
7 Layoffs In 7 Days

Lessons Learned



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CTO, Spritz
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It takes a wise
man to learn
from his
mistakes,
but an even
wiser man **to
learn from
others.**

zen proverb

—
Some

background...

Neu direction: Seattle startup pivots to become Spritz, a tech platform to better aid housecleaners

BY **KURT SCHLOSSER** on March 17, 2022 at 8:42 am

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The GeekWire Awards return May 12, 2022!



Kwame Boler, left, and Claudius Mbemba, co-founders of Neu and now Spritz. (Neu File Photos)

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Layoffs





I
have
Question!



Background

Microsoft

Expedia

CarRentals

Layoff Exp

2017/2018

From 150 persons to 60

engs

Impacted Domestic &
International team





Background

Microsoft

Several Startups

Cisco Acquisition

Layoff Exp

Twice

(1) Flip phones company, 500 to
250 persons

(2) Startup that ran out of money



Background

Consumer internet & SAAS

Took company public in '92

Layoff Exp

???



Background

Working in tech since '94
Public/Startups/ PE Companies
Active consultant/advisor for
CTO/CPOs

Layoff Exp

Laid off 100 / 500
employees

Due to
pivots/consolidations

Executed in about 2 weeks



Background

Apple

Berkeley Systems

Financial Services

Layoff Exp

Laid off 50 of 150 engineers

Experienced back to back

layoffs



Background

Startups

OG Virtual world, MMO

Game

Audible

GM of Ecom company

Layoff Exp

Experience w/ multiple layoffs

(1) Laid off 1/3rd of company

(2) 40% of company was given notice

**“Never take major staff
action on a Friday”**



NOTHING TO
SEE HERE



“Don’t burn bridges”



**“Layoffs are
as much for those staying
as for those leaving”**



“Don't take it personally”

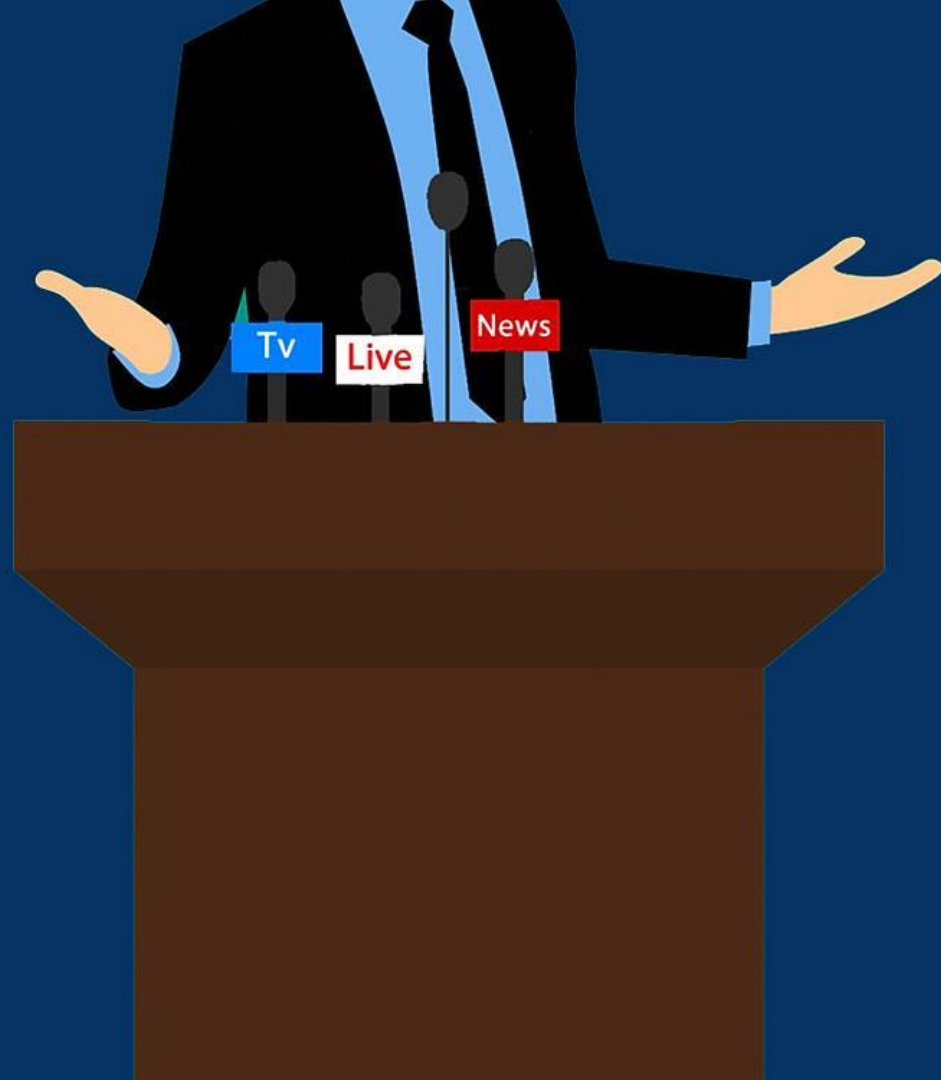
TAKING THINGS PERSONALLY



“Be on the same page”

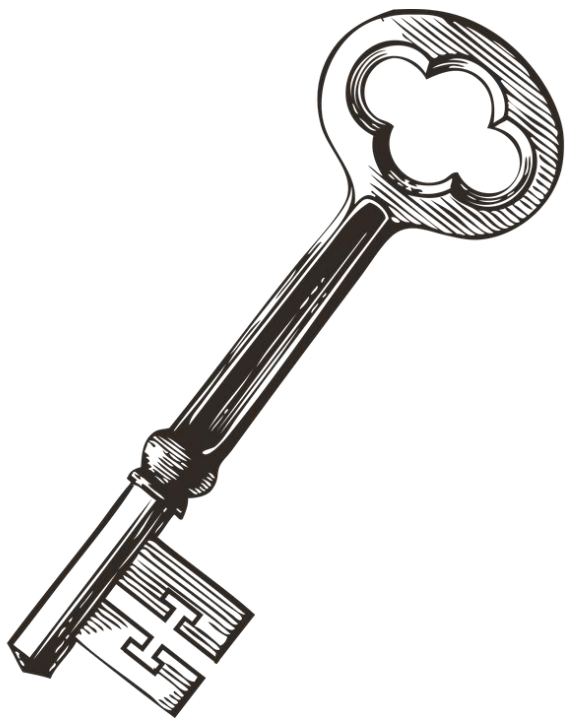


“Get ahead of the story”



**“Cut deep enough so you
only have to cut once”**





Takeaways...

- ✓ Never take major staff action on a Friday
- ✓ Don't burn bridges, build them
- ✓ As much for those staying
- ✓ Don't take it personally
- ✓ Be on the same page
- ✓ Get ahead of the story
- ✓ Cut deep enough, so you only have to cut once



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Thank You!

LinkedIn:

[linkedin.com/in/mbembac](https://www.linkedin.com/in/mbembac)

Slides:

claudiusmbemba.com/slides/7-layoffs-in-7-days

Questions?

*All images pulled from google images**