



# Expert Insights No. 3

Saying Goodbye to an Employee – What it Means for Your Image!



## Saying Goodbye to an Employee – What it Means for Your Image!

"What a waste!" How many times have we heard interviewed candidates use this phrase to describe an experience they or a colleague had when leaving a company? An offhand remark like this shows that when employees with years of loyal service under their belt have a negative experience in their last weeks, it can send a terrible message and damage the company's image both internally and externally.

Our employees are our best ambassadors. We place a lot of importance on the image we are conveying to candidates during the recruiting process, so shouldn't we be extra attentive to the image a former employee will leave with – and share with others?

Our clients understand how important it is to welcome new hires; that is why they implement onboarding processes to make the transition to the new working environment as smooth as possible, often providing a company mentor. GoToFreedom has a Springboard solution that was specially designed to help with the outboarding process: customised support tailored to employees who are going through a transition, leaving the company or retiring. We help them land on their feet and preserve their self-esteem at an especially sensitive time, and we ensure that a positive image of the company is communicated – both to those on the outside and to the employees who remain.

The trick is to transform the end of one story into the start of new chapters (separate ones, to be sure) by adopting a constructive approach that ensures everyone comes out looking good.

GoToFreedom  
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## About GoToFreedom

EXECUTIVE SEARCH – RECRUITMENT – INTERIM MANAGEMENT – HR SERVICES

When Gwladys Costant founded GoToFreedom in 2013, she chose a name that underscores the firm's greatest strength – **the independence to operate freely.**

- Free to take on the Executive Search and Recruitment assignments for which we provide real added value.
- Free to take a fresh approach to the challenges of our European clients.
- Free to provide customised solutions.
- Free to live up to the values in the codes of ethics for our industry, our clients and our candidates.

*"At GoToFreedom, we have built our reputation and forged lasting relationships with clients and partners through our unique approach and our ability to successfully complete challenging assignments."*

*"Our partners trust us because they know that we always strive for excellence and we never rest on our laurels."*

*A precise, thorough methodology is the key to a successful search process. At GTF, we deploy our I2APG methodology for our markets and our global search assignments, reaping the benefits of an international network cultivated for over fifteen years by Gwladys Costant and her teams.*

## GoToFreedom

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