



## Corporate Case Study

### 95% Of Staff Transit To New Roles After Undergoing Career Transition Program

#### Introduction

In 2020, the COVID-19 pandemic rocked the world and inevitably changed the fabric of society. The containment response measures initiated including lockdowns, and social distancing created social and economic challenges that affected world trade and movement.

Not-for-profit organisations were not left untouched by the pandemic. They experienced reduced funding as donors prioritised their efforts to fight the global challenge that was impacting the economies and health status of people around the world.

#### Challenge

Our client, an international not-for-profit located in Kenya, had built a unique employer brand position was faced with the same global challenges including reduced funding for its operations.

The equation became, how do we best deliver impact with limited resources without losing talent and branding position as a great employer?

One thing that stood out about the Client is they had built a reputation in how they work by applying innovative approaches in its interventions and testing new ideas.

The leadership took a risk in their restructuring strategy to discontinue certain programs and focus on minimising losing talent, a trend that was practiced worldwide in 2020.

The restructuring heightened anxiety amongst staff. The expected changes resulted in reduced productivity, engagement, and loss of quality talent. To mitigate this, the HR team engaged staff to invite suggestions on how best to navigate the changes and to also hear their fears and concerns.

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#### About Client

An international not-for-profit that delivers ambitious development goals through applying innovative approaches in their program interventions to address poverty and improve livelihoods of the poor.

They have progressive HR practices and are known for their diversity and inclusive practices, offering challenging and stretching work assignments, and global exposure to their staff.

They repeatedly attract high caliber talent.

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#### About Cedar Africa Group

Cedar Africa Group is a Change and Talent Management Advisory and Training firm offering change management training and consulting, Executive Search and Selection and Outplacement Coaching Services.



## **Solution**

The Client chose Cedar Africa Group to help with the transitional changes that employees were facing.

Together with the HR team, Cedar Africa Group coaches prioritised dealing with the fears of job loss and uncertainty about the future, by providing individualised support for all staff affected by the changes.

The restructuring that the Client had done led to the creation of new roles which were to be filled competitively by internal staff as the priority.

The HR team was keen to ensure that staff who were affected by the restructuring process were provided with the tools and support to perform well in the selection process and get into the right frame of mind. They also wanted to help the staff impacted by the change to cope and make a positive move forward, and in the event of separation assist staff remaining in the organisation adjust to the exit of their colleagues.

Cedar Africa Group co-created the Career Transition Program in order to arrive at a win-win solution for both the organisation and the employees.

To increase the confidence and dispel fears of the employees during the transition process, Cedar Africa Group coaches took the employees through several sessions to prepare them for the changes.

These included:

- Self-discovery sessions where employees uncovered and renewed their values and motivation. The employees were able to map out their desired career paths and match these with personal insights they discovered.
- Taking stock of the achievements they had accomplished in the past and how would leverage these for the roles they wanted to apply for.
- Building individualised career plans with a sharp focus on specific deliverables expected in the roles they wanted to pursue.
- Reviewing and updating resumes and cover letters for the intended role.
- Preparing for interviews for intended roles.
- Completing exercises to overcome self-limiting beliefs that were affecting them and engaging in activities that would cultivate a positive mindset and develop self-confidence in taking up new challenges.

Cedar Africa Group also offered a psychometric assessment to employees to provide scientific insight on the individual's natural strengths, work-related interests, skills, aptitudes, and talents.

This insight was invaluable during the career planning phase with employees. It helped unlock unexplored strengths that they could use to propel forward in their careers and personal lives.



## Benefit

The Career Transition Program provided by Cedar Africa Group benefits both the individual and the organisation at large.

The individual employee gets to:

- Create a vision and plan for both their career and personal life.
- Create an impactful resume.
- Prepare for interviews and the overall assessment and selection process.
- Onboard into a new position and settle in faster and make an impact immediately.
- Develop networking skills that help with engagement with new teams and peers.
- Have a mindset shift and attitude change in their approach to roles, challenges.
- Identify strengths, weaknesses, opportunities, and threats that may affect performance.
- Increased focus on deliverables for the next role.

At the workplace, the organisation experiences:

- Increased level of engagement.
- Increased productivity of employees.
- Increased trust with employees.
- Preserved reputation.

## Result

- A total of 48 coaching sessions were held with staff in leadership, managerial, technical, and administrative roles.
- 95% of the staff whose roles were at risk were successful in the interview process and offered roles.

## What some Staff said About the Program

“ The session was very interactive and gave me an opportunity to reflect on my strengths and weaknesses. ”

“ It gave me more time to help me prepare well for the future...I discovered I'm capable of driving my own destiny. ”

## Interested In The Career Transition Program?

Get in touch with a Career Transition Program Lead to explore how we can support you in your career transition as an individual or an organisation.

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