

National level job coaching: getting back to work



The challenge: supporting unemployed back into work in Sweden

When the financial crisis affected the Swedish labour market with more people looking for jobs, the Swedish Public Employment Service contracted Manpower to support the efforts to find people work.

ManpowerGroup is the world leader in innovative workforce solutions, connecting human potential to the power of business. ManpowerGroup serves both large and small organizations across all industry sectors through four main brands and offerings: ManpowerGroup Solutions, Experis, Manpower and Right Management. With global insight and local expertise, ManpowerGroup partners with clients to accelerate their business by providing the people and services that raise the quality, productivity and efficiency of their total workforce, including recruitment and assessment, training and development, workforce consulting, outsourcing and career management. ManpowerGroup operates a worldwide network of offices in 80 countries and territories.

Manpower, in partnership with cut-e who provided tests, questionnaires and training on how to best use these, coached and supported job seekers in Sweden with the aim of getting the unemployed back into work as soon as possible.

The partnership was so successful in supporting applicants and placing them into new positions, it achieved a higher success rate than the Employment Service itself!

The solution: using Online Assessment and training to build and roll out assessment competence

Manpower, one of the more significant players in the private sector, uses cut-e tools in its employment counselling and job coaching. cut-e Sweden designed and tailored a job coaching report specifically for Manpower – with one suite of tests for academics and another for non-academics including custom-made learning styles profile.

So far over 400 Manpower employees have been trained in how to use the cut-e assessment information, interview and coach based on the assessment results and how best to give assessment feedback.

Screenshots shapes and views

The outcome: independent companies offer more value and are successful in helping people back into work

A report commissioned by the Swedish parliament and produced by the Swedish Public Employment Service, reports that in the previous year, unemployed people got greater assistance in their job seeking from private and independent job and career coaches than from the Public Employment Service.

25% of those who had been supported by a private coach had been offered a job within 14 days of the project start date. In contrast, 22% of those who undertook a three-month coaching programme with the Public Employment Service, found work.

One month after completing the coaching programme, whether privately or via the Employment Service, the difference was more marked. 30% of the private coaching clients had jobs, compared to 24% of those supported by the Employment Service.

Manpower and cut-e prepare job seekers for the labour market. Even at the lowest ebb of a business, companies need to hire. With the now stabilised job market and the prospect of many retiring in the coming years, businesses will need, and we are happy to help with – pun intended – manpower.

For any further information please don't hesitate to contact us!
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