc.com](http://www.toombsinc.com)

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