

COMMS STRATEGY / PRESS MESSAGING

Overview	Overall messaging strategy stays true to company roots - we'll address the press if they call with honesty, transparency, and respect toward those that are leaving. We will emphasize that we have a strong pulse on the market and are doubling down on product development to own our market position. Current team members should direct all messaging/responses/questions from the media to XXX and refrain from engaging with any negativity on social media. Please alert XXX immediately if something is spotted online as a result of the restructuring.
Messaging Key Points	COMPANY initiated some limited restructuring, impacting XX current team members or roughly XX percent of our current workforce. COMPANY is still hiring and currently has XX open positions signifying our continued growth in the space and our commitment to maintaining our growth in XX markets. COMPANY has grown exponentially, jumping from XX employees to XX in TIME. As with any rapid change, course correction is sometimes necessary, and we're tightening up the team so we can move quickly in the direction we need to go. COMPANY has been experiencing a tremendous amount of growth in our XX sector which led us to pivot our business model to skew upstream. We're looking to deliver a more scalable platform to better align with the type of customers we're selling to. COMPANY is extremely strong- we experienced a record sales month in XXX and have continued to see 100+ percent YOY revenue growth. We're making the current changes in anticipation of furthering our steep growth trajectory. This restructuring is designed to position COMPANY for the greatest level of long-term success, not a short-term or mandatory finance-driven decision. Anytime there is change within an organization as tightly-knit as COMPANY, it is understandably difficult. We recognize the contributions of our former team members and labored intensively over the decision to restructure; however, it was the right choice for our team and the long-term health of our business. We're looking toward the future and are excited to push forward with our current employee base.
Timing	TBD
Spokesperson	Primary: Secondary:

Outlets to Watch	Primary: Secondary:
Social Strategy	Team to monitor social media and industry press. Current team members will be encouraged to share anything negative they see on social with XXX and advised not to engage with any negativity online during this time.
Anticipated Headlines	"COMPANY Cuts 10 Percent of Workforce" "COMPANY Layoffs Sign of Company Health?" "COMPANY Cutting 15 Staff Members" "COMPANY Scales Back"
Potential Questions	How many positions is COMPANY eliminating? What is the reasoning for the cuts? Is COMPANY in trouble? Is growth stagnant? If you're still growing/increasing revenue, why restructure? Are you anticipating further layoffs? Where do you see COMPANY heading in the future? Why were specific employees chosen? Why are we laying off employees if we're also still hiring? We're seeing an increase in the adoption of real-time payments across sectors. Why are we scaling back? Can you explain how the team came to this decision? Are workers being compensated in any way? Severance/benefits?



CEO Quote	TBD
Ongoing Plans	TBD

Layoff Coverage:
[Example](#) (what not to do)