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FOR IMMEDIATE RELEASE

**Three Simple Rules to Motivate a Workforce After a Layoff**

**Toronto – June 10<sup>th</sup>, 2008** – For supervisors managers and executives, the hardest announcements are those dealing with layoffs or restructuring. For many the easiest approach is to fall back on dry logic, sterile printed statements, or prepared speeches.

With plant closings and downsizing happening in manufacturing plants across North America, leaders at every level have to learn how to deal with those who are losing jobs, and find ways to motivate those who aren't. Leaders have to make employees understand that they are more than an equation on a balance sheet.

Leadership author and consultant [Jim Clemmer](http://www.clemmer.net) believes employers can avoid the crippling effects of post-downsizing blues by following a three simple steps that encourage communication and engagement.

**Speak from the heart**

Highly effective leaders transfer their energy and passion to the people they're trying to mobilize with words that paint exciting pictures, ring true, fire the imagination, or touch the spirit. Like the leader, their words are charged with energy. Employees need to understand that layoffs were a last resort after other strategies failed.

**Be open and honest**

Leading successfully in tough times calls for openness, a willingness to outline the difficult situations clearly, as well as an ability to express your own pain. Successful leaders then communicate, communicate and communicate some more. It's almost impossible to tell people too much about what's going on and why.

**Create a powerful team and organizational vision**

Employees need to know that the [leadership has a vision](#) that provides an overarching "big picture" direction, focus, and passion. This comes well ahead of strategies, budgets, plans, systems, processes, and technological change. This will help to counterbalance the pain, suffering, and helplessness that downsizing and layoffs inevitably bring.

**About The CLEMMER Group**

For over 25 years [Jim Clemmer](http://www.clemmer.net)'s practical leadership approaches have been inspiring action and achieving results. His keynote presentations and workshops, six best-selling books, columns, and newsletters have helped hundreds of thousands of people worldwide. Jim is a popular columnist and a regular guest on radio and television programs. Jim's latest book is [Moose on the Table: A Novel Approach to Communications @ Work](#).

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