

Company Story Backgrounder

Fast Facts

Every Layoff is a Turning Point. How You Lead Through It Matters.

Name: Laylio **Founded:** 2024

Headquarters: Vancouver, BC, Canada

Product Type: Career Transition & Community Platform

Target Audience: Values-aligned employers, forward-thinking companies, individuals navigating layoffs or career pivoters.

Website: laylio.co

Media Assets: Available upon request

Founder's Statement: "We created Laylio after going through our own unexpected transitions—moments that shook our confidence and identity. What we needed was compassion, structure, and community. When we couldn't find it, we built it. Laylio brings greater humanity to career disruption so every ending can become a purposeful new beginning." — Claire Elizabeth Williams & Fenneke Tjallingii-Brocken, Co-Founders of Laylio

Founder Bio:

Claire Elizabeth Williams

Co-founder / CEO

Claire is a social impact entrepreneur and values-driven leader who builds initiatives that meet life's turning points with humanity and purpose. Known for transforming bold ideas into compassionate solutions, her work spans sustainability, social innovation, and purpose-led business.

In 2016, Claire co-founded Foundations for Social Change and led the internationally recognized New Leaf Project—North America's first direct-giving pilot for people experiencing homelessness. Today, as Co-Founder & CEO of Laylio, she brings that same vision to offboarding, helping people move through layoffs with clarity, connection, and growth.

Claire is also Chief Purpose Officer at Greater Purpose, where she supports leaders shaping the next generation of business. Her leadership has been recognized by Women of Influence™ and Future of Good. Based in Vancouver, Claire finds joy in hiking, overlanding, and gathering with loved ones over good food.

Co-Founder Bio:

Fenneke Tjallingii-Brocken

Co-founder / COO

Fenneke is a leadership and team coach, systems thinker, and compassionate guide dedicated to building intentional lives, workplaces, and communities. Her unique path, from marine biologist to mindfulness practitioner to professional coach, infuses her work with clarity, empathy, and depth.

As Laylio's Co-Founder & COO, she ensures that every part of the platform reflects care and intentionality. Her lived experience across continents and career pivots informs her approach to change, and her deep commitment to mental health ensures that well-being isn't just a value at Laylio, it's a lived experience.

Known for her calm presence and systemic insight, Fenneke helps individuals and teams navigate complexity with confidence. She lives in Vancouver with her beloved dog, Happy, and finds joy exploring nature and building deep, values-aligned connections.

Growth Story Overview

Laylio was founded in 2024 to transform how layoffs are experienced, by individuals and organizations alike.

We believe losing a job doesn't have to mean losing your way. In a world where most people navigate layoffs alone, Laylio offers structure, emotional support, and connection—turning uncertainty into an opportunity for clarity, growth, and renewal.

For employers, layoffs are a test of leadership. How you support people on the way out shapes trust, culture, and reputation for those who remain. Laylio helps organizations lead with integrity by offering structured, values-aligned offboarding support that turns a difficult moment into one of dignity, clarity, and care.

Research shows that people who lose their jobs are twice as likely to experience psychological distress as those who are employed (Paul & Moser, 2009). Yet most services treat layoffs as a logistical problem, offering résumés and job boards, while overlooking the emotional and relational impact of job loss.

Laylio takes a different approach.

While most platforms focus solely on logistics or individual support, Laylio bridges the gap, meeting the needs of both organizations and individuals. We help companies uphold their values in difficult moments, while giving impacted employees the tools, structure, and community they need to move forward with confidence.

Our modular, self-guided program—supported by community and live sessions—guides people through the emotional and practical realities of career transition. Through reflection, connection, and actionable tools, participants rebuild confidence and move forward with purpose.

We partner with forward-thinking companies to deliver values-aligned, people-centered offboarding experiences—ones that demonstrate care, protect employer brand, and reinforce a culture of trust and dignity. Individuals can also join Laylio independently to access the same supportive framework, tools, and community.

As co-founder Claire puts it:

"We're here to normalize the layoff experience—to lift shame, ease isolation, and offer tools that help people move forward with strength and clarity."

Based in Vancouver, Laylio is building a future where layoffs are no longer hidden or feared — but recognized as pivotal turning points.

Your next starts now.

Source:

Paul, K. I., & Moser, K. (2009). *Unemployment impairs mental health: Meta-analyses*. *Journal of Vocational Behavior*, 74(3), 264–282.
<https://doi.org/10.1016/j.jvb.2009.01.001>

What We Offer

For Individuals	For Companies
<ul style="list-style-type: none">• Modular, self-paced online program for reflection, clarity, and growth• Weekly <i>Laylio Live</i> sessions combining expert facilitation and peer learning• Small peer pods for connection, accountability, and mutual support• The <i>Laylio Success Map</i> to help clarify values, goals, and next steps• Tools and practices to rebuild confidence and move forward with intention <p><i>Laylio blends personal growth with practical strategy—offering a structured, community-driven approach to career transitions.</i></p>	<ul style="list-style-type: none">• Values-aligned, people-centered offboarding program• Flexible, scalable support for impacted staff• Emotional and community-based support through transition• Designed to demonstrate compassionate leadership and uphold organizational values• Helps preserve morale, protect employer brand, and reduce reputational and legal risk <p><i>Laylio offers scalable, compassionate offboarding solutions that reflect your leadership values—supporting individuals through meaningful transitions while strengthening trust, morale, and organizational reputation.</i></p>

Boilerplate

About Laylio

We bring together people navigating career transitions—whether from a layoff, a pivot, or personal reinvention—so you can reimagine what's possible, build your next chapter with confidence, and find community in the process.

For employers, we offer a scalable, values-aligned offboarding solution that protects your brand, strengthens culture, and reinforces trust during transitions.

Layoffs aren't just career disruptions—they're turning points. At Laylio, we believe this moment holds potential for clarity, connection, and growth. In our community, you'll find space to connect, gain clarity, and take meaningful steps forward—through guided tools, peer support, and real conversations.

Welcome to Laylio. **Your next starts now.**

[Discover more at laylio.co](https://www.laylio.co)