

Dr. Tracy Shroyer

*Layoffs Unraveled: From Scholar to Survivor:
Learning with Humanity Through Change*



CAREER COACH, STRATEGIST,
& THOUGHT LEADER



About Dr. Tracy

Dr. Tracy Shroyer, a layoff scholar with firsthand experience, empowers individuals and organizations to navigate change with empathy and effectiveness.

Author of "Managing Layoffs: 24 Tips to Downsize with Dignity," she draws upon years of research and her recent corporate layoff experience to offer actionable strategies and authentic insights.

Through her **Let's Talk About Layoffs** platform, including her blog, podcast, and free community, Dr. Shroyer provides essential resources and support for both individuals facing layoffs and leaders managing change.

Her agency offers individualized career coaching and resume crafting, helping individuals navigate career transitions with confidence.

Fast Facts

- **Former Fortune 500 Professional:** Navigated diverse roles (customer service, risk, operations, product, training, technology) for 27 years, giving me deep insights into organizational dynamics.
- **Academic Bridge:** Share my knowledge as an Adjunct Professor in business and I/O psychology for 8+ years, understanding the human side of change.
- **Time Management Master:** Juggled demanding careers, family, and personal passions (like conquering camping with my husband, Tony!), proving efficiency doesn't have to sacrifice joy.
- **Resilience Rockstar:** Overcame the challenges of both a layoff and breast cancer, emerging stronger and more passionate about empowering others through life's unexpected journeys.
- **Fueled by Focus:** Coke Zero keeps me sharp, but my real motivation comes from helping individuals and organizations thrive in uncertain times.

*Lifelong
Learning
in action*



21.2K+
Reach
(collective
social media)



2.6K
Connections
& Followers



4K
Connections
& Followers

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Suggested Topics

- Pink Slip Phoenix: Rising from the Ashes of Layoffs
- The Human Cost of Downsizing: Weaving Compassion into Change Management
- Beyond the Budget Cuts: Rethinking Layoffs in a Human-Centric World
- LinkedIn Lab: From Lurker to Leader - Building Your Online Brand
- From Overwhelmed to Optimized: Hacking Your Time for Peak Performance



Suggested Questions

- What are the key strategies for crafting a compelling resume that showcases your unique value and lands you interviews?
- What alternative strategies can organizations consider before resorting to layoffs?
- How can leaders navigate layoff announcements and support their teams through emotional turmoil and uncertainty?
- In today's digital age, what are the most effective ways to build authentic connections and expand your professional network?



Demographics

Individuals and organizations going through transformative change, and desire clear strategies and unwavering support

81% women 35-55 years old typically based in the United States & the United Kingdom

Predominately in a corporate role for 10-25 years



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Let's Chat

Inquiries: learn@tracyshroyerphd.com

Thank you for your time and consideration. Speaking topics and workshops can be found at <https://www.tracyshroyerphd.com/press>

Look forward to working together!

