

# CEO & C-Suite Succession & Your Employer Brand

## EXECUTIVE OUTPLACEMENT

reactive

- Feels punitive and creates shame in your leader
- May lead to negative employer brand
- High cortisol levels may lead to illness
- Fearfulness erodes confidence when explaining the reason for leaving/having left
- Can negatively impact the leader's family
- Takes longer to get employment if not working
- Follows the natural stages of grief cycle
- To the CEO it often feels like an afterthought

## EXECUTIVE OPTIMIZATION

proactive

- Fosters talent development as part of succession
- Your leader's dignity is preserved
- Preserves your employer brand
- Positive hormones lead to wellness
- Optimizes sustainable performance & professional development
- Empowers the executive leader
- Feels exciting and there is prestige associated with personal branding
- Longer shelf life
- Uncovers the leader's authentic messaging and differentiation in the marketplace
- Promotes self-actualization (Maslow's Hierarchy)

