



# TRAILING PARTNER

## YOUR NEW HIRE’S PARTNER DESERVES A SUCCESSFUL CAREER TRANSITION

Choosing to relocate is a complicated decision for any couple to make. For many companies it is an additional barrier to recruiting talented staff. Our Trailing Partner Program enhances your Recruitment Strategy by offering a unique Program geared to creating the right solution that will enhance your recruitment strategy. As a strategic HR partner, we will focus on a positive transition for your new employee’s partner, while you focus on your new hire’s onboarding success.

### YOUR EMPLOYEE’S FAMILY IS OUR PRIORITY

Dual income earning families is the norm with 61.1 percent of Canadian families having both parents employed. That means when one person is offered a job requiring relocation, it’s often a mixed blessing. While an opportunity for a new position offers an exciting change to one person, the other partner can be left jobless in an unfamiliar community, with no connections, network or prospects.

In a workforce that is moving from high knowledge to high intelligence, Intentional Careers and Human Resources have the correct tools to ensure your onboarding staff member is moving ahead of the pace and settling in for workplace success. It is my intention and commitment to find the right career fit and role that enhances their partner’s career leaving your newest employee eager to get work at your business and not your competitions.

A Trailing Partner Program is designed to be a win-win-win for employers who are concerned about attracting and retaining relocated talent and for those partners supporting the new career move and now face the uncertainty of finding work in a new community.

### HOW IT WORKS

This is an employer paid service that should be offered in the earliest stages of recruitment to help attract top talent and enhance your employer brand. As an HR professional I will work with you to help you determine what will best support your talent acquisition efforts.



### CONTACT

**Gayle Draper**  
**Intentional Careers HR**  
**705-441-4591**  
[gayle@intentionalcareershr.com](mailto:gayle@intentionalcareershr.com)



**Certified Resume Writer**  
**Certified Human Resources Leader**  
**Certified Career Strategist**  
**Certified Job Developer**

### LABOUR MARKET EXPERTISE:

**Collingwood**  
**Barrie**  
**Midland**  
**Orangeville**  
**Owen Sound**  
**Orillia**

TRAILING PARTNER PROGRAM	25 hours of 1:1 support
EMPLOYEE OUTPLACEMENT SERVICE PACKAGES	
<b>CONSULTATION &amp; NEEDS ASSESSMENT</b> Set the stage for success with a targeted assessment and customized action plan. Choose service needs with flexibility and Gayle's guidance.	✓
<b>CUSTOMIZED CAREER TRANSITION GUIDEBOOK</b> A comprehensive career transition guidebook with customized complementary resources. Includes access to financial resources: budgeting and financial planning.	✓
<b>ACHIEVEMENT &amp; SKILLS-FOCUSED TARGETED RESUME</b> Customized cover letters, networking emails, and bios.	✓
<b>IN-PERSON OR VIRTUAL COACHING SESSIONS</b> (contingent on corporate location) Coaching services delivered in a confidential, safe, and nonjudgmental environment.	✓
<b>PROFESSIONAL NETWORKING &amp; INTERVIEWING STRATEGIES</b> Proven strategies and tools to help the employee clearly articulate the value proposition. Includes "elevator pitch" strategies.	✓
<b>LINKEDIN PROFILE OPTIMIZATION</b> Using SEO strategies to optimize the online presence, we optimize the profile for visibility in the target market.	✓
<b>SALARY NEGOTIATIONS &amp; 90-DAY JOB SEARCH PLAN</b> Research and positioning for the Labour Marketing, negotiating the offer and success factors for the first 90 days.	✓
<b>HIDDEN JOB MARKET MODULE</b> Educate on job market and realities of 90% of jobs are never advertised. Use our proven process to land job interviews faster.	✓
<b>MONDAY MORNING LIVE GROUP WEBINAR</b> Weekly session focused on networking, motivational strategies, and social interactions, resulting in increased confidence for virtual interviews.	✓
EMPLOYER'S INVESTMENT	\$2,800

*\*\* Length of program is flexible depending on needs. All services will be delivered 1:1 by Gayle Draper ensuring successful transitions.*

**Customized your business's needs and connect with us to collaborate**

**EXECUTIVE OUTPLACEMENT PROGRAMS**  
**DEPARTING EMPLOYEE OUTPLACEMENT PROGRAMS**  
**GROUP OUTPLACEMENT PROGRAM SERVICES**

Gayle Draper • Intentional Careers HR • 705-441-4591 • [gayle@intentionalcareershr.com](mailto:gayle@intentionalcareershr.com)  
 Certified Resume Writer • Certified Human Resources Leader • Certified Career Strategist • Certified Job Developer