Tips

Writing a memo announcing employee layoffs

1. The audience of this memo is all 7,500 current employees. Only some of these employees will be affected by the sale of AccountSoft, so a direct organizational plan can be effective.
2. Maintain a positive tone and highlight the benefits of this sale, while expressing empathy for employees who will leave the company.
3. Address the bad news directly—the layoffs of sales and marketing staff for AccountSoft—and ensure them that management will have individual conversations with each employee affected by layoffs.
4. Consider the larger group: other employees who will be staying with the company. Persuade employees that the rationale for selling AccountSoft is sound and that the company will be stronger in the future.