

PETER BOTTING

Returning
F R O M
Redundancy

Rebuilding, Repositioning, and Restarting



In just 3 hours - the impact you had was enormous - and that was 8 years ago.
Whenever things get sticky, and they do a lot in my job, I ask: "What would Peter say?"

FTSE 100 Senior Executive



HOW TO REBUILD MOMENTUM, CREDIBILITY, AND CONFIDENCE AFTER BEING LET GO

Losing your job isn't just a financial shock - it's an identity reset.

When redundancy hits, it can feel like everything stops: your personal and career narrative, your confidence, your sense of control.

But redundancy isn't the end of your story - it's a forced rewrite. Your story. Choices.

This guide is about turning that gap on your résumé into a powerful growth phase of your career.

Because the people who come back stronger don't wait to be chosen again.

They rebuild - deliberately, intelligently, and unapologetically.



THE REALITY OF REDUNDANCY

Most redundancies aren't personal - but the recovery must be.

It's not about "getting another job." It's about re-establishing your value in a market that moves fast and forgets faster.

Here's how to do it - in 20 deliberate moves.



GRIEVE BEFORE YOU STRATEGISE

Redundancy is loss. Treat it as one. Don't skip the anger, shock, or embarrassment - they're natural.

You can't rebuild while pretending it didn't hurt. Emotional honesty is the first step to clarity.



SEPARATE IDENTITY FROM EMPLOYMENT

Your job was something you did, not who you are.

Write down your core skills, values, and wins without company names attached.

That's your professional DNA – it travels with you.



CONTROL THE NARRATIVE

Never say “I was made redundant” and stop there.

Say: “My role was restructured, and I used that transition to reassess my direction.”

People are attracted to people with stories of agency - not victims of circumstance.



AUDIT YOUR MARKET VALUE

List your achievements in terms of outcomes
- revenue, savings, efficiency, team growth.

Redundancy makes you question your worth;
data makes you remember it.



BUILD A 'RETURN PLAN,' NOT A JOB SEARCH

You're not just looking for work. You are designing your next chapter.

Define what you are good at and like, but also what you won't do anymore. Power starts with boundaries.



RECONNECT BEFORE YOU APPLY

Most rehires happen through conversations,
not applications.

Message ex-colleagues, mentors, and clients -
not to ask for jobs, but to rebuild connection.

Visibility before opportunity.



REBUILD ROUTINE

Unemployment can dissolve structure.
Design your own.

Wake up at a set time. Dress with purpose.
Schedule networking, skill-building, and rest.

Momentum begins with discipline.

And a plan.



DETOX YOUR LANGUAGE

Eliminate words like unemployed, struggling, or desperate from your self-talk.

Confidence isn't arrogance - it's linguistic hygiene. The words you hear, you believe.

Your mindset becomes your message..



TREAT LINKEDIN LIKE A LAUNCHPAD

Update your headline to reflect where you're going, not what you've lost.

Example: “Operations Leader | Driving Efficiency & Growth” ✓ beats “Former Operations Manager, Seeking Next Opportunity.” ✗



TURN EXPERIENCE INTO CONTENT

Share short reflections on what you've learned
- not complaints.

People respect insight and resilience.
Your next employer might already be watching
how you handle adversity.



UPSKILL WITH INTENTION

Don't just collect certificates. Collect currency.

Learn tools, technologies, or frameworks that increase your market value - not just your sense of “busyness”.

PRACTICE YOUR COMEBACK PITCH

You'll be asked about the redundancy.

Prepare a calm, forward-looking answer that signals composure:

“My role was affected by restructuring, but it gave me time to focus on developing [specific skill] and exploring where I can add more value next.”



REHEARSE FOR REJECTION

You'll hear "no" more than "yes."

Each rejection is just data - not a verdict.

Adjust your message, not your worth.



NETWORK HORIZONTALLY

Stop chasing only “senior” connections. Your next lead might come from peers or even juniors in the right company.

Networks grow through authenticity, not hierarchy.



REBUILD CONFIDENCE THROUGH CONTRIBUTION

Volunteer, mentor, or consult short-term.

Real work restores rhythm and narrative.

Contribution creates confidence faster than isolation.



REINVEST IN PRESENCE

Exercise. Groom. Dress well – even at home.

You're rebuilding a brand, and your energy communicates louder than your résumé.



LEARN THE LESSON WITHOUT THE BITTERNESS

Ask yourself: What did this redundancy reveal - about the company, the industry, or your own blind spots?

Reflection turns pain into pattern recognition.

Then take action.



CHOOSE THE RIGHT NEXT MOVE

Don't accept the first offer out of fear.

A bad rebound job can damage confidence more than redundancy did.

Ask: Will this role grow me, or just employ me?



REDEFINE SUCCESS

Maybe it's not the same industry. Maybe it's self-employment.

Maybe the promotion you were chasing wasn't actually freedom.

Redundancy gives you permission to reimagine, not replicate



TELL A COMEBACK STORY

Your return will define you more than your exit.

When people ask, say:

“That chapter ended, but it gave me space to design a better one.”

Own the narrative. Speak it with calm pride.

Because resilience, spoken with clarity, is more magnetic than any title.

ATTENTION JOB SEEKERS: HOW TO REGAIN MOMENTUM

1. Act Like You're Still in the Game

Momentum attracts opportunity. Keep posting, connecting, learning - even when no one's responding.... yet.

2. Be Selective, Not Scarce

You don't have to apply everywhere. Target roles where your impact story fits the company's current pain points.

3. Get Feedback, Not Just Rejection

After interviews, ask: "What would have made me a stronger fit?" Every insight shortens your comeback.

4. Create Micro-Wins

Every connection, every updated portfolio piece, every new endorsement is progress. Track it visibly.

5. Build from Confidence, Not Fear

You're not starting over. You're starting from experience. That difference is everything.

ATTENTION EMPLOYERS: HOW TO HIRE FROM REDUNDANCY THE RIGHT WAY

1. Ditch the Bias

Redundancy survivors aren't damaged goods. They're often battle-tested, self-aware, and loyal.

2. Ask What They Learned, Not What Went Wrong

How they frame their exit tells you how they'll handle future pressure.

3. Give Space for Transition

Confidence rebuilds faster when onboarding is humane, not transactional.

4. Reward Resilience

People who've rebuilt once can do it again - under your leadership, that's an asset.

5. Remember: Comebacks Build Culture

When employees see someone bounce back successfully, it signals a company that values people, not just positions.



FINAL THOUGHT

Redundancy can erase a role, but not your relevance.

You're not restarting; you're repositioning. Rebuilding isn't about proving you still belong. It's about showing how much stronger you've become since.

Your career didn't end.

It just demanded a rewrite, but you're the author now.

EXECUTIVE INTERVIEW COACHING
FROM **6-TIME TEDMED**
AND SXSW
SPEAKER COACH
Peter Botting



Whether you are fighting to become Partner; seeking promotion or appointment to the Board; changing career or company; or struggling to jumpstart your career after redundancy... professional storytelling-based executive-level interview coaching could give you the edge and transform your life. And your income.



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