

**FOR IMMEDIATE RELEASE**

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## **Colorado-Based Change Expert, Wendy Mack, Reveals Strategy for Helping Employees Recover from Layoffs**

**(Denver, CO)** - Are you seeing signs of "layoff survivor sickness" in your workforce? Are fear, depression, and anger preventing people from being productive? How can you motivate and retain your remaining employees? Colorado-based change expert, Wendy Mack, has outlined a strategy for helping employees recover from layoffs.

Mack reveals that the best strategy for re-energizing employees is one where the manager matches his or her actions to the emotions employees are experiencing. Successful leaders:

1. Reduce *shock* by increasing communication.
2. Respond to *anger* by expressing concern.
3. Address *anxiety* by increasing and emphasizing clarity.
4. Reduce *grief* and *hopelessness* by using counseling and supportive behaviors.

Details of the research have been released in new e-book called "Leading After Layoffs: Best Practices for Re-Energizing Your Workforce." Available on [www.WendyMack.com](http://www.WendyMack.com).

Between December 2007, the official start of the current recession, and June 2009 more than 40,000 U.S. organizations held layoffs in an effort to reduce costs, increase profits, and improve shareholder value. Ironically, research over past the twenty years indicates that most layoffs fail to achieve these objectives. In fact, studies show that less than half of the companies that downsize see increases in profits whereas twenty-five percent actually see profits decline.

Why don't layoffs produce the returns executives hope they will? It's the people factor. Employees are emotionally and psychologically traumatized by layoffs. At a time when it's critical for employees to be engaged and productive, they are demoralized, fearful, and distrustful. That doesn't add up to a recipe for business success.

If people on your team are suffering through emotional reactions to layoffs, you can't force them to skip ahead. You may be ready to charge the hill, but they won't rally behind you. Rather than trying to get people to immediately move forward, your job is to help them progress through the normal cycle of change.

Employees who are emotionally supported are likely to be able to refocus on their job and maintain commitment to it. Instead of feeling miserable and distrustful, they will look to you for guidance. Instead of stagnating in hopelessness, they will be much more likely to use their creativity and take risks.

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