

# The Five O'Clock Club's Diagnostic Approach

## A METHODOLOGY BASED ON 25 YEARS OF RESEARCH

**S**o many poor attempts. Nothing is sadder than to meet someone who has already been getting job-search "help," but the wrong help. They've learned the old-fashioned techniques that are no longer so effective. Most have look-alike résumés and inappropriate targets, and don't know how to turn job interviews into offers.

More and more, when employers *care* about those they ask to leave the organization, they provide The Five O'Clock Club's outplacement services. We want our job hunters to have **three concurrent offers at the pay they deserve**. The average attendee gets a new job within just ten weekly sessions. How do we do it? Through terrific support and a *diagnostic-based* methodology.

Our coaches may work with job hunters who have already been out of work quite a while by the time we meet them. Perhaps their outplacement at an old-model outplacement firm ran out; they received minimal coaching there anyway. Old-model outplacement means *space*, so they got a cubicle.

**Five O'Clock Club coaches use a diagnostic approach to determine where a person is in his or her search and what should be done next to move that search along.** Here's the beginning of that diagnosis, in brief:

### I. Overview and Assessment

- *How many hours a week are you spending on your search?* (Many job hunters *think* they have been searching, but have been

spending only a few hours a week on their searches.) Spend 35 hours on a full-time search; 15 hours on a part-time search.

- *What are your job targets?* Tell your small group. A target is an industry or company size, a position, and a geographic area.

Your group can help to assess how good your targets are. Your search must include 200 positions, not actual job openings, but positions that are appropriate for you.

- *How does your résumé position you?* The summary and body should make you look appropriate to your targets.

- *What are your back-up targets?* Decide at the beginning of the search before the first campaign. Then you won't get stuck later.

- *Have you done the Assessment?* If your targets are wrong, everything is wrong. (Do the Assessment in *Targeting the Job You Want*.) Your coach can help you privately to determine possible job targets.

### II. Getting Interviews

- *How large is your target* (e.g., 30 companies)? How many of them have you contacted? Contact them all.

- *How can you get (more) leads?* You will not get a *job* through search firms, ads, networking or direct contact. Those are techniques for getting *meetings*—*job leads*. Always use the right terminology. Do not ask someone, "How did you get the job?," if you really want to know, "Where did you get the *lead* for that job?"

- *Do you have six to ten things in the*

*works?* Five will fall away through no fault of your own. After your group helps you with your strategy on one job possibility, the group can brainstorm how you can get more things going.



Our job hunters measure the effectiveness of their searches, analyze their competition, and turn job interviews into offers.

One HR executive, who observed our groups, said she wished *she* were job searching so she could learn all we have to offer!

Kate Wendleton,  
President and Editor-in-Chief

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Article submissions based on 5OCC methodology are welcome. There is no guarantee of publication. All submissions become the property of The Five O'Clock Club, Inc.

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