



# iRelaunch Overview

## *Upwardly Global Employer Working Group*

Colleen Olson, Senior Director of Business Development

July 10, 2025



## OVERVIEW OF IRELAUNCH

# Our Mission

- Our mission is to normalize career breaks.
- Since 2007, we have partnered with employers on 1,500+ career reentry programs and presentations, helping nearly 350 clients across the globe connect with, hire and onboard relaunchers.

**PIONEERS IN CAREER REENTRY ON A MISSION TO  
NORMALIZE CAREER BREAKS SINCE 2007**

*Access, Hire, Onboard, and Retain Returning Professionals*



OVERVIEW OF  
IRELAUNCH

# Thought Leadership





## THE ROI OF HIRING RETURNERS

# Who is a Relauncher/Returner?

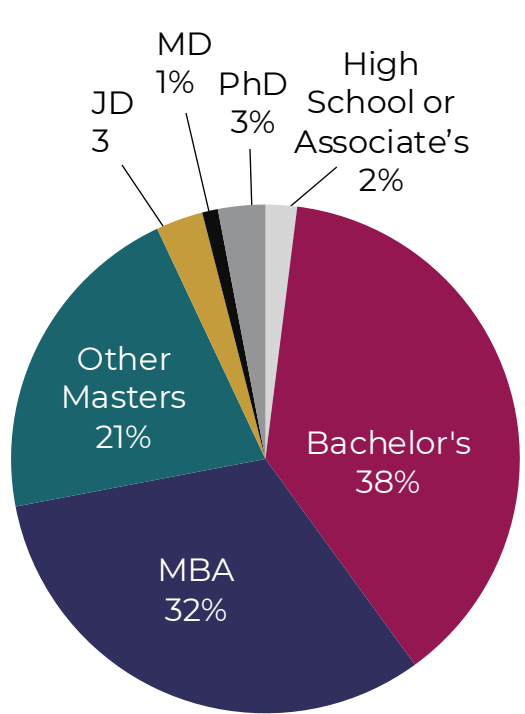
A mid-career professional who has taken a career break for reasons unrelated to their work performance. Examples of career breaks include:

- Childcare
- Eldercare
- Health issue
- Underemployment
- Time after military service
- Military spouse
- Volunteer work
- “Un-retiring”
- Entrepreneurial ventures
- “Trailing” partner or spouse on overseas assignment

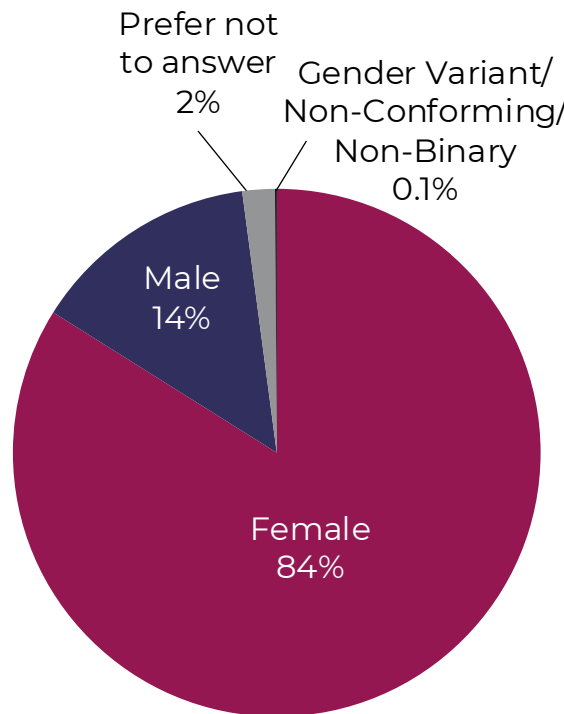


THE ROI OF HIRING RETURNERS

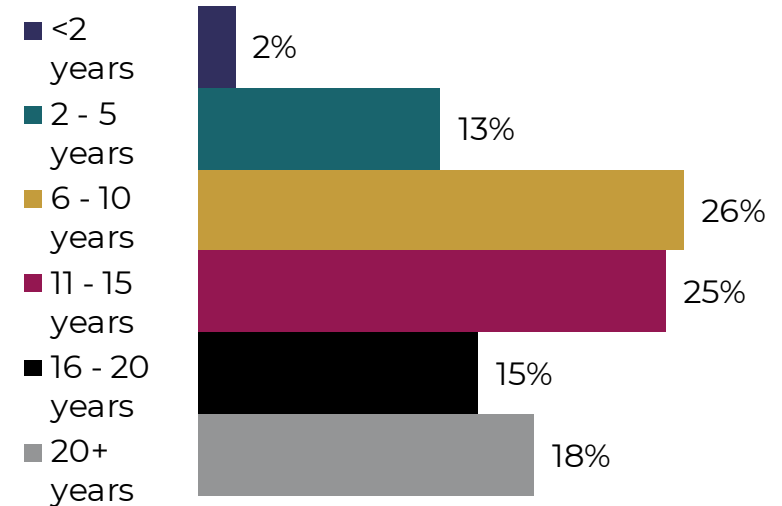
# 2024 iRelaunch Conference Attendee Data



Education



Gender



Work Experience



## OVERVIEW OF IRELAUNCH

# Why Employers Partner with iRelaunch

- **RECRUIT** at the iRelaunch Return to Work Conference and Job Fair
- **POST JOBS AND SEARCH CANDIDATES** on the iRelaunch Job Board
- **ONBOARD** new hires with iRelaunch e-learning subscription or virtual live training sessions
- **STRENGTHEN RETURNER ENGAGEMENT** with iRelaunch community meetings and/or individual coaching
- **OUTREACH** to iRelaunch community – 125k+ and growing
- **ADVISE AND TRAIN** recruiters and managers of relauners





**125,000+**  
highly engaged, highly  
accomplished  
relaunchers in our  
community

## OVERVIEW OF IRELAUNCH

# Why Returners Come to iRelaunch

- Return to Work Conferences
- Email and Social Media Outreach
- Podcast, Blog, Other online content
- iRelaunch Return to Work Roadmap
- iRelaunch Job Board
- iRelaunch Recommended Coaches



OVERVIEW OF  
IRELAUNCH

We focus on  
both sides of  
the equation

iRelaunch is there for the entire journey

Relauncher		Employer
<ul style="list-style-type: none"><li>● Roadmap</li><li>● Podcast, blogs</li><li>● Community</li><li>● Outreach</li><li>● Job Board</li></ul>	<b>Recruit</b>	<ul style="list-style-type: none"><li>● Job Board</li><li>● Outreach</li><li>● Conference</li></ul>
<ul style="list-style-type: none"><li>● Conference</li></ul>	<b>Hire</b>	<ul style="list-style-type: none"><li>● Conference</li></ul>
<ul style="list-style-type: none"><li>● e-Learning/live</li></ul>	<b>Onboard</b>	<ul style="list-style-type: none"><li>● e-Learning/live</li></ul>
<ul style="list-style-type: none"><li>● Community Meetings</li></ul>	<b>Retain</b>	<ul style="list-style-type: none"><li>● Community Meetings</li></ul>





## SUCCESS STORIES OF RELAUNCHERS

# iRelaunch 3, 2, 1 Podcast Series

Featured as a "Top Career Podcast" since its inception in 2017, [\*\*3, 2, 1 iRelaunch Podcast\*\*](#) focuses on getting relaunchers Back on the Career Track and making their return to work smooth and successful. It highlights strategies, advice and success stories about returning to work after a career break.





Relaunching in Engineering After 22 & 19 Year Career Breaks

Gabriella Bean & Sue Spillane

3,2,1 iRelaunch Podcast



THE ROI OF  
HIRING  
RETURNERS

# Flight to Quality

## WHY RETURNERS ARE HIGH ROI HIRES

MATURE

EDUCATED

STABLE LIFE STAGE

HIGH RETENTION  
RATES

WORK ETHIC



THE ROI OF  
HIRING  
RETURNERS

# Career Reentry Program Retention Rates

## Self-reported from employers with programs running three to eight years:

- Employer 1: 70-75%
- Employer 2: 71%
- Employer 3: 89%
- Employer 4: 80%
- Employer 5: 100%
- Employer 6: 78%
- Employer 7: 80%
- Employer 8: 86%
- Employer 9: 93%
- Employer 10: 85%

**RANGE: 70-100%**

**AVERAGE: 84%**



# Employer Offerings

Our clients look to us for help ranging from designing, building, and expanding entire programs to individual elements. Services include but are not limited to:



Pilot Launch Package



Program Expansion Package



eLearning Training Package



Conference Sponsorship



Dedicated Information Event



iRelaunch Job Board



FINDING RETURNERS

# iRelaunch Return to Work Conference

- Three-day Conference held virtually each May and October
  - Days 1 & 2: Talks, panels
  - Day 3: Virtual job fair
- Sponsored by employers interested in hiring relaunchers.

Thank you to our Conference Sponsors!

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**MOODY'S**

**Deloitte.**

**DTCC**

**SMBC**

**FRIEND**

**AIG**

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**Swiss Re**

**workday.**

iRelaunch  
**RETURN to WORK**  
CONFERENCE  
and Virtual Job Fair

**October 8-10 2024**



# iRelaunch

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