

Layoff & Reorg Career Reset Brief

A sample of the personalized decision brief delivered after the 90-minute Reset session. All people, companies, and figures are illustrative.

CLIENT	EVENT	PLAN DATE
Alex M. VP Talent	Role removed Company XYZ reorg	06 Aug 30-day reset

Recommended direction

Run a focused 10-week search for VP Talent roles in Series C+ technology companies while testing one narrowly defined advisory proposition.

The search is the primary path because Alex has the strongest evidence, network, and income fit there. Advisory work is a capped experiment, not a replacement identity. It must produce two qualified buying conversations by week six to remain active.

What matters now

The brief begins with the facts, decisions, constraints, and deadlines that can change the plan.

BASE RUNWAY 10.4 mo Client figures	MINIMUM RUNWAY 13.1 mo Reduced spend	REVIEW TRIGGER Week 6 Pipeline evidence
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Confirmed event	Company XYZ removed the regional VP Talent role during a consolidation into the US organization. Employment ends 30 September.
Immediate decisions	Severance review, equity treatment, benefit end dates, and whether to use the employer-funded career support budget.
Constraints	Amsterdam base; limited travel; household requires predictable income within nine months; no immediate relocation.
Decision to avoid	Launching a broad fractional brand before validating a specific buyer problem and route to market.

Boundary

Runway figures are scenarios based on client-provided inputs. Legal, tax, immigration, pension, debt, and investment decisions require appropriately qualified advice.

Compare paths against the same evidence

A plausible option is not automatically the right primary strategy.

Path	Evidence fit	Income timing	Decision
VP Talent search	Strong: recent scale-up scope, team leadership, international hiring	3-6 month process likely	Primary
Fractional TA advisory	Moderate: delivery credibility; weak proof of independent demand	Unknown until tested	Capped test
General HR leadership	Weak: profile and evidence remain talent-heavy	Likely slower	Do not pursue now
Deliberate break	Financially possible but not the preferred immediate choice	Consumes runway	Revisit after week 6

Decision logic

The primary search protects Alex's strongest earning path. The advisory test creates optionality without allowing website work, broad positioning, or unpaid delivery to consume the first six weeks.

Make the experience easier to buy

The market needs a specific hiring problem and proof, not a list of everything Alex has done.

Primary target	VP Talent / Head of Talent in 500-2,500 employee, Series C+ or recently public technology companies expanding across multiple markets.
Hiring problem	Build a more disciplined international recruiting system while growth, efficiency, and leadership expectations change at the same time.
Evidence to lead with	Reduced time-to-fill in priority markets; built and led a 28-person team; introduced workforce and compensation planning; partnered through two restructures.
Current positioning risk	Profile reads as a broad people leader and hides the operating outcomes that distinguish the target fit.
Narrative	Role removed during geographic consolidation. Strong recent performance and transition responsibility. Now pursuing a mandate where international talent operations are central.

Profile priority

Rewrite the headline and first 300 characters around the target hiring problem. Move general culture language below measurable operating evidence.

The next 30 days

Every week has an output and an evidence test. Activity without a decision purpose is removed.

Days 1-7 / Stabilize	Close employer deadlines; confirm qualified advice; finalize base and minimum runway; collect references and evidence; rewrite the opening profile.
Days 8-14 / Calibrate	Speak with five specialist recruiters and five former leaders; test the target and compensation assumptions; build a 30-company evidence-led list.
Days 15-21 / Create pipeline	Secure warm introductions; start focused recruiter and company outreach; adapt CV only for validated role patterns; prepare the layoff narrative.
Days 22-30 / Review	Measure conversations, referrals, live roles, and objections. Keep, narrow, or broaden the target based on evidence rather than anxiety.

Advisory test

Write one problem statement for scale-ups facing recruiting-efficiency pressure. Ask ten trusted operators for problem conversations. No logo, broad website, tooling, or course build before two qualified buyers ask for a scoped proposal.

Know when the plan changes

Fallbacks protect decision quality only when the activation point is agreed before pressure rises.

- Week 2: if recruiters consistently reject the level or scope, calibrate the target before increasing volume.
- Week 4: if fewer than five qualified market conversations occur, change the access channel and target list.
- Week 6: if no credible late-stage pipeline exists, widen company stage and adjacent role scope.
- Week 6: if the advisory test produces fewer than two qualified buying conversations, pause it.
- Six months of base runway remaining: activate the income-protection path selected with the household.

The paid output is personal

The service applies this structure to the client's actual event, figures, market evidence, constraints, target roles, and decisions. It includes preparation, a private 90-minute session, and the written brief.