

Acclaimed Model of Excellence

Digital Equipment Corporation: Galway, Ireland
Leadership, Legacy and Corporate Social Responsibility

Values & Corporate Social Responsibility

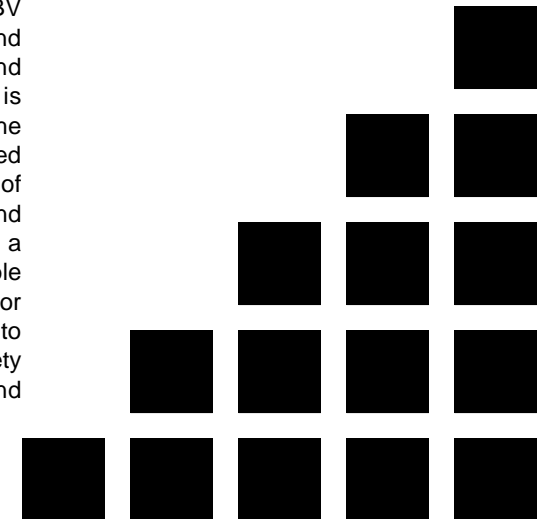
Digital Equipment Corporation
A Values-driven, Pioneering Initiative



Honesty and respect for customers and employees

Enlightened Leadership and Corporate Social Responsibility in Action! The most notable application of the values-driven model of excellence illustrated overleaf was at the Digital Equipment International BV plant, (Galway) in the early nineties. This highly acclaimed project, which embraced an extensive and diverse series of enterprise and career development programmes and related staff mentoring and counselling services (c. 450 displaced managerial, technical, professional and administrative staff), is generally cited as the Irish outplacement model of excellence. It should be explicitly recognised from the outset that how fairly and credibly (sensitively, thoughtfully and caringly) departing employees are treated are crucially important issues for the morale, motivation and disposition of remaining staff, the retention of talent, and the brand, reputation and renewal potential of the organisation (see: Brand, credibility and reputation are just a 'tweet' away). Genuinely caring organisations will provide substantially more than a mandatory financial settlement and cursory generic advice to employees who have given loyal and valuable service. Authentic, values-driven organisations anticipating change resulting in significant 'decruitment' (or whatever the euphuism) will be concerned to ensure that displaced employees are suitably developed to adapt to the changing circumstances and equipped with the skills, knowledge and attitude to mitigate anxiety and stress (personal and family) and identify, research and pursue alternative career options and opportunities. This is the essence of enlightened leadership and corporate social responsibility today.

**Helping displaced employees rebuild confidence
in their competence, resourcefulness and self-efficacy**



© www.frank-coyne.com

There is a difference between what you have a right to do, and what is the right thing to do - Stewart

(01) 288-5628; (087) 254-2634; consult@eircom.net

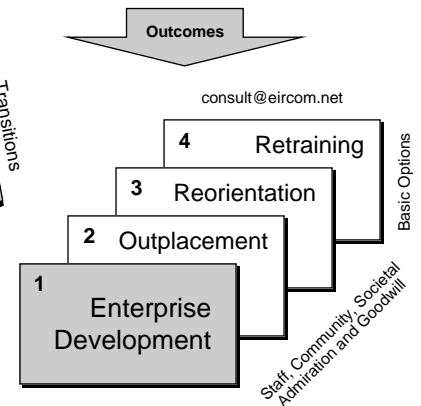
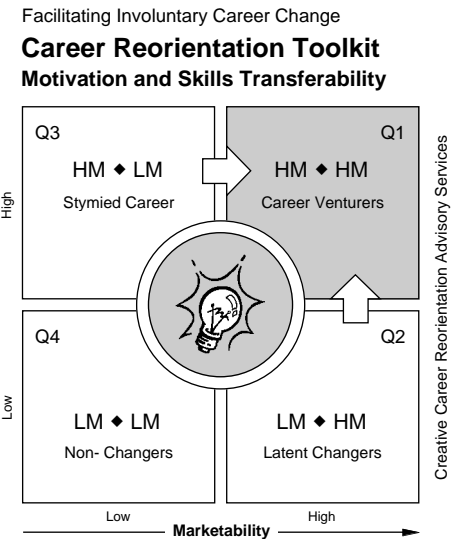
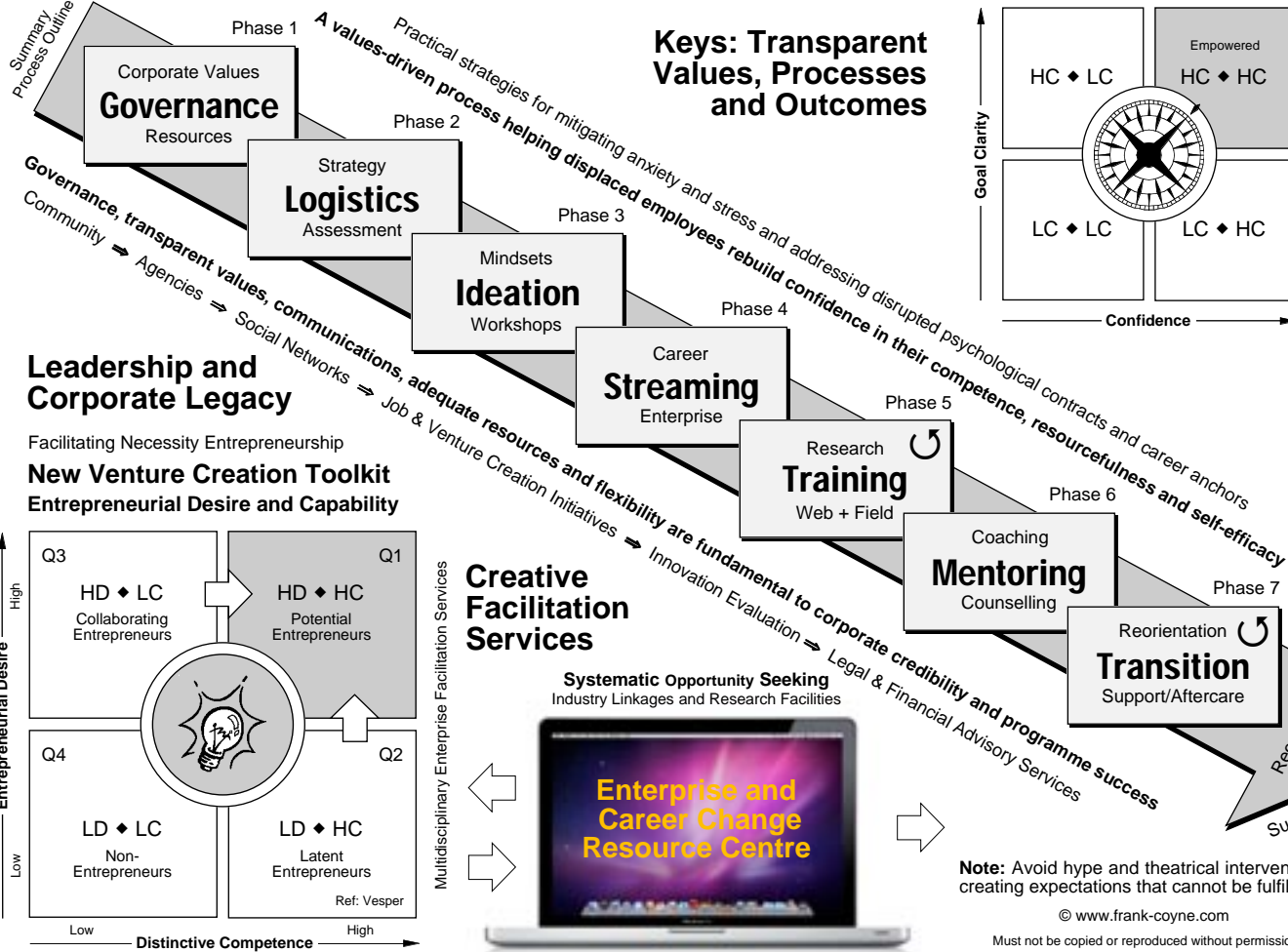
Facilitating Necessity Entrepreneurship and Involuntary Career Change

Acclaimed Model of Excellence

CSR in Action!
Schematic: A Crisis New Venture Creation and Outplacement Programme



Ex: Leading Outplacement Initiatives



Brand Risk, Ethical Standards, Reciprocity of Behaviour: How fairly and credibly (sensitively, thoughtfully and caringly) departing employees are treated are crucially important issues for the morale, motivation and disposition of remaining staff, the retention of talent, and the brand, reputation and renewal potential of the organisation (see: Brand, credibility and reputation are just a 'tweet' away). A notable application of this values-driven model was at the Digital Equipment International BV plant, (Galway) in the early nineties. This highly acclaimed project, which embraced an extensive and diverse series of enterprise and career development programmes and related counselling services (c. 450 managerial, technical, professional and administrative staff), is generally cited as the Irish outplacement model of excellence.

Helping staff respond constructively, adaptively and creatively to the personal, professional and emotional challenges of workplace change

A values-driven, caring and socially responsible intervention designed to modulate anxieties and provide creative and practical help to people, communities and organisations in transition
There is a difference between what you have a right to do, and what is the right thing to do - Stewart

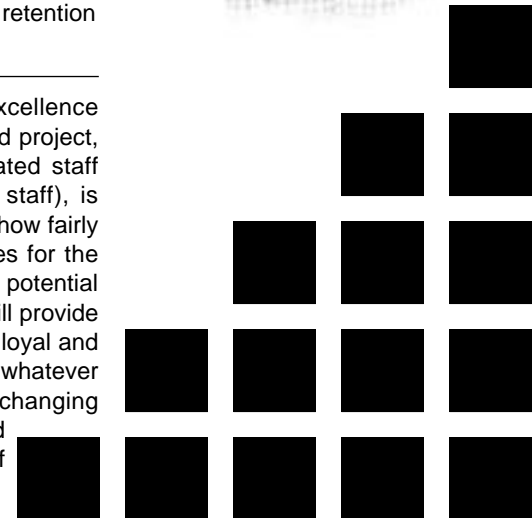
Profile: www.frank-coyne.com

Introduction: We are a creative team of management consulting and training professionals with more than thirty years experience working with National and International Businesses, Banks, Financial and Professional Services Organisations, Government Agencies, Utilities, The Graduate School of Business UCD (Advanced Management Programmes), NGO's and growth-oriented SME's. Developing and facilitating problem solving groups at all levels, in the context of fulfilling important objectives and goals, and helping organisations creatively address the challenge of Change, Growth, Leadership, Management Development, Employee Engagement, Innovation and Learning are major features of our work programmes.

Our Mission is to empower individuals and organisations to significantly enhance their performance capabilities, creative potential, adaptability and quality of working life. In our view, prosperity and competitiveness depend primarily on the extent to which organisations anticipate and respond purposefully to change and the extent to which human talent, at every level throughout the organisation, is developed and applied to the value creation process. Our philosophy is not just to advise clients but also to actively help them translate that advice into a practical and effective course of action consistent with their organisations objectives and aspirations. Our benchmark quite simply is excellence and our over-riding goal is to add value to everything we do on behalf of our clients.

Our Services: We work in partnership with several leading organisations in the design and presentation of 'action-learning' programmes to achieve specific results. Many of our programmes integrate business development, training and mentoring into a seamless process. Our programmes and workshops are renowned for their practicality and their ability to unlock the psychological energy that motivates achievement, innovation and learning - the keys to engagement, loyalty, talent retention and ultimately, a better bottom-line.

Corporate Social Responsibility in Action! The most notable application of the values-driven model of excellence illustrated was at the Digital Equipment International BV plant, (Galway) in the early nineties. This highly acclaimed project, which embraced an extensive and diverse series of enterprise and career development programmes and related staff mentoring and counselling services (c. 450 displaced managerial, technical, professional and administrative staff), is generally cited as the Irish outplacement model of excellence. It should be explicitly recognised from the outset that how fairly and credibly (sensitively, thoughtfully and caringly) departing employees are treated are crucially important issues for the morale, motivation and disposition of remaining staff, the retention of talent, and the brand, reputation and renewal potential of the organisation (see: Brand, credibility and reputation are just a 'tweet' away). Genuinely caring organisations will provide substantially more than a mandatory financial settlement and cursory generic advice to employees who have given loyal and valuable service. Authentic, values-driven organisations anticipating change resulting in significant 'decrement' (or whatever the euphuism) will be concerned to ensure that displaced employees are suitably developed to adapt to the changing circumstances and equipped with the skills, knowledge and attitude to mitigate anxiety and stress (personal and family) and identify, research and pursue alternative career options and opportunities. This is the essence of enlightened leadership and corporate social responsibility today.



© www.frank-coyne.com

Facilitating Necessity Entrepreneurship and Involuntary Career Change.

A Values-driven, Pioneering Model of Excellence

(01) 288-5628; (087) 254-2634; consult@eircom.net

Please email consult@eircom.net for permission to download a review copy of this or any of the related documents.