

## Layoff Aversion (Massachusetts)

The Rapid Response Team also works closely with companies to avert layoffs and keep a skilled workforce engaged in the existing regional economy or industry. Rapid Response tries to identify the exact needs of a company in crisis. Once the needs are assessed then the team tries to help the company establish partnerships with other organizations and build networks to help them try and acquire those needs meant to reduce the possibility of layoffs or a plant closure. Source: <http://www.mass.gov/lwd/employment-services/business-services/rapid-response/layoff-aversion.html>

Some of the resources available to companies to maintain their workforce include:

- Matching businesses that are in transition with similar skill sets.
- Communicating directly with employers on their needs and what is necessary to avoid layoffs
- Educate employers on various state and local programs and agencies including:
  - **WorkSharing Program**
  - Workforce Training Funds
  - Career Centers
  - Tax Incentives
  - Business Loans
  - Growth based systems for manufacturing
  - Employee Ownership and succession plans
  - Export opportunity identification
  - SBA information

### WorkShare for Employers →

WorkShare is a program that offers a smart alternative to layoffs. Employees work reduced hours while collecting unemployment benefits to supplement their lower wages.

Apply for  
WorkShare →

Workshare  
information for  
employers →

more →

### WorkShare for Workers →

When your employer participates in WorkShare, it allows you to keep your job and continue to receive company benefits while working reduced hours.

File for an initial  
WorkShare claim as  
a worker →

more →

## Some layoff aversion examples

- Ongoing engagement, partnership, and relationship-building activities with businesses in the community;
- Providing assistance to businesses in managing reductions in force (including early identification of firms at risk, assessment of the needs of and options, and the delivery of solutions
- Funding feasibility studies;
- Developing and managing incumbent worker training programs or other worker up skilling approaches;
- Connecting companies to Short-time compensation or other programs
- Connecting to business loan programs and other resources
- Establishing linkages with economic development activities
- Partnering or contracting with business-focused organizations to assess risks to companies, propose strategies to address those risks, implement services,
- Conducting analyses of the suppliers of an affected company to assess their risks and vulnerabilities
- Proactively identifying opportunities for potential economic transition and training needs in growing industry sectors or expanding businesses
- Connecting businesses and workers to short-term, on-the-job, or customized training programs and apprenticeships