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FOR THE MOMENT WORK STOPS MAKING SENSE

The Aftermath Plan

The 30/60/90 for layoffs, reorgs, and difficult exits. You did everything right and the role still ended. This plan makes sure the layoff decides the timeline, not the ceiling of what comes next.

30 / 60 / 90

WORKBOOK

WRITE ON ME

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THE AFTERMATH PLAN

How to use this plan

This plan is written for 1 specific woman: 12+ years in, senior IC to VP, the person leadership relied on when something mattered, and still hit by a layoff, a reorg, or an exit she did not choose. If that is you, the most dangerous move right now is the reflexive 1: rewriting your résumé tonight and mass-applying by the weekend. Speed without positioning sends senior women into roles that underuse them or recreate exactly what burned them out.

Work the 3 phases in order. Each 1 exists to protect something: **first your judgment, then your evidence, then your options**. Print this, write on it, and date your answers.

The first 72 hours: protect first, decide later

Almost nothing in your career requires a decision this week. A few administrative things do:

- ☐ Read the separation agreement slowly. Do not sign on day 1. Severance terms, timing, benefits continuation, and the reference statement are often negotiable.
- ☐ Save what belongs to you: personal contacts, reviews that praise your work, records of outcomes. Take nothing proprietary.
- ☐ Ask 2 or 3 trusted colleagues for LinkedIn recommendations now, while the work is fresh and the goodwill is high.
- ☐ Understand healthcare and unemployment deadlines in your state. These have real dates. Job applications do not.
- ☐ Skip the public announcement until you have a narrative. Post when you have a story, not when the shock is choosing your words.

Write this sentence somewhere you will see it: *“The organization eliminated a role. It did not erase 15 years of work.”*

01 Days 1–30: Stabilize and protect your judgment

The first month is not a job-search month. It is a decision-quality month.

- ☐ **Do the real runway math.** Severance, savings, partner income, COBRA or insurance costs, vesting and equity dates, tuition, mortgage. Write down the actual month pressure begins, not the month panic says it begins. Most senior women discover they have more room than fear told them.
- ☐ **Handle the administrative layer on a deadline.** Severance review, benefits elections, unemployment filing, equity deadlines. Contained tasks, contained time.
- ☐ **Separate the event from your value.** The layoff is data about the company's structure, not an objective review of your capability.
- ☐ **Draft your 3-part narrative** and practice it until it sounds factual, not defensive: what changed, what you built before the change, what you are targeting now.
- ☐ **Tell your inner circle first.** The 5 to 10 people who saw your work, before any public announcement. Ask each 1: "What did you rely on me for?" Save the answers verbatim. That is the beginning of your evidence bank.

Worksheet: the real runway math

MONEY IN / COMMITTED	AMOUNT
Severance (net)	
Savings available for this season	
Partner income / other income	
Monthly essentials (the real number)	
Insurance / COBRA per month	
Dates that matter (vesting, tuition, renewals)	

THE MONTH PRESSURE ACTUALLY BEGINS (NOT THE MONTH PANIC SAYS IT BEGINS)

Your narrative, and your inner circle

The 3-part narrative

1 • WHAT CHANGED (1 SENTENCE, ORGANIZATIONAL, NO APOLOGY)

2 • WHAT I BUILT BEFORE THE CHANGE (SCOPE, OUTCOMES, NUMBERS)

3 • WHAT I AM TARGETING NOW

The inner circle: “What did you rely on me for?”

PERSON	WHAT THEY SAID (VERBATIM)

These verbatim answers are market research about you. They become your LinkedIn About section, your interview stories, and your proof that the environment did not get the last word.

02 Days 31–60: Recover the evidence before you choose the title

Inside the company, everyone knew what you were worth. Outside it, your story has to carry itself.

- ☐ **Build the 10-problem inventory** on the next page: the 10 highest-value problems you have solved across your career. Not job duties. Problems.
- ☐ **Find the through-line.** A career that feels “all over the place” is usually a pattern nobody has named: bringing structure to ambiguity, rebuilding trust after damage, translating between technical and business teams. Name yours.
- ☐ **Decide what the next move must protect**, and rank them. Every option gets evaluated against the same list.
- ☐ **Select 1 primary target lane and 1 adjacent lane.** Only now do the résumé and LinkedIn get rebuilt, as positioning documents for that direction, not memoirs of the old company.

Worksheet: what must the next move protect? Rank 1–4.

RANK	PRIORITY	WHAT THAT MEANS FOR ME, SPECIFICALLY
	Income and level	
	Health and energy	
	Time and flexibility	
	Growth and meaningful work	

MY PRIMARY TARGET LANE

MY ADJACENT LANE

The 10-problem evidence inventory

For each: the problem, the outcome with a number or artifact, and who saw it happen. If you cannot fill every column yet, that is your homework, not your ceiling.

#	THE PROBLEM I SOLVED	OUTCOME + NUMBER / ARTIFACT	WHO CAN VOUCH
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

THE THROUGH-LINE I KEEP SEEING ACROSS THESE 10

03 Days 61–90: Activate a system that does not consume your identity

An unstructured senior search expands to fill every waking hour and returns exhaustion.

Run 3 channels on weekly output goals you control. You cannot control how many offers appear. You can control whether you are running a search that positions you at your level, with your evidence, your language, and more than 1 viable option on the table.

- ☐ **5 targeted relationship conversations** with people who understand the problems you solve
- ☐ **3 thoughtful follow-ups** to conversations from earlier weeks
- ☐ **1 visible demonstration of expertise:** a useful point of view, not influencer content
- ☐ **3 selective, well-positioned applications** that meet your criteria at your level
- ☐ **1 weekly review:** which channel produced information or movement, and what to adjust

Red flags: signs the search is being run by fear

- ☐ Applying to roles a level below your evidence “to be safe”
- ☐ Rewriting your résumé for low-fit roles instead of talking to humans
- ☐ Measuring the week by applications sent instead of information gained
- ☐ Avoiding your network until you “have it figured out”
- ☐ Considering the first offer because it would make the feeling stop

If you checked 2 or more: pause the volume, reread your 10-problem inventory, and return to the 3-channel system. Fear negotiates badly. Evidence negotiates well.

The 4-week activation tracker

Tally as you go. The goal is not perfection. The goal is a system that keeps moving on the weeks your motivation does not.

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
5 relationship conversations				
3 follow-ups				
1 visibility move				
3 selective applications				
Weekly review done				
This week's biggest signal				

The day-90 review

WHICH CHANNEL PRODUCED REAL INFORMATION OR MOVEMENT?

WHAT AM I ADJUSTING FOR THE NEXT 30 DAYS?

HOW MANY VIABLE OPTIONS ARE ON THE TABLE TODAY?

THE WORK BEHIND THE WORK

You do not have to carry this alone.

This workbook is the work I do with private clients, in miniature.

If you worked through these pages and thought “this is exactly where I am,” bring your specific situation to a private consultation. We talk about where you are, and whether I can help. No pressure, no ambush.

[Request a private consultation →](#)

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