

Don't Miss the Small Group Strategy Sessions

REGULAR ATTENDEES GET JOBS FASTER AND AT HIGHER PAY

This is not like any other group you may have attended. It's not a support group, but you do get support. It's not a networking group, but you may get networking contacts. In a Five O'Clock Club small group, you get one-on-one coaching in a small group setting. The coach and the group members focus on one job hunter at a time and analyze that person's search—figuring out what may be going wrong so each person goes away with an assignment of the most important thing to do that very next week to move his or her search along.

Job hunters are in a group of their peers—those at the same general salary range—but from different industries and fields. The same group meets every week with the same coach so members really get to know each other. They have each other's email address and phone number so they can stay in touch in between the weekly meetings. Over time, they get each other's résumé, cover letter, and Personal Marketing Plan.

Group members bond, and many group members hit the "reply all" button to keep the entire group informed via email. If someone has an important interview on Tuesday, the others want to know what happened and the emails fly! The group is a healthy environ-

ment. On average, half of the people who attend are self-referred—they are paying on their own. (Employers are paying for the other half to attend.) Those who are paying on their own—however nominal the fee—add urgency to the group because they want to get their money's worth. An observer of the group would be hard pressed to tell which members are self-referred and which are employer-referred. There is no talk of "what did your employer do to you," which typically happens at traditional outplacement firms. Instead, the focus is on moving the search along.

Members report to each other and are accountable to each other. If a member says he is going to do something, he feels the pressure of the next meeting coming up and is more likely to do it. Other members notice when one person's search is getting off track and they catch it early. Members give each other feedback on how they are coming across, so they are actually doing mini-practice-interviews every week.

In addition, each member can choose (or ask the coach to select) one, two or three job-search buddies—people they can talk to every day. Even those at the \$200,000+ level talk about their "buddies" and people form long-lasting bonds because they've been

through the war together.

Of course, these groups would not work without the proven Five O'Clock Club methodology based on 25 years of research. Every person in the small group follows the *same* proven method. There is no wasted time in telling each other the inside dope on search firms or how to network effectively. Members already know that. And they can see their coach privately for assessment, résumé development, salary negotiation, and so on. ●

Kate Wendleton,
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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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