

HOSTED BY YOUR COACH: PHOEBE GAVIN

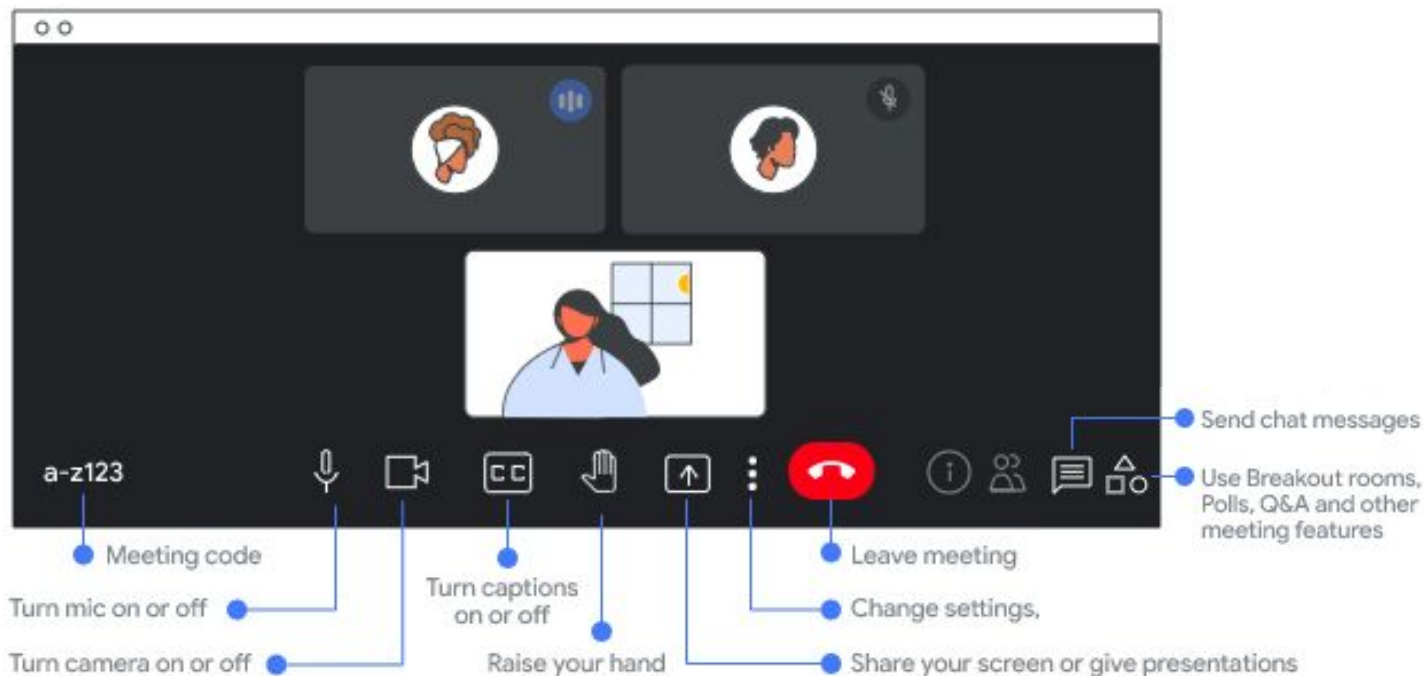
HOW TO

Layoff-Proof Your Career

Strategies for building professional resilience, one week at a time

BUT FIRST...

Welcome to Google Meet!



Why we're here:

The economy is shaky and the rash of layoffs has many people wondering: **"Am I next?"**

Some people will wait in fear until the blade falls or this moment passes. **They'll stay vulnerable.**

Others will take action now to design and implement a Plan B. **They'll build professional resilience.**

≡ Forbes

FORBES > BUSINESS

BREAKING

Nearly 60,000 Laid Off In January So Far As Major Firms Increase Cuts

Brian Bushard Forbes Staff
I cover breaking news for Forbes

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Jan 21, 2023, 10:29am EST

I had to learn the hard way.

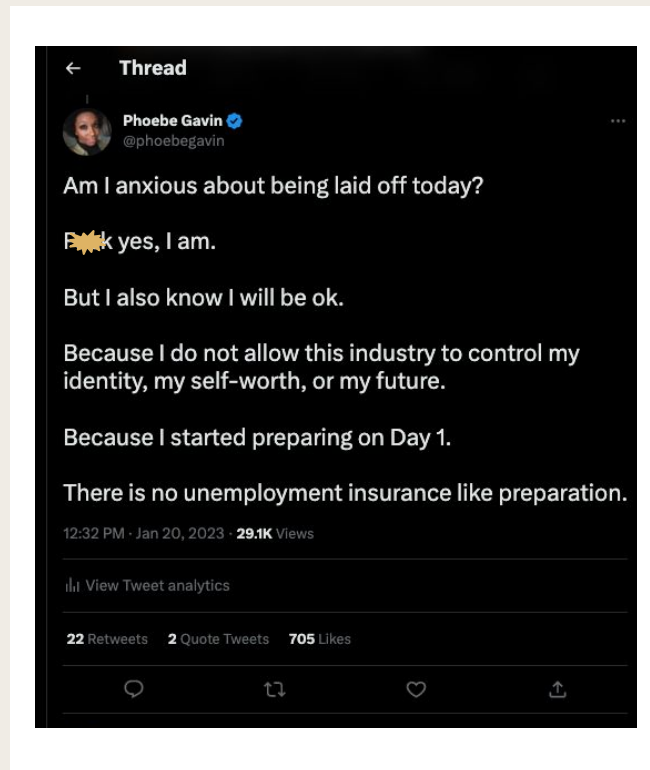
My first layoff in 2015 was a disaster. A lucky break from a connection got me out of it, **but not unscathed.**

I got a job after four months of unemployment, but I was **\$15,000 in credit card debt** and terrified.

I vowed to never get caught without a backup plan again. So I worked steadily and diligently to build professional resilience.

I do not have a super power. **I am simply consistent.**

You do not need a superpower either. **Just consistency.**



The Three Pillars of Professional Resilience

Resilience (n): The capacity to withstand or to recover quickly from difficulties

SUFFICIENT SAVINGS

Unlearning bad money habits

Increasing your earnings

Building your financial literacy

ROBUST NETWORK

Developing your professional pitch

Pushing through anxiety and insecurity

Building your unique networking habit

MARKETABLE SKILLS

Building your industry knowledge

Developing your functional skills

Exploring your passions and interests

WHAT CAN PROFESSIONAL RESILIENCE DO FOR YOU?

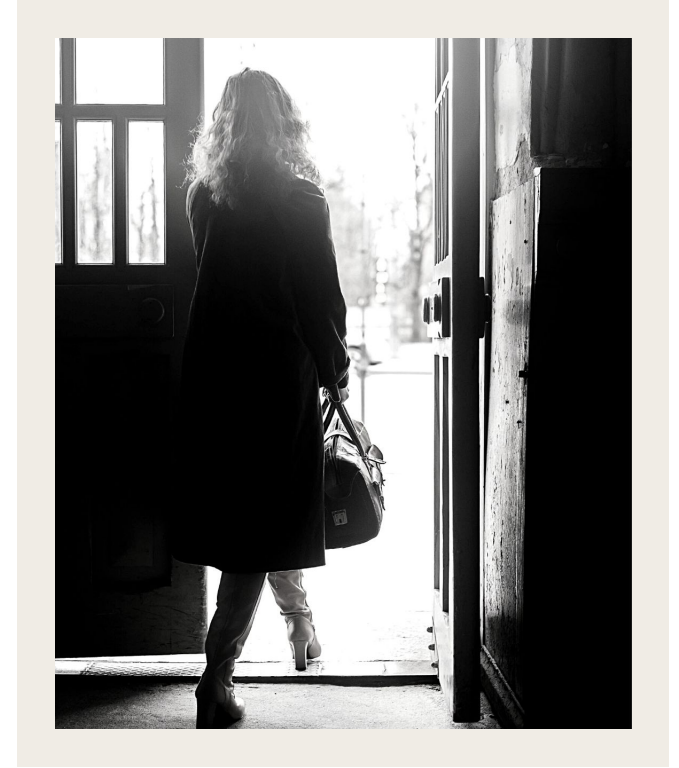
It's not just about layoffs.

If the company isn't giving what you want...

- lack of growth opportunities
- plateaued pay
- lack of flexibility
- boredom, tedium, or monotony
- unsustainable workload

...you're not stuck or trapped there.

Professional resilience frees you from bad jobs.



BE ADVISED:

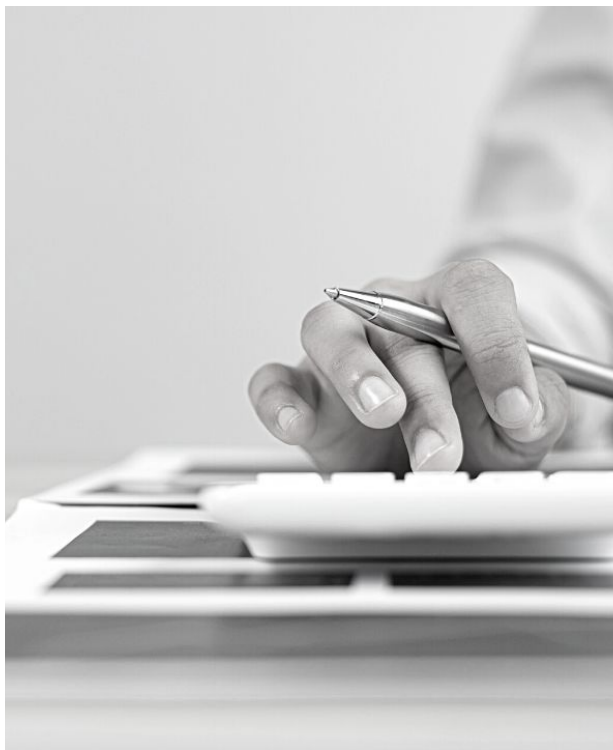
I am not a licensed financial expert!

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In order to make the best financial decisions that suits your needs, you must conduct your own research and seek the advice of a licensed financial advisor or planner if necessary. Know that all financial decisions involve some form of risk and there is no guarantee that any strategy, tactic, or instrument will be successful in making, saving, or investing money; nor is there any guarantee that you won't experience any loss when managing your money.

Always make informed decisions with due diligence using diverse, reputable sources.



Pillar One: Sufficient Savings

Our capitalist society is built around driving consumption (AKA spending).

Most personal finance advice is about ways to cut spending and budget more effectively.

Lack of financial education means most people learn money lessons through trial and error (with lots of error).

→ **UNLEARN BAD MONEY HABITS**

→ **INCREASE YOUR EARNINGS**

→ **BUILD YOUR FINANCIAL LITERACY**

INPUTS = OUTPUTS

Build Your Financial Literacy

- Add reputable resources to your media diet
- Ensure you're getting diverse perspectives
- Find time to go deep with books or courses
- Hire a licensed financial planner or financial advisor
- Be skeptical and ask lots of questions





CHANGE STARTS WITH AWARENESS

Unlearn Bad Money Habits

- Reflect on your money history
- Explore your money models
- Shed unhelpful money stories
- Identify your spending triggers
- Make adjustments that build toward better habits

YOU CAN'T CUT YOUR WAY TO SECURITY

Increase Your Earnings

Budgeting is essential, but it has limits. A smart budget helps you slice the pie in the most responsible way.

But cutting spending can only get you so far.

Eventually, you have to start **growing** the pie.





Pillar Two: Robust Network

Networking feels awkward and overwhelming, but the benefits are worthwhile.

Think of it as a skill you build through practice.

Build a practice that is sustainable for you.

- DEVELOP YOUR PROFESSIONAL PITCH

- PUSH THROUGH ANXIETY AND INSECURITY

- BUILD YOUR UNIQUE NETWORKING HABIT

DEVELOP YOUR PROFESSIONAL PITCH



Your professional pitch has three parts:

- A highly-discoverable LinkedIn profile that represents you well
- A compelling resume that's easy to update
- A tight elevator pitch you can deliver confidently on cue

BUILD TALL, BUT START SMALL

DO IT ANYWAY.

There's only one way to deal with networking nerves.

- Networking is a skill you build with practice.
- Practice in a way that works for you, but don't avoid it.
- The more you do it, the easier it gets.
- The more you do it, the more you benefit from it.
- **FOCUS ON SHOTS OVER BASKETS**



Build Your Unique Networking Habit

CURRENT AND FORMER COLLEAGUES

Just say hello

Exchange goals and aspirations

Add them on LinkedIn

TRADE GROUPS AND ASSOCIATIONS

See what's out there

Explore one at a time

Request reimbursement

INFORMAL ONLINE COMMUNITIES

See what's out there

Ask for recommendations

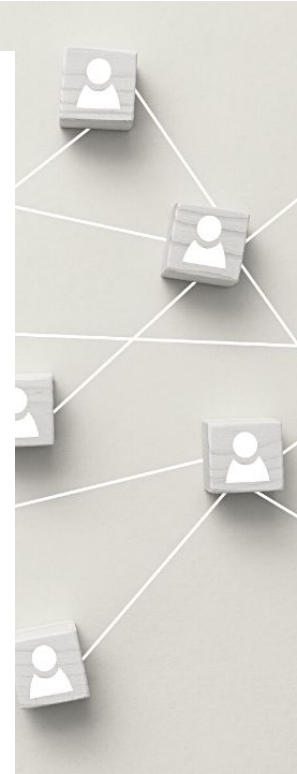
Listen for norms before participating

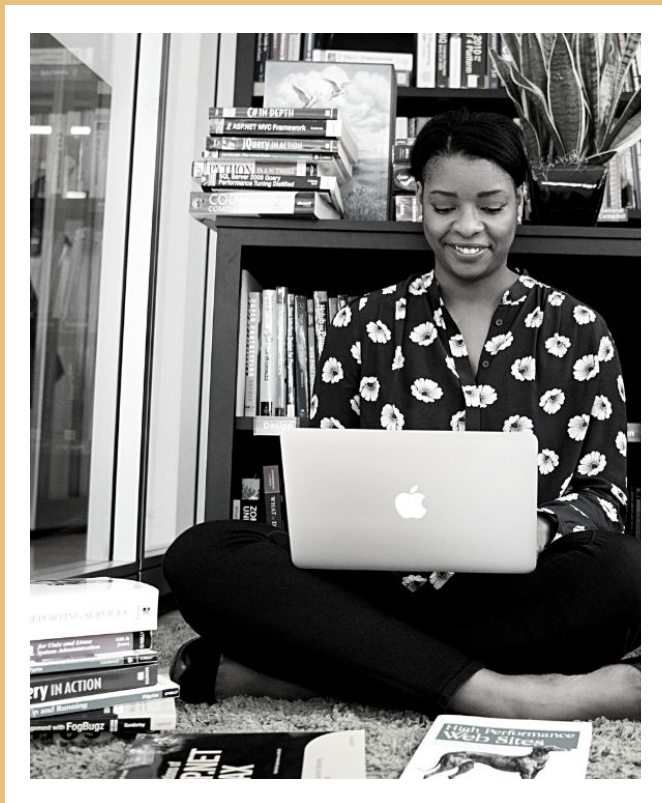
REMEMBER: Marathon, not a sprint.

WHY IT'S WORTH IT:

5 compounding benefits of networking regularly

1. Increased professional credibility
2. Increased perceived market value
3. Increased messages from recruiters
4. Increased referrals and job leads
5. Increased industry knowledge





Pillar Three: Marketable Skills

Don't get stuck in a static understanding of your field or industry. Get curious about how it's growing and changing.

Listen to the market and invest in the skills that make you more valuable to your industry.

Learn about how your passions and interests can be monetized and turned into a career pivot.

- BUILD YOUR INDUSTRY KNOWLEDGE

- DEVELOP YOUR FUNCTIONAL SKILLS

- EXPLORE YOUR PASSIONS AND INTERESTS

AVOID THE TUNNEL VISION TRAP:

Build Industry Knowledge

- Understand your industry beyond your function
- Know what companies are ascending or waning and why
- Learn how your skill is used beyond your current job
- Study people at the top of your field and industry



INVEST IN YOUR PROFESSIONAL DEVELOPMENT

Develop Your Functional Skills

REQUEST, NEGOTIATE, OR CREATE

Don't wait for your company to
“develop” you. Develop yourself.

- Use what's available or offered
- Ask for what's not
- If they say no, negotiate
- If that doesn't work, do it yourself



EXPLORE YOUR PASSIONS AND INTERESTS



Are your favorite activities marketable or monetizable?

- Reflect on why your favorite activities bring your joy
- Learn about the economy around your favorite activities
- Experiment with ways to monetize them
- Pay attention to whether the joy increases or decreases
- Learn about the entrepreneurial lifestyle and skill set and whether its a fit for you

SIDE HUSTLES AND CAREER PIVOTS

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WHY PEOPLE DON'T TAKE ACTION:

“I don't know where to start!”

1.

It doesn't matter where you start. It matters that you start.

Start literally anywhere.

JUST START.



WHY PEOPLE DON'T TAKE ACTION:

“What if I do it
wrong? What if I fail?”

2. Get ok with failing forward.
Give yourself grace to grow. Focus on getting better, not being perfect.

Ask for help when you get stuck.



WHY PEOPLE DON'T TAKE ACTION:

“I have too much
going on right now.”

3. What's the status quo costing you?
We all have full lives. But what is
your life full of?

Is there anything you can shed to
make space for your goals?

As long as you do *something*,
your future self will thank you.

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LET'S LAYOFF PROOF YOUR CAREER TOGETHER!

Career Explorer

INCLUDED

30 MINUTE COACHING SESSIONS

RESUME REVIEWS

COVER LETTER REVIEWS

LINKEDIN REVIEWS

UNLIMITED EMAIL, TEXT, & VOICE MESSAGING ACCESS

UNLIMITED COURSE ACCESS

FREE ACCESS TO PAID WORKSHOPS

LIFETIME ACCESS TO RECORDINGS & TRANSCRIPTS



LET'S GET STARTED!



How I can help:

CAREER COACHING CONSULTATION | 30 MIN | \$49

01. Talk through your goals and challenges

02. Identify the next steps that will help

03. Decide if coaching makes sense for you

[BETTERWITHPHOEBE.COM/CONSULT](https://betterwithphoebe.com/consult)

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