

NAVIGATING LIFE AFTER A LAYOFF

KEY TAKEAWAYS



Thanks for joining the insider's waitlist for my LinkedIn Learning course, "Navigating Life After a Layoff." Haven't watched the course yet?

[Click here.](#)

This course is based on my own recent experience with being laid off – I sincerely hope that it helps you regain your confidence and move towards your future.

AVOIDING A NEGATIVE SPIRAL

A layoff is a traumatic event. You may experience the stages of grief – and while it's important to feel your feelings, it's also important to move forward once the initial emotions subside. Here are a few ways to rebuild your confidence:

REFRAME THE SITUATION

If you talk to people a few years after they've been laid off, often they will say it's the best thing that ever happened to them. What if this layoff is not rejection, but opportunity?

CREATE A "BRAG SHEET"

List your strengths, your skills, and past projects you're proud of. This is helpful on two fronts: It helps build your confidence, and it starts to prepare you for job interviews.

TAKE ACTION

Brushing up your resume, broadening your network, and helping others will help you take back control of the narrative, and build self-confidence.

CAREER PLANNING AFTER LAYOFF

A layoff often forces a moment of soul-searching. Let's make the most of it! Maybe you'd like the same sort of role at a different company – but maybe you've always wanted to pivot, and never had the opportunity.

Here are some questions to ask yourself before moving on to your next thing:

- What are your values?
- What sort of life do you want for yourself in 5, 10, 15 years?
- What skills do you have, and what skills do you want to learn?
- Do you care about working remote, in-person, or hybrid?
- What's your working style?
- What have you liked most about past jobs, and what have you liked the least?

SHARING YOUR LAYOFF STORY

Sharing that you're out of work is no longer shameful – in fact, you probably have plenty of people in your network who would love to keep an eye open for opportunities. A few tips:

- Know that you don't need to share right away. Take time to process in private and with trusted friends.
- Don't just leave it at, "I got laid off." Let people know what you're looking for next, and highlight some of your previous experience.
- Consider including a picture with your post to add a deeper sense of human connection.
- Be vulnerable and genuine. These are the posts that resonate most with others.



LEVERAGING YOUR NETWORK

85% of jobs are filled through personal connections. Here are some ideas for getting started with leveraging your network:

- Once you know the kind of role you're looking for, check who your network is connected with on LinkedIn, and ask for an introduction.
- Offer to help your network as well! Networking is a two-way street.
- Make a list of people who've supported you in the past, and send them a personalized note letting them know that you've been laid off and you're looking for a new role.

Here's an example of what that outreach note can look like:

Hi NAME,

It's been a while since we last chatted! I hope you're well.

I was recently laid off, and I'm using my new free time to catch up with my network. I'd love to hear what you've been up to, and to share more about what I'm looking for in my next role if you're open to it.

Would you be free for a 15-minute chat?

Lorraine

FOUR WAYS TO ENSURE A SUCCESSFUL INFORMATIONAL INTERVIEW

1 - Send a personalized and polite note sharing who you are, why you're reaching out, and why you're reaching out to this person specifically. Show you've done your research!

2 - Make scheduling easy. Use a calendar link with multiple available dates and times.

3 - Ask for a quick 15 minute chat, so it doesn't seem like a heavy lift.

4 - Have a prepared list of questions, but stay flexible if the conversation goes in interesting directions.

Bonus tip: Follow up! After chatting, send a thank you note and keep them posted on your progress.

ASKING FOR RECOMMENDATIONS

Being recommended by others is an excellent form of social proof – it shows positive outcomes from working with you. Here are some guidelines for how to ask former colleagues and collaborators for their recommendations:

- Give clear questions and guidelines so the recommendation will be helpful to you in the kind of role you'd like to find.
 - Do you want them to highlight your marketing skills, your clear communication, or your skill at culture-building? Ask them to mention it!
- Ask them to give the recommendation on LinkedIn, so potential employers can see it when they go to check out your page.
- Offer to write one back. It will show you had a good working relationship, and also keeps this networking activity a two-way street.



AVOIDING JOB APPLICATION BURNOUT

When you're thrown back into the job hunting market, it can be easy to go into overdrive, only to deal with a slump in applications in a week or two. Here are some ways you can avoid that application burnout phase:

- Set realistic goals. Settle on a reasonable number of job applications you'd like to submit per week, and stick to that!
- Take breaks. Go for walks, make a meal that you enjoy, or take some time to get organized.
- Prioritize the opportunities that seem like a better fit. Targeted, thoughtful applications will go further than ones that you throw together quickly.



SHOWING YOUR IMPACT

You can write in your resume that you were highly impactful in your previous role, but it's much better to show it with concrete data and language. Some tips on how to do that:

- Use the STAR method (situation, task, action, result) to share your wins in job interviews.
- Use as much data as possible. Quantify your impact with cold, hard data.
- Use strong action verbs – such as "led," "created," "improved."

LEVERAGING LINKEDIN FOR YOUR JOB SEARCH

LinkedIn is a platform that is literally made to connect professionals. If you've eschewed LinkedIn in the past, now's the time to jump in with both feet. Some ways you can dive in:

- Turn on job alerts. Set multiple alerts for different regions and roles you're interested in.
- Use LinkedIn's interview preparation feature. You'll get tips from experts, plus the chance to practice your interview responses.
- Indicate that you're open to work on your profile.
- If the job listing shares the hiring manager, send a connection request with a personalized message.

Thanks again for joining the waitlist! Here are a few more resources to help you on your job-searching journey:

THE ULTIMATE GUIDE TO LINKEDIN

You can download the first section of my guide to LinkedIn – how to optimize your LinkedIn profile – [here](#). You can download this section for free!

If you'd like the full 40+ pages, which covers networking, content creation, and more, you can get an exclusive 20% off here through the end of the month. [Click here!](#)

BACK FROM THE ARCHIVES

Three newsletters that I've brought back from the archives to help you with your job search:

1: ONE EASY WAY TO EXPAND YOUR NETWORK ON LINKEDIN

2: AVOID THIS RESUME TRAP

3: POLISH YOUR PRESENCE FOR REMOTE INTERVIEWS WITH THIS VIDEO SETUP

LINKEDIN PROFILE AUDIT + ASSESSMENT

I'll conduct an audit of your LinkedIn profile and provide personalized feedback, plus concrete suggestions for how you can make your profile stand out to potential colleagues and hiring managers.

I'm offering 20% off of this audit for the first 20 insiders who book. [Click here to sign up for your audit!](#)

Thanks again for participating in this course launch – if the course helped you, please consider leaving a review + testimonial. Each one helps, and I read them all!