



**BRANDRESUMES**  
*Secure a better future*



# **The Definitions, Explanations & What You Need to Know**

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# Introduction

Taking care of the employee offboarding process successfully with nobility and care fabricates more prominent trust in your association as a business, improves your work image, and helps position you as a business of choice. This authoritative guide will lead you through the procedure in a bit by bit way easily.

*"Do the right thing for tomorrow, today has its own set of challenges."*

**Brandon Mitchell**

CEO & Founder of BrandResumes

*"Nothing kills your company culture like layoff."*

**Herb Kelleher**

Southwest Airlines



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# What is BrandResumes Outplacement?

BrandResumes Outplacement puts your employees first during times of basic business change with an adaptable virtual solution that delivers effective outcomes. With a basic push of a button, career coaches are accessible and prepared to offer extraordinary direction.

**Unlimited, affordable, on-demand solutions for your employees protecting your employer brand**



BrandResumes's cost-effective outplacement solutions accelerate meaningful career change for your employees through an easy-to-use proprietary platform with on-demand one-on-one career coaching. It's everything you need through an easy to use online portal.

**Progressive results and higher satisfaction with candidates landing jobs 3x faster than other outplacement services**



Career coaches offer strategic and practical guidance that help candidates find jobs faster through the following:

- Resume writing, cover letter writing, and LinkedIn profile development
- Interview coaching and best proven strategic interview practices
- Salary negotiations and a live job market temperature check
- Resume distribution and filling out job applications on your behalf

**Cutting edge platform and client relationship specialist to guide clients through the entire job-hunting experience**



Dedicated client relationship specialist will support the candidates through workforce change events, while our intuitive and comprehensive online portal will provide them with tools that maximize each employee's unique career opportunities.

**Mitigate the risk of costly litigation fees by aligning your severance packages to brand values**



**Create positive company culture by fostering loyalty among the remaining employees**



**Cut business costs by attracting rebounding talent with a strong employer brand**



**Protect your company brand and reputation by preventing negative feedback**



# BrandResumes Official Offboarding Agenda

Worker partitions can be hard to adapt to, not to mention track. Relocation can be difficult for the director to convey the news to the HR proficient helping the activity and, a large portion of all, for the employee(s) released. Treating the employee(s) with most extreme poise and following the means delineated in this plan limits hazard to your association and aides the isolated employee(s) on the best way to concentrate on progression.

## How to Prepare

- Decide the method of reasoning/business case for the choice
- Decide the planning of notice and viable date of layoff
- Decide if meeting is virtual or face to face
- Determine any security requirements for the notification meeting
- Determine any severance bundle
- Prepare layoff paperwork (counting legitimate discharges, assuming any)
- Build a careful correspondence plan
- Draft ideas for notification meeting
- Inform key staff individuals about the upcoming meeting
- Coach/train the HR lead or supervisor who will convey the message
- Prepare for notification meeting(s)
- Determine notice support (for example HR, security, outplacement organization, lawful administrations)
- Determine progress support (for example outplacement organization)
- Review neighborhood, state, and government work guidelines to guarantee consistence
- Conduct investigation to guarantee that the arranged RIF activities don't have unique effect on a secured class of people
- Review and decide Older Workers Benefit Protection Act (OWBPA) consistence guidelines
- Determine whether the Worker Adjustment and Retraining Notification Act (WARN Act) guidelines apply, and, provided that this is true, consolidate the fundamental strides into your arrangement.
- Review state laws to decide any extra necessities

\*Some states have enactment that stretch out WARN-type notice prerequisites to private companies

## Notes

### How to Execute

- Conduct notification meeting(s)
- Deactivate frameworks, email, and security
- Collect organization property and materials in an auspicious way
- Channel messages to employee's organization email account sent to a supervisor
- Communicate with different employees, as considered vital
- Process HR/Payroll partition of worker in an auspicious way

### How to Manage Post Outplacement

- Execute post-activity correspondence plan
- Be accessible and watch for confidence issues and offer help if fundamental
- Monitor outplacement organization progress
- Conduct bi-weekly calls to guarantee individual advancement

### Notes

# How to Lead a Notification Meeting

This area is intended to help you in structuring employee layoff notices and to work through the rebound procedure with nobility.

Cautious thought should be given to the planning of the warning, that is, the time and date of the gathering where a employee is educated regarding their business partition. Make certain to likewise give the powerful date of the division. For instance, the time and date from when the individual will never again be viewed as a worker of the organization. The best date will in general fall midweek, so don't follow up on a Monday, Friday, weekend or any occasions.

Turnover occurs during any quarter, and it is a vital piece of each organization's working. Regularly, decreases in power (RIFs) influence numerous workers without a moment's delay, and different occasions, they influence only one employee. Despite the organization or industry, the manner in which we treat workers as they exit has never been more urgent than it is today.

On the off chance that a cutback or end is executed in the correct way, the influenced workers feel assuaged that they have been treated with poise and regard. All the more critically, they leave with a progressively positive impression of their boss image and be increasingly centered around the genuine assignment of increasing new work openings.



*"BrandResumes is a blessing. The thought of applying for jobs is a stressful task without confidence in the one document which shows who you are in one page. I thank BrandResumes for the confidence and support as I embark on my job search. The patience and professionalism is priceless."*

**Michele Wiley**

# Pre-Notification Meeting



**The organization's goals for the notice meeting are as per the following:**

- 1** To direct succinct partition gatherings in an aware way that advise workers that their occupations are not, at this point required, and they are no longer needed for work.
- 2** To protect the corporate and company brand according to the overall population and for future enrollment.
- 3** To limit negative effect on workers leaving, to and increment consistency standards for current employee.



**Warning Meeting Definition:** A notice meeting, or RIF notice, is where the business gives formal notification to a employee that their work has finished. Cautious arrangements and arranging are generally significant. In the event that you need the connection between the employee and the supervisor to go as easily as could be expected under the circumstances, follow these key advances.



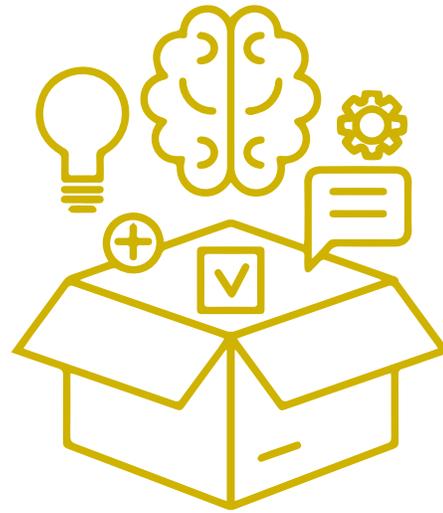
**The notification meeting objectives for the employee are as per the following:**

- To tune in and comprehend the message as it is planned. **1**
- To hold regard and respect all through the procedure. **2**
- To know the assets accessible to aid their change and have bearing with respect to what the following stages are. **3**

## 1 Give Resources

Be prepared to give assets to the worker to assist them with the progress:

- Outplacement resources—such as BrandResumes Outplacement Services—to assist in employees' transitions, interview preparation, job searches, and resume and LinkedIn profile preparation
- Career focus assets if pertinent
- Other organization or outer network assets if accessible
- Information on Human Resources and advantages of transition methods



## 2 Prepare to Address Tough Questions and Emotional Reactions



- Try to foresee inquiries early and set up the responses to those inquiries, so you are not caught off-guard. Make sure to have a container of tissues accessible, in the event that something goes wrong.
- Take the essential time to make appropriate plans for the notice meeting.
- Consider having a proper individual (for example a secretary or office collaborator) who isn't against meeting and advising the worker of the gathering. This permits you to present the motivation behind the gathering in a private, controlled setting
- Depending on your insight into the worker, it might be prudent to have an instructor or a Human Resources delegate accessible as needs be. Talk about with them any potential issues. Likewise, contingent upon conditions, you may likewise wish to consider additional security on the off chance that you feel there is a chance of a fierce response

*"Christina was a pleasure to work with. She was not only patient and professional but she explained everything to make sure I understood why certain things were the way they were on my resume. I feel confident going into my job search with my new resume."*

**Alexis**

# During Notification Meeting

The most effective Employee warnings are directed face to face. On the off chance that you are leading a virtual gathering, read the virtual area of this brochure. Ordinarily, the employee's chief or the office administrator leads the notice meeting. Try not to have somebody who the worker is new to lead the gathering. Follow the tips given underneath:

- *Do not beat around the bush and take part in casual conversation; come to the heart of the matter. Convey the message straightforwardly yet empathetically and permit the worker time to peruse the composed notification of cutback that you give them during the gathering.*
- *Stay with your arranged content and resist the urge to panic. Direct and clear clarifications are significant. Ensure they completely comprehend what the circumstance is.*
- *Give the employee some foundation that would help clarify why the choice is important.*
- *Do not settle on remarks or over-clarify the choice. Despite good intentions, redirecting from the message could inadvertently bargain the choice. Avoid conversations that could confound the fundamental message and cause a misconception.*
- *Be sympathetic to the employee's circumstance yet additionally be immediate and firm. Ensure that the employee realizes the choice is conclusive and non-debatable.*
- *Do not censure others for the moves being made.*
- *Do not become cautious, fierce, or factious. Try not to attempt to pass judgment on the choice.*
- *Be thoughtful to the employee's response.*
- *Tell the worker the amount you value the work they have done and perceive every one of their commitments.*
- *Allow the employee to pose inquiries and let them realize they can return to you with questions later, if necessary. Let them process what simply occurred.*
- *Listen cautiously and, after the gathering, record whatever could prompt a potential issue. Talk with Human Resources if suitable.*
- *Offer backing and support in order to treat isolating workers with the most extreme regard.*

# 1 Remain Professional

- Listen to the employee and understand. A few workers might need to pose inquiries, while others may simply need to get the data and leave to process the circumstance.
- Keep the gathering concentrated on conveying the data required and underscoring the different advantages and administrations accessible to the employee.
- Avoid negative non-verbal communication. For instance, signals, for example, more than once turning away, collapsing your arms in a shutdown stance, or checking your watch could be comprehended as being indifferent for the employee.



# 2 Be Prepared for Complications

The employee may display the accompanying standards of conduct:

- Become resistant, defensive, and/or threatening, wanting to plead their case, or bargain for another opportunity
- Want to talk with a chief or higher person in charge
- Ask common "Why me?" questions
- Threaten a claim or other conventional activity, for example, a counter objection
- Go into a condition of stun and refusal over what's going on
- List the repercussions from the activity misfortune
- Try to make the issue individual or about execution
- Argue about an individual being held whom they accept is less competent, has less status, and so on.
- Break down genuinely



*"You guys are the best. I just passed my first interview and have another to go. Thank you for putting together an awesome resume. Will definitely recommend to friends and family."*

**Emma**

# 3 How to Deal with Emotional Reactions

Be prepared for the following reactions:

**On the off chance that outrage/threatening behavior happens, at that point:**

- Respond to obnoxious ambushes calmly yet legitimately
- Listen
- Remain quiet, and resist the urge to panic
- Do not examine employee execution issues
- Stop the gathering until the displeasure stops to meet once more

**On the off chance that distress/trouble happens, at that point:**

- Offer a tissue
- Be steady however abstain physical contact with the employee
- Permit the employee an opportunity to be separated from everyone else if important
- Have tolerance

**On the off chance that refusal/bartering happens, at that point:**

- Repeat or rethink proclamations
- Empathize with the worker by utilizing explanations, for example, "I realize this is unforeseen..."

**In the event that relaxedness happens, at that point:**

- Allow time for response
- Offer to respond to questions
- Explain subsequent stages and measures

**In the event that they become quiet/quiet, at that point:**

- Acknowledge the worker's sentiments
- Allow the worker to talk about sentiments and show compassion
- Ask open-finished inquiries to decide whether the worker comprehends the circumstance



# Post Notification Meeting

- If suitable, lead a subsequent gathering with the employee to perceive how they are adapting and give data you couldn't give in the notice meeting
- Beware of the employee's emotional state. On the off chance that you have concerns, tell Human Resources right away.
- If the worker is working until their division date, you ought to administer this employee similarly as you would some other employee incase issues may happen



## Follow Up with Remaining Employees

Educate the rest of the workers about the actions that have been taken place. Understand and comprehend that individuals may have lost companions and may have their own tensions about their profession at the organization. Get individuals pulled together rapidly on any rebuilding, reassignment of work, or different changes. Most importantly, be immediate and clear in clarifying the conditions that hinted at the choice, the dynamic procedure, and the progressions inside the association. Offer employees the chance to pose inquiries.

# How to Lead a Virtual Notification Meeting

Business Case for RIF—Managers must have a clear understanding of the business case for changes:

## Drawback of Virtual Group Layoffs:

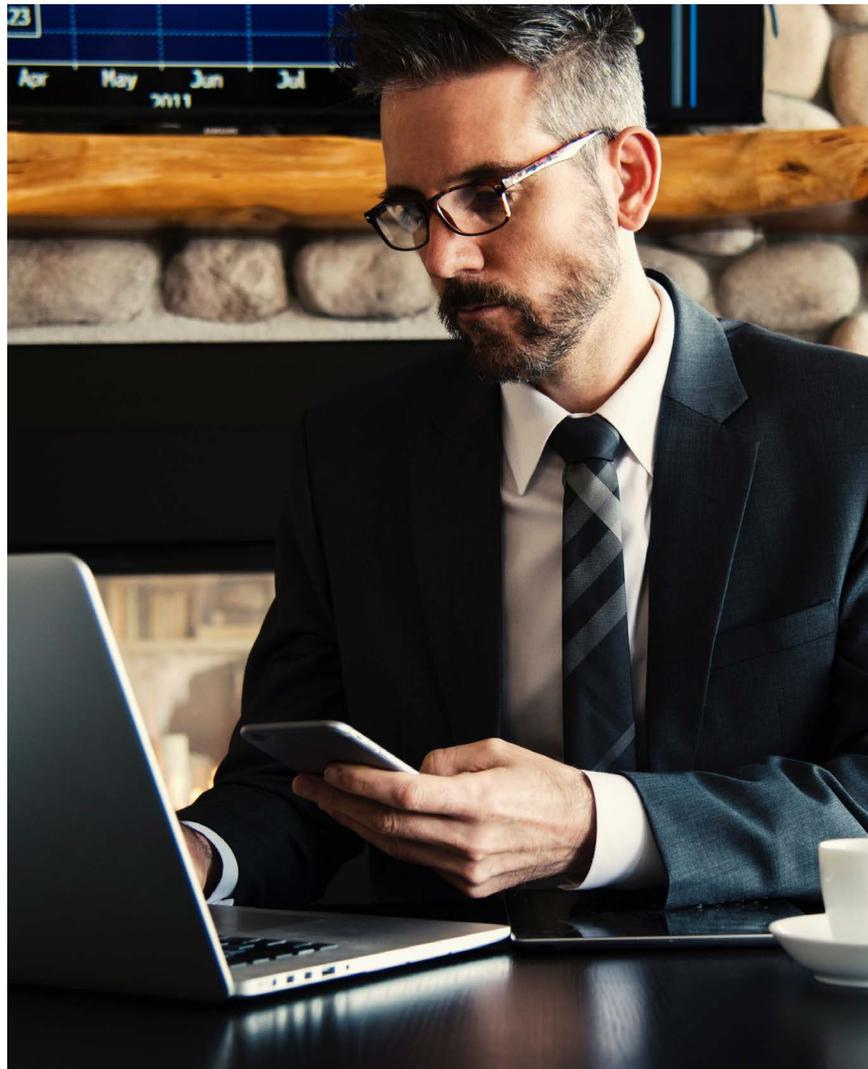
- Not Personal to worker, shock factor
- Employees may sign in late for the gathering
- Difficult to address all inquiries and realize who has what issues
- Difficult to oversee whole gathering's feelings after the message is conveyed

## One-on-one Virtual Notification Meeting:

- Maintain secrecy, and give worker the choice of joining the videocall
- It is normally a 15-minute call, yet just to be wary, plan a schedule vacancy of 45 minutes
- The HR Lead conveys the message and has the choice to remain on the call or drop
- HR surveys severance and outplacement administrations and agreements

## Examples of the top 10 video conferencing networks for 2020:

1. Zoom
2. Google Hangouts
3. Google Meet
4. GoToMeeting
5. Skype for Business
6. Cisco WebEx
7. Blue Jeans
8. Slack
9. Appear
10. BigBlueButton



# Pre-Virtual Notification Meeting

- Send out a notification early from the CEO, COO, or Business leader
- Single out workers, telling them everybody will get an individual devoted gathering
- HR sends the schedule greeting to the director and employees and ensures workers acknowledges



*“Very happy with the service I have received so far from BrandResumes. I’m very optimistic that my career will take on new meaning now that I have them assisting me. If you want to invest in yourself, BrandResumes is a good place to start!”*

**Mitch**

# During Virtual Notification Meeting

- Give employee the choice of joining either the video or just audio call
- Time edge of meeting ought to be 15–20 minutes, however, book a period situation for 45 minutes on the off chance that it drags out
- HR ought to have their own video conferencing represent the groups they are a piece of

## Sample Virtual RIF Schedule:

HR Rep Name	Employee Name	Manager Name	Time and Date	Status RIF/Retain
Harry Potsticker	John Goodman	Margret Hanny	4/12/20 at 9:00am EST	RIF
Harry Potsticker	Sarah Mabel	Margret Hanny	4/12/20 at 9:45am EST	Retain
Harry Potsticker	Janet Larkson	Margret Hanny	4/12/20 at 11:00am EST	RIF

## Structure for Virtual Meeting Commencement

- Starting (Lead Manager) — Business Decision  
— Explanation behind the choice
- Center (Manager/Human Resources)  
— Tune in/react
- Center (HR) — Severance Benefits  
— Outplacement administrations/profession progress
- Center (Leading Manager) — Work Transition data  
— If they have to get their possessions and so on.
- End (Human Resources) — To be resolved  
— EAP offering conclusion and exiting technique.



### Case of Administrator’s Message

*“Because of budgetary prerequisites, we went to the choice to lessen the staff. Tragically, you are among those influenced by this choice. Today will be your last day at work.”*  
Tune in and respond with compassion.

### Case of Response

*“I can see that you are amazed by this news, and I hear your anxiety about your money related circumstance right now. I can guarantee you the organization will give severance and outplacement administrations to help with your progress. Let me show you the subtleties of what I mean.”*

# 2 How to Deal with Virtual Emotional Reactions

On the off chance that outrage/threatening behavior happens, at that point:

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In the event that they become quiet/quiet, at that point:

- Acknowledge the worker's sentiments
- Allow the worker to talk about sentiments and show compassion
- Ask open-finished inquiries to decide whether the worker comprehends the circumstance



# Post Virtual Notification Meeting

- If appropriate, conduct a follow-up email to meet virtually with the employee to see how they are coping and provide information you were not able to provide in the notification meeting.
- Be aware of the employee's emotional state. If you have concerns, notify Human Resources immediately.
- If the employee is working until their separation date, you should supervise this employee just as you would any other employee.



## Follow Up with Remaining Employees

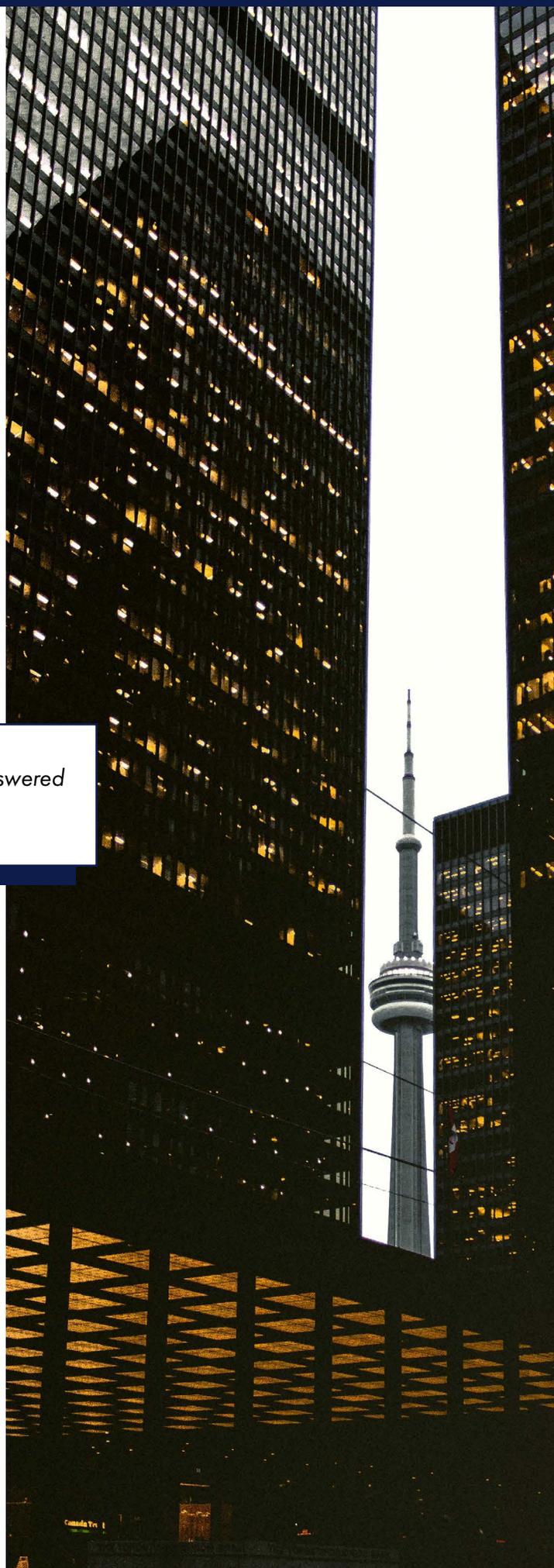
Educate the rest of the workers about the actions that have been taken place. Understand and comprehend that individuals may have lost companions and may have their own tensions about their profession at the organization. Get individuals gathered together rapidly on any rebuilding, reassignment of work, or different changes. Most importantly, be immediate and clear in clarifying the conditions that hinted at the choice, the dynamic procedure, and the progressions inside the association. Offer employees the chance to pose inquiries.

# What's The Rationale / Business Case?

In the United States, work is “voluntarily,” implying that an employee can lawfully be ended in any way, shape or form or no explanation by any stretch of the imagination. For whatever length of time that the end isn't accomplished for biased reasons or for an explanation that is in any case illicit, the end is considered substantial. Choosing to isolate a worker from your association is something that should be finished with insightful thought and executed with nobility. So as to limit any hazard to your business and to help guarantee viable correspondence with workers, the method of reasoning behind the choice has to be clear. In fact, the choice to push ahead with an automatic detachment is settled on by the business leader in meeting with Human Resources. When the choice has been settled, HR offers the vital help and strategic making arrangements for the activity. The HR expert should work with the business leader to think about the accompanying inquiries and build up any essential plans to address them.

*“The overall experience was very efficient and painless. The communication was constant and all questions I had were answered clearly in a timely manner.”*

**Natalie**

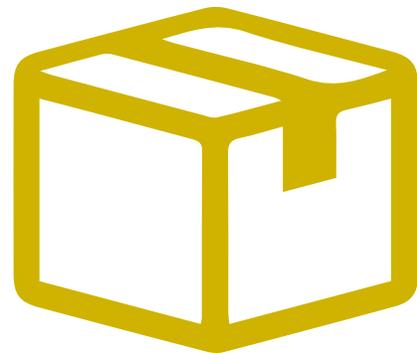


# Determine & Prepare Severance Package

In the United States, there is no necessity to make severance installments to displaced workers. In any case, numerous organizations do pay severance in case of end or detachment without cause. Likewise, numerous associations have formal severance strategies, and some individual employees may have business understandings which qualifies them for severance bundles. These methodologies change by industry and geographic area; neighborhood or state business law or pay and hours law may likewise become effective. While deciding your way to deal with paying severance, you may want to guarantee coordination with your association's Legal division as quickly as time permits. You may likewise need to consider connecting with compensation professional. Decide any last compensation, just as any progress administrations or severance bundle ahead of time. Also, be as steady as possible in your methodology for every employee. Manufacture a bundle that isn't just agreeable with relevant law and monetarily dependable to your association yet in addition mirrors your association's nobility and comprehension of the effect made by the partition on the employee.

## A sample package includes the following:

- Severance payment(s)
- Benefits inclusion through the finish of the installment time frame
- Payment for paid time off (PTO) or unused excursion
- Outplacement administrations and profession training
- Consolidated Omnibus Budget Reconciliation Act premiums

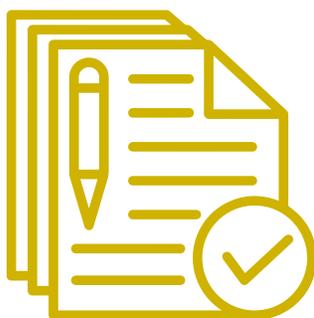


## Legal Separation Paperwork

During this part of the process, you should prepare any information needed to implement a successful offboarding as well as any materials you may want to provide the employee.

### Examples of key topics to address include the following:

- Treatment of any vested or unvested value grants
- 401(k) alternatives
- Treatment of health advantages
- Consolidated Omnibus Budget Reconciliation Act procedure and timing
- Treatment of any 401(k) loans
- Unemployment benefits
- Eligibility for re-recruit
- Whether you require a marked discharge in return for severance
- Instructions on returning organization hardware



# Determine the Right Transition Support/Outplacement Assistance

Outplacement services provide aid and assistance to employees finding new employment. Packages can include things like resume reviews, job search advice, interview training, personalized coaching, career assessments, job market temperature checks, and job offer evaluations.

Outplacement services engage laid-off employees to proceed onward to the next stage in their professional lives.

Outplacement services are not required in the United States; however, a growing number of organizations recognize the return on investment that outplacement delivers as it relates to employer brand safeguarding. For the employees, a layoff isn't only loss of salary source, yet it's losing a bit of one's character and a network of entwined associates. Worrying about the logical next steps can be frustrating. By providing outplacement services, you give them something fundamental to concentrate on that will give genuine worth, quickly.

The choice on which outplacement plan to offer relies on the objectives of your organization. BrandResumes Outplacement's variety of packages gives you, the employer, a variety to choose from. You can choose from lite packages to premium options ranging from entry level graduates, middle career professionals and executive-level services.



**TIP:** Fourteen days of pay (4%–6% of yearly pay) serves as a dependable guideline for interest in outplacement services. Generally, longer length plans with increasingly private instructing are costly. For terminations, the key points while choosing an outplacement package level are the residency of the individual and the foreseen trouble of job hunting.

We want to decrease your layoff period through our strategic plan to get you back on the market. Choosing three arrangement choices—for entry, mid-level, and executive standards—is normal. When you convey the outplacement benefits to the employee, make certain to give itemized documentation.

At that point, convey the leaving employees' contact information, as well as terms of qualification to the outplacement supplier. As expressed, a basic part of the outplacement supplier's job is to connect every individual at an opportune time and help them to begin pushing ahead.



# Returning to Work

After a notification meeting, helping employees work through their concerns will be essential to guarantee that employees stay profitable and productive.

## **Be sure to do the following:**

- Keep yourself accessible and give workers the help they need
- Deliver the entire plan and be completely transparent
- Watch for morale issues



## Closing Remarks

Worker divisions are difficult for everyone involved. They are hard for the director conveying the message, for the HR professional executing the activity, and, the greater part of all, for the worker being separated. Treating the worker with nobility and following the nitty gritty advances set out in this guide will help limit hazard to your association and help the separated employee(s) center around pushing ahead.



## ABOUT BRANDRESUMES

BrandResumes is an online professional resume writing and career advancement service for entry level graduates and mid-career professionals across the U.S. We specialize in helping professionals land careers and full-time employment within Business, Information Technology, Marketing, Legal, Human Resources, and Healthcare industries. No gimmicks, no robots—real humans, real results.



**BRANDRESUMES.COM**



## ABOUT THE AUTHORS



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VICE PRESIDENT, SALES & STRATEGY

Amit Nath is the Vice President of Sales and Strategy at BrandResumes, a role he has held since 2019.

Prior to joining the company, Amit worked as an Environmental Scientist for Delta Airlines and enjoyed being a sustainability analyst on Wall Street. He has helped over 500+ clients with career guidance and landing job interviews for top firms like Facebook, PWC, and IBM. Amit holds a dual B.S degree in Sustainability Studies, Geographic Information Systems and a minor in engineering from Hofstra University. He also holds his Masters in Sustainability at Hofstra University with distinction.

### BRANDON MITCHELL

CEO & FOUNDER

Brandon is the Founder and CEO at BrandResumes.com, one of the fastest-growing career coaching firms in 2019. Over the past five years, Brandon has worked with thousands of job seekers from all walks of life and industries. Prior to launching the company, Brandon worked as a technology consultant for PwC, a global accounting, and advisory powerhouse. He has been featured in *Earn Your Leisure*, *The Squeeze*, and *Blapitalist* for his career insights. Brandon holds a triple B.S in Finance, Economics, and Management Information Systems from The State University of New York at Plattsburgh.