

# CREATING A GOOD ENDING

How you say goodbye to an employee is essential to your brand value – a map of how to end on a positive note.

## SETTING UP WELL

- Be aware of your tone and attitude
  - Be prepared to listen
- Don't behave reactively and defend the decision
  - Be generous: everyone will be watching what happens



## RECOGNITION, ACKNOWLEDGEMENT

- Recognise the person's contribution to company
- Acknowledge 2-3 specific things that have made a difference to the organisation and to you

## GOOD ENDING

- Organise a social event with the team
  - Publicly acknowledge their contribution to the team and the organisation
- Give a meaningful gift as an expression of gratitude



## WHY DOES IT MATTER?

When others see that you have managed the process with grace and equanimity, they feel safe and assured that people are valued here.

## NEXT STEPS

If you would like help with creating a 'Good Ending' or 'Successful Transition' please email [info@brandillumination.com.au](mailto:info@brandillumination.com.au)

