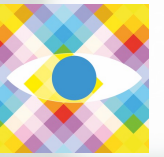


HAPPY HOLI... WTF?



Edition 08
The Layoffs Continue

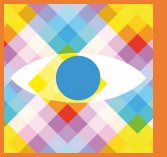


My heart truly goes out to all of those affected by the layoffs recently in Big Tech and Media.

First off, Believe that when one door closes, another one will open.

There is a lot of angst and nervousness today as companies continue to have layoffs. It is likely a course correction, but it is a new opportunity for reinvention.

I am here to support anyone who needs it. Some tips follow...

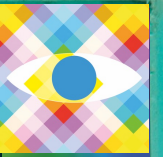


If you know someone who was laid off recently, take a second and write them a recommendation on LinkedIn.

Reach out to some past recruiters, get them connected with the people you know.

Show compassion!

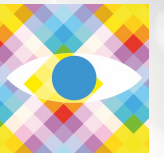
For those laid off, your career development is not your employer's job but yours. Think of what you have gained from your time with that company and move on. It was a business decision.



Life is Upside Down

If you are facing layoffs?
You're not alone.

- Define your ideal workplace of culture
- Outline skills and workplace values
- List your passions



Then, brainstorm new roles that engage your skills and passions. Lastly, rewrite your resume to highlight why you're a great fit for that type of role.

Take a deep breath and manage your stress.





Your Next Move

Take the time to figure out your next move. How do you pivot? How do you grow the trajectory of your current career? How can you utilize your expertise to start your own business? These decisions are important as you update your resume, apply for jobs and reach out to connections.



Connect?

Probably one of the better gig economy services is Upwork. Check it out. Build a profile and start seeing opportunities immediately.

<https://www.upwork.com>

There is a multitude of coaches out there, but one I recommend:

Gwenne Wilcox is an excellent coach.

<https://www.linkedin.com/in/gwennewilcox/>



More Resources

Jobscan - We all know bots (Applicant Tracking Systems or ATS) process your resume. Jobscan can help you optimize your resume for the bots, and give you suggestions to help land you in the "yes" pile.

Wordtune - Polish up your writing with this free plugin. Game changer for resume writing, portfolio summaries, LinkedIn Bios, etc.

Canva - If you are a true creative, you likely hate Canva and embrace Adobe or FIGMA, but you can create a free, badass resume that will help you stand out from the crowd. Always keep a generic MS Word version to submit to the various services.

Mock Interviews - Ask friends to interview you. Practice. Practice. Practice. Record your self on a private zoom to see how you look.

Video Conferencing Platforms - Download and be ready WELL BEFORE your virtual interview. Choose lighting options, audio connections, background image, etc. Zoom, MS Teams, Google Meet and Webex are prominent. Zoom is my Fave.

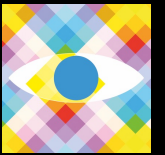
Cheat Sheet- Never underestimate the power of a good sticky note on your monitor during a video interview. Write down the interviewers name and a few tidbits during the chat.

The Crazy One Podcast - A super podcast by Stephen Gates who's been in our shoes. This episode is specifically about layoffs and what you can do to get back in the saddle.

https://lnkd.in/gK_k_3h7

NerdWallet - Free Budget Planner Worksheet -

No one really wants to talk about money, and yet, it's one of the biggest stressors when being laid off. <https://lnkd.in/gQAWpT52>



If you want to join a discussion on Clubhouse. Join us Wednesday.

Clubhouse Presents MediaSlam

design + content + tech



Curt Doty
Storyteller,
Strategist, Creative



Gwenne Wilcox
Brand Strategist,
Business Coach

Personal Branding in the Identity Crisis Crisis
Wednesday, December 21, 9:30am PT

Photos courtesy of FreePik and Unsplash

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