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# FORCED QUIT. SMART RESTART.

A SMART QUIT® PROGRAM FOR COMPANIES RUNNING LAYOFFS

The transition program for departing employees who want their next chapter - whether that's a new role, a new business, or both.

with Drea Lynn

## 01 · WHY THIS PROGRAM

# A LAYOFF ISN'T AN ENDING. IT'S A FORCED QUIT.

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*Most outplacement programs treat layoffs like trauma. We treat them like inflection points.*

When the door closes for someone, they need more than a resume update. They need a framework for what's actually possible — including paths their old job never let them consider.

## 02 · WHO IT SERVES

## TWO DOORS. ONE PROGRAM.

### 01

#### THE NEXT JOB

Most departing employees want to land their next role. Smart Restart helps them clarify transferable skills, leverage relationships they didn't know they had, and walk into interviews with stories that actually land.

### 02

#### THE NEW VENTURE

Up to 30% of laid-off knowledge workers consider entrepreneurship within six months. Most outplacement ignores them. Smart Restart treats this path with the same depth — built on the Smart Quit® framework already used by thousands.

***Same program. Two doors. One playbook.***

## 03 · THE PATHWAY

# FIVE STAGES.

## ONE PLATFORM.

The Smart Restart pathway turns forced quitting into a platform for what comes next — five stages from discovery call to lifetime alumni network.

**DISCOVERY****The Restart Brief™**

60-min discovery call. WARN review, layoff scope, timeline, decision-makers, investment options.

**BASE****Restart**

Live half-day or full-day workshop. Smart Restart workbook, Smart Quit® Freedom Framework PDF, live Q&A, manager prep.

**PLUS****Restart+**

Everything in Restart + 6-month Smart Restart Online access, Q&A library, downloadable templates, on-demand modules.

**PREMIUM****Restart Premium**

Everything in Restart+ + 4 weekly group coaching calls + 1:1 office hours with Drea + 90-Day Outcomes Report.

**NETWORK****The Smart Network™**

Always-on alumni community. Quarterly Readiness Pulse. Leadership coaching. Future-RIF readiness.

*All paths converge into the Smart Network™.*

## 04 · YOUR OPTIONS

# THREE TIERS. ONE FRAMEWORK.

## RESTART

### FOR SMALLER RIFS

- ↳ Half-day or full-day live workshop
- ↳ Workshop materials and worksheets
- ↳ Smart Quit® Freedom Framework PDF for every attendee
- ↳ Best for: cohorts of 25–50

## RESTART+

### FLAGSHIP · MOST RECOMMENDED

- ↳ Everything in Restart
- ↳ 6-month access to Smart Restart Online
- ↳ Q&A library + downloadable templates
- ↳ Best for: lasting impact past the live event

## RESTART PREMIUM

### EXECUTIVE COHORTS

- ↳ Everything in Restart+
- ↳ 4 weekly group coaching calls
- ↳ 1:1 office hours with Drea
- ↳ 90-Day Outcomes Report
- ↳ Best for: VP-level, longer severance windows

*Investment varies by cohort size, format, and add-ons. Discussed on the discovery call.*

## 05 · ABOUT THE PROGRAM LEAD

# DREA LYNN.

*Attorney. Entrepreneur. Author of Smart Quit®.*



Drea Lynn is an attorney by training, a former COO, and the founder of a coaching business she built from zero to nearly half a million dollars in three years.

She is the author of *Smart Quit: Clock In, Cash Out*; the no-fluff guide to leaving the job you've outgrown without losing your money, identity, or peace. The framework was born from her own unplanned exit from a six-figure career into six figures of debt.

She's the rare person who can speak credibly to both the job-search audience AND the aspiring-entrepreneur audience, because she's lived both.

## 06 · HOW IT WORKS

## Four steps, ready in seven business days.

- 01 Book a 15-min call.
- 02 Receive a tailored proposal within 48 hours.
- 03 Sign the agreement and lock cohort dates.
- 04 Smart Restart goes live.

READY TO BUILD A SOFT LANDING?

**BOOK A 15-MIN CALL** →

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*Smart Quit® — Forced quit. Smart restart.*