

CAREER EXPERTS GROUP

LET'S GET TO WORK ON YOUR CAREER!

YOUR CAREER > YOUR FUTURE

ASK THE EXPERTS

JULY 2022

JOB SEARCH

I was laid off and I'm afraid I won't be able to find another job in this economy. What can I do?

Network – Connect with and reach out to everyone in your network who could support you during this time: mentors, former colleagues, clients, customers, vendors, and family. Create social media announcements and share where appropriate (LinkedIn, Facebook, Twitter, etc.). Mention the layoff, as it's an easy way to explain why you left and why you're focused on finding a great new job.

Take Care of Your Mental Health – Your mental health and self-esteem can take a huge hit if you are laid off. Try these recommendations to keep your mental health in shape: Give yourself permission to grieve. Don't isolate yourself. Take advantage of your support system. Stick to a regular routine. Take time to be physically active. Set small, achievable goals. Tune out all the negativity and naysayers. Learn more about coping with job loss by reading "Lost Your Job? You are "BETWEEN JOBS," Not Unemployed" on page 7 of the July newsletter.

Prepare Your Story - Work on crafting a simple explanation for your layoff that you can share with professional contacts and potential hiring managers. According to John Lees, the UK-based career strategist and the author of [How to Get a Job You Love](#), "Develop an "objective, short, and upbeat" message that shows you're "not a victim and you're not stuck."

Rebrand Yourself – Realign your brand to address a new challenge or crisis, such as a layoff or termination. According to Jim Heininger in a Forbes article titled [Rebranding Your Personal Brand: Easy Steps to Stage Your Personal Brand Turnaround](#), "Build the appropriate bridge connecting the best of your past to your future, articulating how your accomplishments are relevant and make you a stronger, differentiated expert in your new sphere."

Advance Your Knowledge – Obtain certifications that will add to your value proposition. Check out these websites: [Alison](#), [edX](#), [Coursera](#), and [Udemy](#).

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