

Dear Journalist:

Today's headlines jab and dispirit: Fifteen percent of the workforce laid off here; two million job losses there. Welcome to the global financial meltdown of 2009. The painful downsizing of employees plays out daily across public, private, profit, non-profit and governmental organizations. Accustomed to the boom times of the 1990s, few employees or leaders have the first idea how to respond. How should leaders and employees cope?

In an urgent, updated, spectacularly timely revision of his 1995 book, *Healing the Wounds: Overcoming the Trauma of Layoffs and Revitalizing Downsized Corporations* (September 7, 2009; Jossey-Bass; \$27.95), author and consultant Dr. David Noer offers up a profound prescription for helping both employees, survivors and organizations manage, and even thrive, with the layoffs that have accompanied today's economic crisis, arguing persuasively that the very fitness and survival of global businesses and organizations is in our hands to heal.

Do most of today's businesses take into account both the human and professional costs of reducing a company's workforce? Unfortunately, the answer is no. Most employees who remain after layoffs suffer from "Layoff Survivor Sickness" – a term Noer has coined to describe a toxic blend of feelings such as betrayal, anger, anxiety, cynicism and resentment that inevitably result in lowered morale and productivity. As for today's leaders and managers, they're forced to carry out an emotionally complex role for which no business school on earth has remotely prepared them.

Adding to the dilemma of downsizing is a brassy corporate culture that denies anything untoward or "personal" has just taken place. The paradoxical result which no globally competitive organization can afford? A demoralized workplace where energy, risk-taking and innovation die the slowest possible death.

Combining research, contemporary real-life case studies and keen psychological insight from his own successful consulting practice, Dr. Noer overturns some of the most entrenched commandments of the business world – and offers "culture-busting" initiatives for employees, surviving workers, and leaders to ensure that organizations develop healthy, long-term strategies for the future: How to manage layoffs. The importance of candid, empathic leadership. How past, present and future employees can survive and flourish. How organizations can create new, and healthier, worker relationships. Not to mention ten new leadership skills for both managers and employees that will guarantee that today's downsized global organizations can remain relevant, visionary and competitive through financial downturns and upswings.

Author, consultant, executive coach, speaker and an acknowledged expert on the topic of layoffs and downsizing, Dr. David Noer has been featured in both print and electronic media, including *The New York Times*, *the L.A. Times*, *the Philadelphia Inquirer*, *The Wall Street Journal*, *Fortune*, NPR and NBC. He is an Honorary Senior Fellow at The Center for Creative Leadership and Business Leadership Professor Emeritus at Elon University.

I hope you'll consider a review or an interview with David Noer.

Sincerely,

Mark Fortier, 212-675-6460; mark@fortierpr.com