

# REEDIE & COMPANY

For centuries medical professionals have used their knowledge to heal wounds, aches and injuries. But where can a doctor or health care institution find relief when they themselves are afflicted by a sudden life change, organizational disorder or growing pain? Many have discovered the cure offered by Reddie & Company.

Reddie & Company is a well-established outplacement firm with a ten year record of helping individuals and institutions through transitional distresses caused by downsizing, merger/acquisition, re-engineering/evaluation, restructuring and rapid growth. A highly qualified staff, comprised of doctoral and master-degree consultants, licensed professional counselors, CPA's and research specialists, works to minimize the trauma that affects organizations and individuals by providing them with consulting and career transition services.

This caring and close-knit team's understanding of the unique leadership, management and personal challenges facing each client is the key to their successful approach. They tailor individual plans to consider financial, career, family, and other conditions, enabling them to provide solid, sound and lasting solutions.

As a member of The Lincolnshire Company, Inc., a national organization encompassing over a dozen highly respected outplacement firms, Reddie & Company has full access to other Lincolnshire members' facilities and to medical industry markets across the country.

During the past ten years, Reddie & Company has worked with numerous health care organizations, including health

care systems, hospitals, physician groups, and laboratories to name a few. Sometimes similar groups merge, a promotion turns into a demotion, or the needs of an organization expand past the abilities of its current employees, necessitating alterations in human resource qualifications. Other circumstances call for downsizing a team, as is often the case with hospitals trying to reduce their employee-to-bed ratio. Through individual and group transition programs and organizational consulting, Reddie & Company offers educated and experienced guidance to company-sponsored individuals, helping them move forward wisely.

Reddie & Company specializes in finding solutions for key executives. The consulting team recognizes that each client situation varies, and so begins each assignment with a thorough assessment of his or her career, financial and lifestyle needs. Counselors work one-on-one with the individual to develop a process-oriented plan geared toward the candidate's carefully defined objectives. This plan may reflect several goals: implementing a personal marketing system; designing a high-quality, focused resume and corresponding marketing materials; or using video-based role playing and professional feedback to strengthen interview and communication skills.

Executives undergoing career transitions have full administrative support, first-class private office accommodations, secretarial support, and access to the Business Information Center, a computer-aided research library. The family is not forgotten either. Counseling assistance extends to affected family members so they can function together as a healthy, supportive unit in backing the executive. Once the executive begins the job search, counselors remain available to assist the candidate with interview analysis, job offer evaluation and salary negotiation.

Reddie & Company also provides career transition assistance to lower-level managers, professionals and support personnel. Programs either combine individual sessions with group workshops of two to ten attendees, or are solely workshop-based. Primary goals of the workshops are identifying career objectives, preparing a polished resume, strengthening job search and communication skills, and implementing strategies for date-driven, effective self-marketing. In addition, follow-on support services may be available for several months into the job search, depending on the employee's level.



*The key to Reddie & Company's successful track record is the comprehensive, in-depth understanding of the leadership, management and personal challenges facing each client. Highly competent consultants with extensive health care experience work one-on-one with the individual to develop carefully defined career, financial and lifestyle objectives and strategies.*

Hourly-wage employees receive similar instruction for job search basics. Reddie & Company's seminars condense workshop material into one or two days, allowing counselors to share with a larger audience of ten to twelve people the critical steps in launching a successful career.

While employees benefit from these programs, the health care organization itself frequently turns to Reddie & Company for consultation. Senior consultants with extensive health care experience provide guidance in such areas as leadership and management development, team and productivity renewal, succession and termination planning, and post-downsizing training.

As long as the health care industry concerns itself with the welfare of human beings, it will need the assistance of career diagnosticians. Reddie & Company sees its health care services practice expanding as national health care reforms continue to apply economic and competitive pressures on the medical community. "We have helped hundreds of health care professionals make successful career changes in this very complex environment," says Mike Walsh, President and CEO. "And we will continue to develop leading-edge technology and processes that enable members of the health care community to make efficient and fast career changes." ■

The effects of down-sizing, mergers, exceptional growth, and other organizational changes usually require the assistance of a specialist. Reddie & Company designs its transition programs to assist terminated employees in dealing with these changes in a positive manner, while maintaining company morale and positive feelings among the "survivors." Reddie & Company's talented staff, wide scope of services, highly ethical standards and human understanding form the basis of confidential, trusting and lasting client relationships.