



Tips to survive and thrive through a lay-off

Stay alert to employers' changing needs and expand your network, experts say

By **Chloe Leung** | 12 August 2025

Asset managers are undertaking a fresh round of lay-offs and restructuring, with firms including Amundi, BlackRock, Man Group and T Rowe Price making cuts.

So how can fund professionals improve their chances of holding on to their roles as their employers tighten their belts once more?

Ignites Europe spoke to industry experts for their suggestions to help employees in a challenging market.

Learn skills your employer values

Employees must be alert to their employer's changing needs and priorities – and be ready to improve relevant skills, experts say.

Claire Nissen, people and change expert at PA Consulting, says: "Focus on capabilities that align with your firm's strategic direction.

"These are likely to be growth areas in the market, such as private markets, alternatives, data literacy or [artificial intelligence] adoption. Seek to align any upskilling in these areas to stay relevant and enable your firm's strategic ambitions."

Nissen adds that fund staff should not forget about softer skills, including areas such as leadership.

"These [skills] will unlock progression and mark you out as a potential leader, worth investing in and retaining," she says.

Melanie Pritchard, a success coach and wellbeing trainer, also recommends taking courses in "high impact" areas where others may be weaker, such as management, coaching or leadership.

Prioritise work that helps bottom line

Fund professionals should prioritise delivering in areas that support their employers' net profits, such as investment performance, fund sales, client retention and controlling costs, says Chris Woodman, founder of Leadenhall Consulting, a human resources and leadership consultancy.

"The most obvious cornerstone of employability is performance and delivering results, particularly in respect of key projects and work that adds value to the firm."

However, "projects of questionable value to the bottom line" or work that can be outsourced or postponed easily are not worth prioritising, Woodman says.

"If you are in functions where there is difficulty or ambiguity in measuring financial results, [such as] marketing or human resources, focus on the activities most closely aligned with bottom-line activities," he adds.

Build your network

"Build your internal and external network," says Oliver Charlton, wealth and asset management expert at PA Consulting.

Developing contacts outside the confines of a current employer can help professionals stay informed about which areas of the industry are growing, as well as reducing the risk of being seen as "too inward-facing", he says.

Industry conferences and events are one way to develop such a network.

"Some industry events can have a big price tag, but there are plenty of free events that can be used to build awareness of your capabilities," Charlton adds.

Pritchard agrees, saying that giving an internal talk on a topic of personal interest can help "capture the attention of influential stakeholders" within the company.

"If you have senior influencers on side, your job is usually more secure, whether through likeability, commerciality or more technical value-add skills," she says.

Raise your profile

Maximise the benefit of doing great work by pushing to make it seen and recognised, experts suggest.

Pritchard says: "The ideal approach to optimising job security is a proactive [...] approach where you showcase your value consistently over time.

"One way to do this is to play to your unique selling points to stand out among your peers. This will optimise confidence, impact and success."

This can include speaking at external events to raise your visibility and the firm's profile.

Posting "punchy" content on LinkedIn to establish a reputation as a subject matter expert can help raise your profile both externally and internally, while sharing articles relevant to the business can also help with the latter, she says.

Nissen says that with the rise of hybrid work, employees' visibility in the office is important.

"Being present more regularly can help reinforce your commitment and make you more accessible to the learning that can come from conversations taking place around you," she says.

Know when to move on

However, sometimes even strong performance fails to gain recognition, suggesting it may be time for a move.

Woodman says some businesses make decisions that are "political" or "based on favouritism", where ingratiating yourself with certain decision makers can make a difference.

While some might suggest getting into the office more often to curry favour with senior managers, Woodman recommends avoiding such an approach.

"If you are good at your job, are capable and want to be valued for your contribution to the business, and you work for one of these [political] firms, it might be time to find a better place to work."

Ignites Europe is a copyrighted publication. Ignites Europe has agreed to make available its content for the sole use of the employees of the subscriber company. Accordingly, it is a violation of the copyright law for anyone to duplicate the content of Ignites Europe for the use of any person, other than the employees of the subscriber company.