

# The Five O'Clock News®

from America's Premier Career-Coaching and Outplacement Service

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*"One organization with a long record of success in helping people find jobs is The Five O'Clock Club."*

**FORTUNE**



## What Employers and Employees Need to Know About Mental Health

by Vera Oziransky, Advocacy Associate, National Alliance on Mental Illness (NAMI), NYC-Metro

**M**ental health was recently ranked as having the greatest impact on productivity and absenteeism by employers in a report published by *Employer Benefit News*. Depression, for example, is currently identified as the leading cause of disability worldwide by the World Health Organization. Employers who aspire to remain competitive in the marketplace must recognize and address the debilitating effect of mental illness in light of the following:

- More than 16% of Americans, an estimated 35 million, will suffer from major depression during their lifetime.
- Approximately one in six employees will experience depression, while only four out of ten depressed employees currently receive any form of treatment.
- Depressed individuals are more likely to suffer from other costly chronic conditions, such as asthma, arthritis, cancer, diabetes, obesity, and cardiovascular disease; and those whose depression remains untreated experience less favorable outcomes for these conditions.
- More than 80% of individuals with depression experience improvement after treatment.
- Effective depression treatment has been shown to decrease business costs by reducing disability payments and the utilization of mental and general health care services.

Mental wellness is not only crucial for employers it is essential for business success.

**Employees who received quality mental health care reported being significantly more productive at work.**

### What Employers Need to Know About Mental Health Benefits

The Mental Health Parity Act (MHPA), signed into law on September 26, 1996, requires that annual or lifetime dollar limits on mental health benefits be no lower than any such dollar limits for medical and surgical benefits offered by a group health plan or health insurance issuer offering coverage in connection with a group health plan. More than 40 states, including CT, MA, NJ and PA, have mental health parity laws on the books. Check with your local branch of the National Alliance on Mental Illness (NAMI) for parity information in your state.

For example, in January of 2007, New York State enacted its new mental health parity law, Timothy's Law. Timothy's Law requires all fully insured companies in New York State to provide a minimum level of 20 outpatient visits and 30 inpatient days for employees and their families in need of mental health services. The law also mandates that all large, fully insured, companies (> 50 employees) must provide mental health coverage for individuals with "biologi-

*Also in this issue*

◆ **Making Sure Bosses Know How Good You Are** ◆ **Beating Your Competitors**

# Mental Illness and a Person's Career

REQUIRES THE SAME ATTENTION AS HEART DISEASE OR DIABETES

**T**he Five O'Clock Club presents breakfast seminars for HR executives six times a year.

Hundreds of HR professionals attend each one and no vendors are allowed—only HR professionals. We've held over 35 breakfasts so far. We present topics that HR really wants — such as Talent Management or Reducing Healthcare Costs. But we also present topics that HR really *needs*, such as a panel on mental health issues in the workplace and one on corporate social responsibility.

Consider mental health, for example. According to a very exhaustive government-sponsored study in 2005, one-quarter of all Americans met the criteria for having had a mental illness within the past year, and fully a quarter of these had a "serious" disorder that significantly disrupted their ability to function day-to-day. Worse yet, less than half of those in need get treated. You can imagine what this does to an employer's bottom line, let alone the impact it has on the person and his or her family.

Those who seek treatment typically do so after a *decade* or more of delays, during which time they are likely to develop additional problems. And the treatment they receive is usually inadequate. Despite the availability of effective treatments for many mental illness-

es, including depression and anxiety, about a third of people in need rely solely on nonprofessional sources such as Internet support groups and spiritual advisers.

People don't seek professional help for many reasons, including:

- 1) the stigma that still surrounds mental illness; We don't want to talk about it. We even joke about it.
- 2) inattention to early warning signs — sometimes people have to be told that they have a problem — and
- 3) inadequate health insurance.

We all need to recognize that mental illness is a condition that requires expert medical attention just as heart disease, a thyroid problem and diabetes do.

We recognize this at The Five O'Clock Club, so let me tell you a little about how we handle this issue. Sometimes job hunters need professional help for psychological problems. That's why we have three therapists who do no career coaching. Each corporate-paid client has a certain number of hours of private coaching, as well as one year of small-group coaching. The employee may choose to use some of those private hours with a therapist instead of a career coach. Individuals usually use only one to three hours with a therapist, and then

they are ready to job hunt. The former employer will never find out that the employee saw a therapist. In fact, I rarely know about it. It's part of our ethical underpinning. We always do what is in the best interests of the job hunter — while saving money for HR.

Many companies became clients of ours because employees have told HR that they really wanted The Five O'Clock Club to be their outplacement provider. They didn't want any of the traditional firms that declare victory the

Continued on last page



## THE FIVE O'CLOCK NEWS

from America's Premier Career-Coaching Network  
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*The Five O'Clock News* is a publication of The Five O'Clock Club, published ten times a year for \$49. The Five O'Clock Club is a non-denominational organization based on protecting human dignity: **putting job hunters and employees first**. It provides affordable, state-of-the-art career coaching services directly to individuals and via the corporate market. Services include lectures and career coaching in small groups through a nationwide network of branches, and private job-search as well as executive coaching through certified Five O'Clock Club coaches.

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.



Address all comments, questions & suggestions:

**KATE WENDLETON**  
*The Five O'Clock News*  
300 East 40th Street, 6L  
New York, NY 10016

Kate Wendleton, President, Editor-in-Chief  
David Madison, Associate Editor

Call 212-286-4500 for information on becoming a member and subscribing to *The Five O'Clock News*.

E-mail: [Info@FiveOClockClub.com](mailto:Info@FiveOClockClub.com)

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cally based mental illnesses” and “children with serious emotional disorders” that are comparable to physical health coverage. This full mental health benefit applies to all network limitations, visits, days, co-payments, deductibles, and other cost-sharing mechanisms.

### What Employers Need to Do

Unfortunately, enhanced benefits do not always translate into enhanced *access* to mental health care. It is vital that employers not only inform their employees of the change in coverage, but explain how the new benefits can be accessed. Ensuring that your employees receive quality mental health treatment not only benefits employees, but enhances workplace moral and productivity. For example, a recent study reported that employees who received effective treatment for depression experienced superior clinical and workplace outcomes compared to individuals who did not access quality mental health care. Employees who received effective mental health treatment reported being significantly more productive at work than their colleagues who did not access comparable treatment.

As a commitment to workplace productivity and employee health, all employers should distribute educational materials about mental illness and mental health resources as they do for other chronic health conditions, such as heart disease and diabetes. In order to assist employers with this task, the National Alliance on Mental Illness of New York City Metro (NAMI-NYC Metro) has developed Employer and Employee Mental Health Resource Guides, which are available in published and electronic formats. These user-friendly, compact guides not only provide information regarding mental illness, treatment

options, support resources, and recent mental health parity laws, but also help to reduce the stigma associated with mental illness in the workplace.

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**Mental illness is as real  
as heart disease.  
You can benefit from new  
treatments and medications  
and can recover.**

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### How Employers Can Get More Involved

It is currently unclear whether Timothy's Law will enhance access to quality mental health services. New York State has mandated a quantitative evaluation of the law in order to examine its utilization rates and associated costs. Unfortunately, a quantitative evaluation cannot determine the reason(s) for any change in utilization patterns, nor can it identify the potential barriers to accessing care. To address this concern, NAMI-NYC Metro is conducting a qualitative evaluation of Timothy's Law. NAMI staff will interview mentally ill individuals and family members regarding their access to quality mental health care. To achieve this goal, we are asking for your help with participant recruitment.

If you are in New York state, please show your commitment to workplace mental wellness by distributing NAMI-NYC Metro's recruitment flyer to your employees. For more information please contact me at [voziransky@naminc.org](mailto:voziransky@naminc.org) or 212-684-3365. The expansion of mental health benefits under Timothy's Law has the potential to enhance employee mental health and workplace productivity in New York State.

NAMI-NYC Metro is dedicated to ensuring that this potential becomes a reality by identifying and addressing the barriers that may limit employees' access to quality mental health services. ●

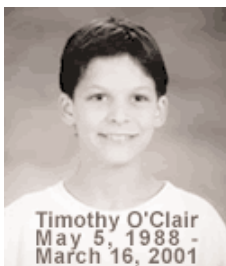
**Timothy's Law** is named after Timothy O'Clair, a Schenectady boy who committed suicide in 2001, seven weeks prior to his 13th birthday. His suicide was attributed to the discrimination that he faced at the hands of his parents' insurance company, discrimination that exists throughout every private insurance plan in New York State. In order to help prevent other families from having to live through this scenario, the O'Clair family has taken on a personal crusade to change the laws as they relate to the provision of mental health and substance abuse services in private insurance plans throughout New York. This extremely courageous and selfless act has resulted in what we now know as Timothy's Law, which prevents discrimination by prohibiting insurance companies from limiting coverage for mental illness (the law currently does not cover substance abuse disorders). ●

### What is NAMI?

NAMI is the nation's largest grassroots organization for people with mental illness and their families. Founded in 1979, NAMI has affiliates in every state and in more than 1,100 local communities across the country.

NAMI is dedicated to the eradication of mental illnesses and to the improvement of the quality of life for persons of all ages who are affected by mental illnesses.

NAMI members and friends work to fulfill our mission by providing support, education, and advocacy. NAMI's website ([www.nami.org](http://www.nami.org)) receives over 5.4 million visitors a year who turn to NAMI for information, referral, and education; NAMI's Helpline (1-800-950-6264) is staffed by a dedicated team and serves over 4,000 callers per month.



## TIMOTHY'S LAW

*for parity-based mental health and  
addiction treatment insurance coverage*

# The Eight-Word Message™

## How to Make Sure Those Above You Know How Good You Are

by Kate Wendleton

*Your security will come first and foremost from being an attractive prospect to employers, and that attractiveness involves having the abilities and attitudes that an employer needs at the moment.*

William Bridges, *JobShift: How to Prosper in a Workplace Without Jobs*

**T**he Eight-Word Message is one of the most effective tools any person can use to advance their career. You can use an Eight-Word Message to make sure that those more senior than you know what you want them to know about you—and the more that key decision-makers know about you, the better your chance of rising through the ranks—or keeping your job. The following are some examples of real-life accounts of how the Eight-Word Message has worked.

### CASE STUDY: JUDY Not Getting Credit

Judy, Jim and Helen had worked seventy hours a week for the last three weeks to complete the Airbag Project. Judy was proud and relieved when it was done on time. Then she found out that Jim and Helen were getting all the credit. In fact, it seemed that no one even knew that Judy had worked on the project. There had been a pattern for her of not getting recognition for her work. Once more, she was being overlooked. She thought about looking for another job and working for a company that would be fairer—someplace that would appreciate her hard work. Or she could go to her boss and complain about not getting credit. Instead, she decided to start using an Eight-Word Message whenever she wanted people to know something about her—especially those higher up. And right now she had a strong message to get across. The mes-

sage was “I worked on the Airbag Project.”

Most people miss everyday opportunities to get out information about themselves. For example, when Mr. Coyle, her boss’s boss, is in the same elevator with Judy, he always greets her with his predictable “Good morning, Judy. How are you?” Judy, just as predictably, politely responds, “Fine, and how are you, Mr. Coyle?”

This time, however, Judy decided to say, “Great—now that we’ve completed the Airbag Project.” He almost *had* to ask, “Oh, were you involved with that?” This gave her the opening she wanted. “Yes. Three of us worked seventy hours a week for the last three weeks. I was in charge of all the marketing literature. I think it’s an award-winning package.”

As she came into contact with other people whom she wanted to know about her work, Judy gave them the same message. Gradually people were showing their appreciation. Her self-esteem went way up. If she continues to do good work, and makes sure the right people know about it, Judy’s career will have a more promising future.

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**Most people miss  
everyday opportunities to  
get out information about  
themselves.**

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### Selecting the Targets for Your Message

It’s not enough to do a good job. People—especially those more senior than you—have to *know* that you’ve done a good job. Managing the message they get about you is even more critical in these turbulent times when those

over you come and go, and you don’t know who your immediate boss may be tomorrow. In the old days, you established long-term relationships and a long-term reputation. The management ranks changed more slowly. Now you have to make sure from time-to-time that people know your worth.

### CASE STUDY: RALPH Overcoming Career Stereotypes

Ralph used to be the head of a marketing department before he joined Lavaloc. Now he is in charge of all advertising—a smaller position—and is doing a good job. The management here forgets that he used to have a much broader responsibilities and could contribute more than he currently does. For example, he could be on a task force to market a new Lavaloc product, or have another area reporting to him, such as the direct-marketing department.

Over time, Ralph became so frustrated that he was thinking of writing a memo to personnel to let them know that he had come from a bigger job. Or he thought about asking for a formal meeting with his boss and his boss’s boss. Memos and formal meetings are often good techniques for getting ahead. But an Eight-Word Message is usually a lot less risky. Ralph decided to try it. His message was “I used to be head of marketing.”

When Ms. Dolan, the division head, was in that proverbial elevator, she predictably said, “Hello, Ralph, how are you?” Ralph responded, “The energy in this place is just terrific. It reminds me of the energy at Galomar.” She inevitably *had* to comment, “I forgot you had worked at Galomar.” This gave him the opportunity to say, “Yes. I was the head of marketing there.” If

## THE EIGHT-WORD MESSAGE

appropriate, he could have elaborated.

Ralph's goal, at this point, was simply to remind people that he has a broad background. Later on, he could change the message. And, at some point, he may even formally approach someone about being on a task force—once he has established a different image of himself.

### Giving These Messages to Bosses

Part of the trick of managing your message is figuring out who your “bosses” are. You probably know who your immediate supervisor is (although, in some companies, it may be hard to tell), but who are the other people—senior to you—who can influence your career? Most people come up with a list of six to ten people who are senior to them. The list could include your boss's boss, some of your boss's peers, or your boss's boss's peers. It could also include a few people outside your organization, such as the head of an important industry association, your boss's peer in another company, or someone considered a guru in your field. These are the people who you want to consider when you have an important message to get across.

You can't constantly send out messages every time you run into someone, and you'd look like an idiot if you kept saying the same thing. You might, for example, want to send a message that supports your boss or your group, such as, “I think we have the best audit team in the industry.”

Decide what message you want to send, and to whom you want to send it. Make sure your message is appropriate. In the course of promoting yourself, make sure you do not undermine your boss or say anything negative about others. You are simply trying to manage your own career.

### Managing Relationships at Work: Bosses

Most people do not lose their jobs because of incompetence, but because of poor relationships at work. By definition, work relationships can be divided

into those with people who are at a higher level than you (bosses), at your level (peers), or at a lower level (subordinates). Of course, one must also have good relationships with clients, but we will not be dealing with that issue here. Your career can be completely derailed by a boss, a peer, or a subordinate—but in very different ways. On the other hand, your career can be greatly enhanced by learning how to communicate well with the people in each of these categories—but, again, in very different ways.

Now, we'll take a look at the instructive example of someone who has totally ignored the importance of having good relationships up the line. And has suffered the consequences.

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**It's not enough to do a good job. People have to know —subtly— that you've done a good job.**

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### CASE STUDY: FRANK About to Be Fired

Frank's story is a common one: he forgot that it was his job to please his boss. Frank was the person in his company responsible for supporting computer departments all over the world, and his work was excellent. He and his boss, Mr. Williams, received many letters of commendation from happy clients who appreciated the work Frank did. However, Frank thought his boss was stupid and nasty, and deserved to be ignored. He would not tell his boss what he was going to say at meetings. What Frank said usually caught his boss by surprise, and that gave Frank pleasure. When Mr. Williams gave him an assignment, Frank was sure his boss was wrong and did it his own way. Sometimes Frank's clients agreed with him and sent more letters praising him. This only encouraged him to ignore his boss further.

Frank was doing such a great job that he was ready to have his duties expanded. He wanted new assignments

## The Job-Search Buddy System

**D**o you wish you had someone to talk to—fairly often and informally—about the little things?



“Here's what I'm planning to do today in my search? What are *you* planning to do? Let's talk tomorrow to make sure we've done it.” You and your job-search buddy could keep each other positive and on track, and encourage each other to do what you told the small group you were going to do: Make that call, send out those letters, write that follow-up proposal, focus on the most important things that should be done—rather than (for example) spending endless hours responding to job postings on the Web.

With your buddy, practice your Two-Minute Pitch, get ready for interviews, bounce ideas off each other. Some job-search buddies talk every day. Some talk a few times a week. Most of the conversation is by phone and e-mail.

Sometimes, people match themselves up as buddies. Just pick someone you get along with in your small group. Sometimes, your coach can match you up. However you do it, stay away from negative people who talk about how bad it is out there. They will drag you down.

The small group changes over time: people get jobs; new people come in. If you lose one buddy who got a job, get another buddy.

Your buddy does not have to be in your field or industry. In fact, being in the same field or industry could keep you focused on the industry rather than on the *process*. But you *do* have to get along! The relationship may last only a month or two, or go on for years. Some buddies become friends.

Of course, you should see your Five O'Clock Club career coach *privately* for résumé review, target development, salary negotiation, and job interview follow-up. It's usually best to get professional coaching advice for these areas. ●

and a promotion. In fact, Frank thought that he should report directly to his boss's boss! Because Frank served his clients well and did his job well, he thought that was enough. It wasn't. Frank was in trouble. He was about to be fired. Mr. Williams thought Frank was worth saving, and that some executive coaching could help change his attitude and behavior. Mr. Williams arranged for Frank to see me.

When I discussed the situation with Frank, he was adamant that, as a matter of principle, he would not show respect to his boss. Why should he defer to someone whom he thought was inadequate and who treated everyone so horribly? It had become a point of honor with him.

To keep his job, Frank first had to accept the fact that he was in trouble: he had no chance of reporting to his boss's boss; he was not going to get new assignments, given the way he was acting; and I couldn't emphasize enough that he was actually going to lose his job if he didn't change. The turning point came when he saw that it was possible to develop a good relationship with his boss without giving up his principles or his rapport with the people in the field.

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### **If all of your clients like you but your boss doesn't, you're in trouble.**

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A subordinate cannot possibly know all the various pressures that affect his or her boss's decisions, and therefore is not the best judge of whether a boss's requests are valid. If your boss says that a certain assignment is the most important thing for you to do, you are in no position to second-guess him or her, in effect saying no. I told Frank that I know from personal experience as a manager that I don't want to always have to explain to my employees why I want them to do something. At some point, I get tired of explaining. Sometimes when I say

something is very important, I simply want them to do it.

As we continued our counseling sessions together, Frank came to see that his point of view was not always accurate, and that perhaps it made sense to pay attention to the boss. If Frank didn't learn to deal with this boss, he would probably have the same problem with the next boss—who might be one who would simply fire him, rather than trying to help him as this one was doing.

What could Frank do differently? He could find out his boss's priorities, let his boss know his agenda before he went into meetings, send his boss a copy of all memos (or show him the content of sensitive memos before he sent them). But even if Frank kept making these little changes, how would Mr. Williams tell if Frank was simply trying to placate him, or if he had seen the error of his ways and had had a real change of heart? Over the course of time, Frank's boss would have to watch carefully for signs of Frank's true intentions: was Frank still trying to undermine him or was Frank now supporting him? This situation would create a lot of pressure on both of them.

Making subtle changes at this point would not be enough. Frank's boss was too frustrated. Instead, Frank would have to do something more radical so that his boss could see clearly that his attitude had indeed changed. Frank could make more dramatic and consistent changes in his approach, such as overtly deferring to his boss at meetings. An effective alternative would be actually to tell his boss that he had made a conscious decision to change, and that he was determined to become a new person. Then, even if his changes were not dramatic, Frank's boss would recognize the true significance of all of those small changes: Frank is now a different person. Things will be better in the future.

To let Mr. Williams know that he had had a change of heart, Frank needed to communicate a very simple message: "I was wrong. I've changed." So Frank said to his boss, "I can see now

that I've been wrong. I'm sure that you have plans that I don't know about. I will make sure that I do what you want, and will also let you know my agenda before we go into meetings." Now Frank was consistently asking his boss for feedback on the things he planned to do, and filling him in before they went into meetings. He developed a good relationship with Mr. Williams. After a few months, Frank got a number of new assignments. After a few more months, he got a promotion. Frank is still working for the same boss, but now he loves it, and Mr. Williams is as happy as can be.

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**Changing your behavior is not enough. Those above you have to *know* that you've changed. You've got to *tell* them.**

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### **You Can Make Corrections Now**

Stories about career crises are interesting and dramatic. However, it is better to manage your career to prevent the kind of crises that you may bring on yourself. You don't have to wait until things get critical. You can make corrections at any stage. First, assess your situation. Make a chart of everyone in the organization with whom you have contact. Think through what your relationship is with each person, and what it should be. If you are in danger of losing your job, make a plan. The most effective ways to buy time for yourself are to make a dramatic change that takes the pressure off you, and to deliver a concise and consistent message. ●

*According to the market paradigm, one's boss is really a major customer rather than an authority in the old sense.*  
William Bridges, *JobShift: How to Prosper in a Workplace Without Jobs*

*I don't want any yes-men around me. I want everybody to tell me the truth even if it costs them their job.*  
Samuel Goldwyn

## Five O'Clock Club Outplacement The Ethical Choice

*Often imitated; Never successfully*



### Our Mantra

“We always do what is in the best interests  
of the job hunter”  
– while saving money for HR.

## The Five O'Clock Club Advantage – for Human Resources

Show fairness and concern  
for those being let go.  
Give employees the support they need.

- **Immediate engagement**
  - Employee contacted *within ½ hour* of our receiving the assignment.
  - Employee focuses on the future. Better job search.
  - Private coach makes courtesy phone call *before sundown that day!*
  - We FEDEX books, CDs and other materials *that day*.
- **Low overhead.**
  - Lowest prices for you.
- **Monthly reporting** with a human touch.
  - No computer-generated reports.
- **Materials for managers:**
  - to help with the exit process.
- **HR Network breakfasts**
  - to help you with *your* career.

## The Five O'Clock Club Advantage – for Employees

- **A research-based, high-impact methodology:**
  - Average professional, manager and executive has a new job or is in the negotiating stage in just 10 to 12 weeks!
  - Yet all programs are for one year or more (costing less than a 3-month program at other firms).
- **Provides downside protection to employees:**
  - Can work at a consulting assignment for months and still use our services.
  - Get help with challenges in a new job—for months.
  - **If they lose their new job, they can come back to us.**
  - Time can be put on hold to return to school, do consulting work or handle personal issues. Up to two years.

**No one else offers this!**

- **The only research-based program:**
  - 25 years of research: Who gets the best jobs and how.
  - Powerful assessment process with private coach.
    - **58% decide to change careers** (industries / fields).
      - Try new field while still working with us.
  - The best materials (books, CDs, etc.) on the market.
  - The best coaches are attracted to us:
    - Work intensively with clients over long period.
    - Paid handsomely – but only for time spent with your employees.
  - A customer service department:
    - To keep you informed.
    - To keep your employees engaged in the process.

**We don't declare “success”  
– or push job hunters out the door –  
when a person simply decides to try a new field,  
lands a consulting assignment,  
or returns to school!**

**The emphasis is on *career development*,  
not just job search.**

- **Weekly small-group strategy sessions**
  - Individual strategic analysis in a group of their peers with a senior coach.
  - Healthy environment:
    - **Half of the attendees are employed!**
  - Meet with the same small group every week.
  - They get jobs faster and at higher rates of pay.
  - Provides accountability, innovation and camaraderie.

## How to Leave Other Job Hunters in the Dust

### Going Beyond Networking: The Payoff of “Direct Contact”

by David Madison, Ph.D.,

Director of the National Guild of Five O’Clock Club Career Coaches

**L**ate in her career, the great character actress Shelley Winters was asked to audition for a movie role. Irritated at the thought of being asked to demonstrate her skills, when she arrived at the Hollywood studio for the audition, she heaved her two Academy Awards out of an oversized purse, pushed them across the table at the director and growled, “*Some* people in this town think I can act.”

*Nobody likes to interview.*

The obligation to undergo cross-examination and intense scrutiny is wearisome, and the process is usually stressful. We call interviewing Showtime! because the job hunter does have to put on an act—if only on the level of putting one’s best foot forward. In order to outclass the competition and win the prize one has to be totally on.

But, of course, despite the stress, all job hunters want interviews, lot of them. Nothing can be more depressing that *not* having interviews. But those who follow The Five O’Clock Club recommendations for interview prepara-

tion find that stress can be greatly reduced. Our books, the CDs on interviewing, the weekly coaching in the small group—which is, in truth, interview practice—all help to get people ready for those confrontations with HR and prospective new bosses.

#### Scaring Up the Scary Interviews

The biggest hurdle for most job hunters, in fact, is not going on interviews, but *getting* them. If only there were a magic wand to make the phone ring (job hunters commonly spend a lot of time waiting for the phone to ring) with the news, “We’d like you to come in for an interview.” But since there isn’t a magic wand, people spend many of their job hunting hours trying to scare up those illusive interviewing opportunities.




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**He had picked her Five O’Clock Club résumé out of 400 he’d seen on Monster.**

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indeed there is. Here’s the reality: the recruiter told her that he had picked her résumé out of 400 he’d seen on Monster. It was a Five O’Clock Club style résumé, carefully crafted with the help of her small group and coach, with a powerful positioning statement at the top that made it—as the recruiter put it—“leap off the screen.” Furthermore, the positioning statement was based largely on her Seven Stories Exercise. Hence, a primary lesson from this example would be: you’ll have better chance of being discovered on the Internet if you’ve done things The Five O’Clock Club way. But the odds are still stacked against you.

But what about the Internet? Doesn’t it come the closest to being a magic wand? After all, it connects us to millions of other people—shouldn’t it be easy for potential employers to find us? Just spend a few hours every day clicking your résumé into cyberspace: how could this *not* work? One Five O’Clock Club member reported that a recruiter had found her résumé on Monster and called her about a perfect job. She went on several interviews with the company, and indeed it was the perfect job and she was hired.

Isn’t there a lesson here? Well,

And just a couple of words of caution here as well. It can be risky business to post your résumé on the Internet *if you’re employed*. Your résumé is there for the ‘whole world’ to see, but the whole world includes your boss! Most savvy job hunters, furthermore, prefer to maintain control of the distribution of their résumés, and that control is lessened if you’re in the habit of posting it on websites here and there. Most of us sense that handing our résumés out at the train station wouldn’t be a good idea—so posting it on the

Some job hunters prefer to read about the techniques. Others prefer to listen to the CDs again and again.

Internet is just another way of scattering it unstrategically. Should it never be done? A blanket prohibition is probably unwarranted as well, but just be aware that, if your goal is to generate interviews, there are better ways to spend your time.

**Getting Interviews: Back to Reality**

So let’s look at the four *primary* ways to find interviews—all of which should be in the job hunter’s tool box:

- Answering ads
- Registering with agencies
- Networking
- Direct contact

The last one will be our primary focus, but first let’s evaluate the others briefly.

The first one, **answering ads**, is usually the first thing that comes to mind when people think of job hunting. In fact, for most folks, looking at the want-ads is what job hunting is all about. The image of a job hunter hunched over the kitchen table with the newspaper spread out, scouring the ads, drawing circles around some, Xs through others, has become a cliché for the time-honored way to look for a job. Of course, people do still get jobs this way, so you *should* do the scouring—in fact you can come up with useful information by studying the want-ads, e.g., salary ranges, the number of openings that seem to be cropping up, and the listed requirements. This is actually one form of research to check out your target markets.

But one reason that the image of someone hunched over the newspaper has become a cliché is because it is associated with job hunting a couple of decades ago—and these days answering ads is one of the least effective ways to get interviews. Only 5 to 7 percent of people get their new jobs this way.

Should you answer ads? Yes, of course. But should you spend more than 5 to 7 percent of your job search time on this? No—absolutely not. You’re kidding yourself if you think the want ads are a gold mine. By all means,

answer those ads that really look appropriate, and then move on.

By the way, if your background matches only about half of the listed requirements, don’t even bother. If the ad you’re looking at is in a major metropolitan newspaper, it will draw hundreds of responses, and the HR officer who sorts through the huge pile will select only the résumés that are really on target. If you get lucky and are brought in for an interview, it’s a virtual certainty that you will have lots of competition. If an ad pulls 200 résumés, the hiring manager may invite 10 or 20 candidates to interview. Obviously, even if you are among the lucky few, the numbers are against you. It’s like a punch in the stomach to be told—when you ask, “How many people are you looking at?”—that they’ve got eight more people to see. Hence, if you’re interviewing in response to an ad, be sure to use all The Five O’Clock Club techniques you can muster during and after the interview!

**You’re kidding yourself if you think want ads are a gold mine.**

**Maybe Someone Else Can Find the Interviews for You**

Another time-honored way to find interviews **is to let agencies hunt for you**. Agencies commonly specialize in specific industries or professions, and they may indeed market your background to client companies. In fact, they’ll do it enthusiastically if you have a strong résumé. But don’t forget that agencies are generally in the résumé warehousing business. They collect résumés by the hundreds, even thousands, stockpiling them

against the day when appropriation positions pop up. The typical agency recruiter can make a good living by placing only 3 or 4 candidates per month—so it’s obvious that they’re not moving lots of folks into new jobs. Of course, it happens, so of course you should register with agencies.

But remember the very common refrain of job hunters, “The agency never calls me!” Agencies recruiters are paid big bucks to find *pretty exact matches* for the openings they’ve been given to fill, and it may be a long time before something comes up that you match exactly. And you face the same problem with competition. The recruiter who sets you up for an interview with a company is going to try to find *as many other candidates as possible for the same job*. He is not interested in your career; he is interested in making a placement. Of course there are many decent and trustworthy agency recruiters who will work hard to be helpful, but the need to make money (by sending in competing candidates) will always trump having a deep interest in your career.

One further drawback of getting interviews through agencies: there’s always a price on your head when you



*“I’m sorry, but I can’t hire you. I typed your name in on a search engine, and lazy, selfish and unmotivated were the categories that came up.”*

go in for the interview. If the company hires you, it will owe the agency thousands of dollars. Of course, the company has made the decision to pay an agency fee. But if a candidate emerges internally, or is referred to the company through any other non-fee source, it might be very tempting to save on the agency fee. You might lose out to someone else simply because the other candidate is free.

**Agencies are generally in the résumé warehousing business.**

**So, Let's Try Networking**

In fact, for more sophisticated job hunters, networking commonly has the reputation of being the way to go. They've been in the job market before —maybe in the not-too-distant past—so they've seen the meager results that can come from ads and agencies. Hence, they have the instinct to be more proactive.

But what exactly is networking? Here is the precise definition: **using someone else's name to get a meeting.** For example, if a colleague or fellow member of an association says to you, "I know the head of marketing over at Blackwell Corporation, and she heads up a team of people like you. Give her a call and tell her that I suggested it would be a good idea for the two of you to talk." So you make the call, you let her know who recommended that you reach out to her, and, chances are, you get a meeting: that's networking.

Of course, this can work brilliantly in moving you forward in your job search—or it can be a bust. Some folks fail miserably at networking because they think it means calling up people to ask if they have, or know about, job openings. In fact, network-

ing takes intensive preparation to be able to ask the right questions—and is aimed at building relationships that can last for years. Networking is *giving* as well as getting information, and if it's done well, it can result in being referred to people at the right levels in the right organizations. For the full scope of what is required for effective networking, see the Five O'Clock Club book, *Shortcut Your Search: the Best Ways to Get Meetings*. Also listen to the Club's CD, number 3 in the set of 8, Lecture 6: *How to Get Interviews: The Keys to Effective Networking*.

**When Networking Can't Get the Job Done**

You might very well come up with a list of 25 organizations that you would like to work for in one of your primary targets. You have picked an industry, you know the position that would be right

felt that he could do better by moving away from cultural institutions. He developed two industry targets that he felt might be promising: colleges/universities and charities—and he was open to Chicago or Milwaukee, so, in fact he had *four* targets.

With these four targets mind, Ryan drew his target or job-search map: he developed four columns on an Excel spreadsheet: Colleges-Chicago, Charities-Chicago, College-Milwaukee, Charities-Milwaukee. With just a few hours of Internet research, Ryan filled in the Excel columns—that is, he was able to list more than 25 organizations in each column. He assumed that there might only be one position at each institution for someone at his level—which meant that his map now encompassed 100 positions. With Five O'Clock Club advice in mind, he knew that he needed to push to get that

number up to 200 to have a really robust search; but he already saw clearly that networking alone would not allow him to get his foot in the door with most of the targeted organizations.

When you build your own target map—and the number of aimed-for positions climbs beyond 50, 75 and 100—you can see that it would be hopeless to try to network into all of the organizations. You don't know anyone who works for most of them; and you don't know anyone else who might know.

**It would be hopeless to try to network into all of the organizations on your target list.**



*"Your resume states that you've worked with 2 presidents, won the Nobel Prize and climbed Mt. Everest. That's all fine and dandy, but how are you at telemarketing?"*

for you—and the geographic area that would be ideal: that's a target.

Let's consider the case of Ryan, who had about five years of experience in the promotions department at a museum near Chicago. He wanted to remain in the not-for-profit world, but

**Taking the Plunge: Direct Contact**

If you have a list of 25 organizations you might like to work for, you'll have a very long job search if you wait to find a want ad placed by any of them, or if you hunt for agencies that

they might use. Even if this does happen—that is, a posted opening does appear—then you know you'll have a lot of competition even if you do get an interview.

**The fact that they might not have any openings right now is irrelevant.**

**Direct contact** enables you to be proactive and highly effective, and this can be illustrated by a Five O'Clock Club member who attended our Insider branch, which meets by teleconference. Vera, a divisional controller, had been downsized by a company in Massachusetts, and had been sent to the Club for outplacement. In fact she viewed this forced job search as an opportunity to finally take action to get where she wanted to be. She wanted to relocate to St. Louis, where she had family. Since it had been many years since she'd lived in the Midwest, she knew that her network of contacts there was defunct—or close to it. A few months earlier she had asked friends to send her copies St. Louis newspapers so that she could look through the want ads. She had dispatched her résumé to companies and agencies, and had become increasingly frustrated that nothing was happening.

Her group and coach suggested an intense direct contact campaign. "Pick out 50 companies in the St. Louis area you think you'd like to work for," her coach said. "Then write to them all—in your case, write to the CFO." Vera was extremely skeptical. "But how do I know if they have openings? It sounds like a lot of hard work shooting in the dark." In fact, many job hunters make this mistake.

They assume that job hunting means looking for openings. Hence we say, "Don't target openings, target organizations." That is, reach out to any organization you think you'd like to work for; the fact that they might not have any openings *right now* is irrelevant.

**Your Campaign Documents**

In fact, Vera was not opposed to the hard work. She was highly motivated to find a job near St. Louis, and the true desire to find a job is one of the factors that determines how long it will take you to find a job (for a discussion of all 10 of these factors, see our book *Shortcut Your Job Search*, pp. 21 -23). And when you're engaged in a direct contact campaign you can be choosy. If you're highly motivated to find a new job, it might as well be a new job in an ideal context. That is, write only to those companies that you think you'd like to work for. In fact this is what it means to search by organized targets. You choose the industries that appeal to you.

Vera followed her coach's suggestion to write to 50 companies, and she

soon realized what the Club means when we say that a full-time job search is 35 hours a week. Vera wrote cover letters *tailored to each CFO*. She did extensive research on each company; she hunted for articles in industry journals with references to the companies that she had targeted. She knew she had hit pay dirt when she found any of her targeted CFOs quoted or mentioned. These tidbits, as well as any information about company successes or problems, ended up in the "grabber" first paragraph of her cover letters. Vera was able to state succinctly, at the beginning of each letter, exactly why she was writing to each company—that is, *why* the company was of interest to her.

Her small group and coach naturally helped her get her résumé into shape, with a knock-your-socks-off positioning statement at the top. It was a three-page résumé that backed up all of the accomplishments and skills mentioned in the positioning statement. So when Vera's 50 letters and résumés were dropped in the mail (not all at the same time!), they were perfect packages on the way to their targets.

Of course most job hunters dread the day when they have to make the calls to follow up on the targeted letters that they've sent. It's so easy to procrastinate and find reasons not to make those calls *today*. Your small group at the Club helps to hold you accountable on this, by the way—and your job search buddy can hound you to make the calls when you said you would. Your buddy can help you role-play a couple of calls, just to make it easier to make that first *real* call. You can also get ready by reading the 12-page chapter, "How to Handle the Phone: A Life Skill," found on pp. 175 -186 of *Shortcut Your Job Search*. In every issue of this magazine



**"I think I'm right for this job because I'm a real people person. Now, are you going to hire me or not? I don't have all freakin' day!"**

you will find a one-column article about what it means to be a job search buddy.

### Vera's Surprise

Vera wasn't looking forward to making the follow-up phone calls—very few job hunters relish that part of the process. But part of the pain was removed when a few of the CFOs that she'd written to *called her first*. Some of them said, "I don't have an opening right now, but I'd like to meet you"—which commonly means that an opening hasn't been posted yet. Vera had said in her cover letter that she planned to be in St. Louis 'the second week of the next month', so clearly people wanted to take advantage of her availability. This gave a boost, not only to her morale, but to her effectiveness on the phone. When she called the other 40 or so CFOs, she was able to say, "I'm meeting with several other companies that week, I'd like a chance to drop by and meet you." Vera ended up with eight meetings as a result of those 50 letters—and eventually she received two job offers.

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**Direct contact means reaching out to people in whom you have a keen, genuine interest.**

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### The Importance of Doing It Well

Of course, direct contact will not have a great payoff if it's done in a slipshod way. If you send out a cookie-cutter résumé (yours looks like everybody else's); if you include a boring cover letter ("Dear Sir: Enclosed you will find my résumé in case there is an opening that matches my background"), you might as well save your postage.

Direct contact means reaching out to people in whom, for some good reason (based on solid research) you have a keen, genuine interest. Reach out with the best that you've got! That should be reflected in what you say in the grabber opening paragraph of your cover letter. But the rest of your cover letter should be

a masterpiece as well. In your bulleted accomplishments you should mention items that would be of interest to that company or hiring manager. And your value to the company should be obvious by the way that your résumé positions you. With the help of your small group at the Club, you can forge cover letters and a résumé that can make all the difference in a direct contact campaign.

### Why Does Direct Contact Work?

Here's a startling number for you to think about: 38 percent of Club members get their meetings through direct contact. Networking edges it out by just a little bit, at 40 percent. But networking takes longer—because you're looking for people who know people. The great value of direct contact is that you can identify the people you wish to meet—and not wait for a middleman. You initiate the contact, and if you do everything correctly (you're working the right target industry, you have a great cover letter and a high-impact résumé, you follow the proven telephone techniques), you will get meetings.

Chances are, in fact, you will be getting in the door before a hiring manager has posted a job opening—sometimes even with HR. And the hiring manager would like to avoid placing an expensive ad or calling a really expensive agency. Over and over we hear the testimony from job hunters, "They called me to come in for an interview, but said that they didn't have any openings right now." But, for some reason, that changed pretty quickly—serious interviewing was soon under way, resulting in an offer. Jobs are created for people who appear with the skills and accomplishments that can benefit the organization.

Even if interviews generated through direct contact don't result in offers, they can have a very positive impact on your job search. If you don't get an offer, if the meeting turns out to be an informational interview only, you are always on the lookout for more people to contact. Hence, you ask for referrals: "This meeting has been very valuable in providing some additional insights about current

trends in the industry. Can you recommend a couple of other people I should talk to—and with whom I can use your name?" You will have your marketing plan in your briefcase—your list of 25 companies that you're aiming to meet with. "Do you know anyone at any of these companies that I can talk to?" If you get a few names, then you're back to networking: using someone else's name to get a meeting. In other words, direct contact can enrich networking significantly.

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**Your job-search buddy can hound you to make the calls when you said you would.**

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### Calling It What It Is

It is not at all uncommon to hear someone who has done a brilliant direct contact campaign refer to their hard labors as networking. Someone might ask Vera, "How did you get that interview with Apex Industries?"—and Apex had been one of the 50 companies that she wrote to directly. Chances are, Vera will say, "Oh, I got it through networking." People tend to think that writing or talking to as many people as possible is networking. It has become a generic term for casting the net widely.

At The Five O'Clock Club we stress that direct contact stands alone as a powerful technique for generating meetings. It allows you to go far beyond what can be accomplished through the want-ads, agencies and getting meetings by using someone's name.

In fact, direct contact requires a different mindset—and requires the kind of hard work that will enable you to fill those 35 hours a week with a full time job search. You'll be in the door at many of those 25 companies on your list. Yes, of course, you should still, as the saying goes, network like crazy, but with 38 percent of Club members getting their meetings through direct contact, be sure to channel just as much time and energy in this direction—there will be a big payoff. ●

## The Five O'Clock Club Job-Search Series for Professionals, Managers and Executives



The Five O'Clock Club has enabled thousands of professionals, managers, and executives to correct their job-search mistakes. Most who attend regularly and read our books—even those unemployed up to two years—have a new job within only ten weekly sessions.

We'll take you through your entire career. 1. Start by understanding yourself and what you want in **Targeting a Great Career**. 2. **Package Yourself with a Targeted Résumé** done The Five O'Clock Club Way. 3. Then **Shortcut Your Job Search** by following our techniques for Getting Meetings. 4. Turn those interviews into offers with **Mastering the Job Interview and Winning the Money Game**. 5. Finally, learn from successful job hunters and their coaches in their **Report from the Front Lines**.

- Figure out what to do with your life and your career
- Develop a résumé that separates you from your competitors
- Shortcut your search by using the Internet and other techniques *properly*
- Learn how to turn those job interviews into job offers
- Use our Four-Step Salary Negotiation Method to get what you deserve
- Learn from others: Be inspired and save time in your search.

Most people conduct a passive job search. Their approach is ordinary, non-directed, fragmented, and ineffective. The Five O'Clock Club methodology was tested and refined on professionals, managers, and executives (and those aspiring to be) —from all occupations and economic levels.

The members who do best read and re-read the books, mark them up and take notes. Do the same and you will do better in your search.

### Advanced Concepts:



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**The Truth about Making It Happen**  
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**Achieving the Good Life After 50**  
**Tools and Resources for Making It Happen**  
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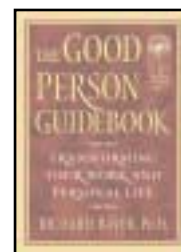


**Work Smarts**  
**Be a Winner on the Job**  
*How to build relationships at work and achieve result.*  
978-0-944054-15-4; \$14.95  
Five O'Clock Books (Sept, 2008)



**Navigating Your Career**  
**Develop Your Plan. Manage Your Boss. Get Another Job Inside**  
1-4180-1501-6; \$12.95  
Thomson Delmar Learning

### Becoming a Better Person:



**The Good Person Guidebook**  
**Transforming Your Personal Life**  
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**Job Search Workbook**  
8.5 x 11 format  
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Thomson Delmar Learning



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or [Amazon.com](http://Amazon.com) or call 1-800-686-7742.  
For bulk orders, call The Five O'Clock Club at 1-800-538-6645



# Choose the Five O'Clock Club for your employees.

Everybody gets jobs.

Help them also improve their careers.

**The Five O'Clock Club: Developing Great Careers!**

***"The Five O'Clock Club program is far more effective than conventional outplacement. Selecting The Five O'Clock Club was one of my best decisions this year."***

***SVP, HR, consumer products company***

### Old-Fashioned Outplacement:

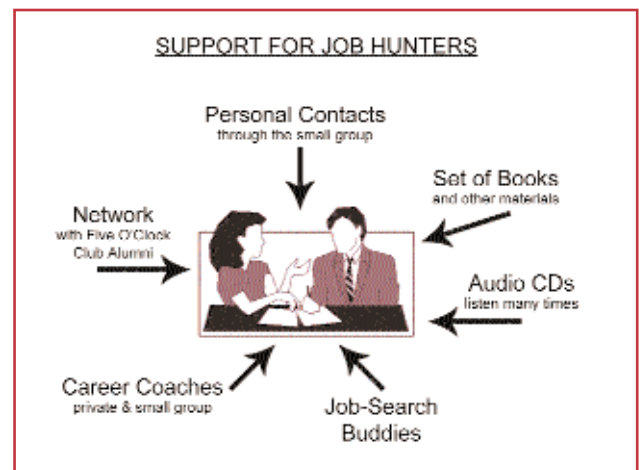
- Saddled with real estate costs.
- Very limited one-on-one career coaching.
- Overburdened coaches.
- Vanilla career coaching methods developed in the 1970s.

### Five O'Clock Club Outplacement:

- **One year of outplacement** — even if employee loses next job, decides to do consulting work for a while, or needs help handling the political situation in a new job!
- **Guaranteed number of hours of private coaching** coupled with weekly small-group strategy sessions headed by a senior coach.
- **Method based on over 25 years of research.** Not vanilla job-search coaching.

## Five O'Clock Club Outplacement Prices

	Price	Private Hours
<b>Senior Executives earning over \$200,000 / yr</b>		
Tailored Program (2-year coaching program & office space, administrative services, etc.)	\$25,000 --- \$20,000	40+
Platinum (2-year program)	\$15,000	40
<b>Premium</b> (15-month program)	<b>\$10,000</b>	<b>28</b>
Standard	\$7,500	18
<b>Executives earning \$100,000 to \$200,000 / yr</b>		
<b>Premium</b>	<b>\$5,000</b>	<b>14</b>
Standard	\$4,000	9
Bare-bones	\$3,000	5
<b>Professionals / managers: under \$100,000 / yr</b>		
Long-Term Care (for long-service employees)	\$4,000	12
<b>Premium</b>	<b>\$3,000</b>	<b>8</b>
Bare-bones	\$2,000	3



### The Best Job-Search Materials Anywhere

Each job hunter gets:

- The set of 4 books.
- Boxed set of sixteen 38-minute lectures on audio CDs.
- 2-year subscription to our monthly magazine, *The Five O'Clock News*.



# SCHEDULE OF EVENTS FOR THE FIVE O'CLOCK CLUB



## Professional, Managerial, Executive and Career Starter Job-Hunt Groups

Meetings are held weekly via teleconference or at various physical locations.

- Hear one lecture per week at a physical branch or via one of 16 lectures on CDs by Kate Wendleton. (The boxed lecture set: \$150 or FREE with the purchase of 10 "Insider" sessions.)
- Join the weekly small group discussion with a senior Five O'Clock Club career consultant (for the "Insider" program: via teleconference from the convenience of your home, or anywhere else).
- Enjoy The Five O'Clock Club website. Download worksheets from the Members Only section.

### Prices: Insider Program

Because of the popularity of "Insider," our costs have decreased over time. The savings are passed on to you. Physical branches are *more* expensive. Prices are for individuals. If your employer is paying for you, please see our "outplacement" price schedule on the next page.

This is a members-only organization. FEES: \$49 annual membership plus session fees, which are based on member's income.

	Income < \$100,000		\$100,000 +		\$200,000 +	
	Price	Per sess.	Price	Per sess.	Price	Per sess.
20 sessions	\$540	\$27	\$810	\$40.50	\$1215	\$60.70
10 sessions	\$360	\$36	\$540	\$54	\$810	\$81

Single session (one time only) for \$50 or \$70.  
Fee for books: \$40

Career Starters: Students; recent grads or less than 10 yrs. out < \$40,000; others

\$490 package includes 1.5 hrs. of private coaching,  
10 group sessions, book,  
16 lectures on CDs, 2 years' membership.

Week of	Topic
June 2-6	Beat the Odds with Search Firms & Ads
June 9-13	Shortcut Your Search: Internet & Other Research
June 16-20	Developing New Momentum in Your Campaign
June 23-27	Getting the Most Out of Your Contacts
June 30-July 3	Getting Interviews: Direct & Targeted Mail
July 7-11	HOLIDAY WEEK -No Sessions Scheduled
July 14-18	The 5OCC Approach to Interviewing
July 21-25	Handling Difficult Interview Questions
July 28-Aug. 1	The Five O'Clock Club Approach to Job Search
August 4-8	How to Turn Job Interviews into Offers
August 11-15	Developing New Targets for Your Search
August 18-22	SUMMER BREAK -No Sessions Scheduled
August 25-29	Four-Step Salary Negotiation Method
Sept. 1-5	HOLIDAY WEEK -No Sessions Scheduled
Sept. 8-12	Advanced Interviewing Techniques
Sept. 15-19	Keys to Effective Networking
Sept. 22-26	Two-Minute Pitch: Keystone of Your Search
Sept. 29-Oct.3	HOLIDAY WEEK -No Sessions Scheduled
Oct. 6-10	Beat the Odds with Search Firms & Ads
Oct. 13-17	HOLIDAY WEEK -No Sessions Scheduled
October 20	Shortcut Your Search: Internet & Other Research
October 27	Developing New Momentum in Your Campaign
November 3	Getting the Most Out of Your Contacts

Please see our website ([www.FiveOClockClub.com](http://www.FiveOClockClub.com)) for the coaching staff and full offerings.

### Attendance

- Reservations required.
- Unused sessions are transferable to anyone you choose or will be given to those in financial difficulty attending more than 16 sessions.
- Most branches are geared to professionals, managers, executives, and recent grads from a wide variety of industries and professions. Most earn from \$30,000 to \$500,000. Half are employed, half are unemployed.
- Attend at least 10 meetings in a row to develop momentum and perhaps land an appropriate position. Our research proves that those who attend on a regular basis get jobs faster and at higher rates of pay than those who attend sporadically, search on their own, or even only see a coach privately.
- After ten sessions, still try to attend regularly.

## The Five O'Clock Club®

Over 40 groups meet nationwide. Below is a sampling, or visit us at [www.FiveOClockClub.com](http://www.FiveOClockClub.com)

### Branches

#### THE POPULAR INSIDER PROGRAM

You are near a meeting of The Five O'Clock Club — with **over 40 groups** meeting weekly. To join the "Insider," a weekly small-group teleconference, call 212-286-4500. Below are a sample of the groups.

#### Sr. Executive (\$200,000 plus)

Tuesdays, 7:00 p.m. EST  
Bill Belknap

#### Executive (\$100,000 plus)

■ West  
Wednesdays, 5:30 p.m. Pacific  
Terry Pile

#### ■ Central Wednesdays, 7:30 p.m. Central Max Lorenz

■ East  
Mondays,  
8:00 p.m. EST  
Bert Marro

Tuesdays,  
7:00 p.m. EST  
Phil Romniger

Wednesdays,  
8:30 p.m. Pacific  
Terry Pile

#### Professional / Managerial (\$30,000 to \$100,000)

■ Central  
Tues., 7:30 p.m. Central  
Syhan Von Burg

■ East  
Tuesdays, 7:00 p.m. EST  
Anita Attridge  
Tuesdays, 8:30 p.m. EST  
Phyllis Rosen

Thursdays, 7:30 p.m. EST  
Ciro & Louise DiSclafani

Students / Recent Grads (less than \$40,000)  
Ask for Richard Bayer -  
212-286-4500

#### THE PHYSICAL BRANCHES

■ NEW YORK, NY  
Grand Central; Mondays  
Jim Borland  
at Roosevelt Hotel -  
Madison Avenue - 5th fl.  
212-255-6458

Madison Square Garden  
Chip Conlin; Wednesdays  
HQ Global Workplace  
11 Penn Plaza - 5th fl.  
on 7th bet. 31 & 32  
914-788-5482

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Keep your life—and career—on track!

**Yes!** I want to receive a Beginner's Kit, a membership card, *The Five O'Clock News* (10 issues per year), have access to the *Members Only* Bulletin Boards and become an official member of The Five O'Clock Club.

\$75 for 2 years  \$49 for 1 year

MC  VISA  AMEX (You may fax to: 212-286-9571)

Card #: \_\_\_\_\_ Exp: \_\_\_\_\_

Signature: \_\_\_\_\_

Enclosed is my check in the amount: \_\_\_\_\_

Please make checks payable to: The Five O'Clock Club  
and send to: The Five O'Clock Club, 300 East 40th Street. #6L, NY, NY 10016

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Address \_\_\_\_\_ Apt.# \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Home# \_\_\_\_\_ Bus.# \_\_\_\_\_

E-mail address: \_\_\_\_\_

Continued from page 2

minute a person takes a consulting assignment or even a job. Many HR professionals have become heroes at their companies by introducing The Five O'Clock Club to the decision-maker.

I don't know why any company would use someone other than The Five O'Clock Club. I don't know why any employee would choose to work with another outplacement firm.

- Because of our superior coaching methodology, our average professional, manager or executive who regularly attends the Club **has a new job or is in the negotiating stage within just 10 to 12 weeks.** That certainly relieves psychological pressure!
- Another relief is that **our one-year package means that we continue to work with the employee** even if he lands a consulting assignment, wants help in a new job, or decides to change jobs because the new one didn't work out. If a person loses his next job with-

in that year, he can come back to us. Nobody else offers your employees this downside protection.

- And we **cost far less than any of the traditional outplacement firms,** which lessens *HR's* psychological pressure.
- Our assessment process is so effective that **58% of those who attend the Club decide to change careers:** They change the field or industry they are in.
- **We don't declare success when a person lands a job.** You never know what might happen next. An employee may need help navigating the landmines in the new position — even for a very long time. Or the employee may decide that this is not working out and wants to look for another job. We're there to help.
- We have **a healthy environment.** Half of those who attend the Club are self-referred, most of whom are employed. It's better for everyone if it's a mixed group — not a room full of

unemployed people who were referred by their employers.

Yes, we do what's in the best interests of the job hunter, and we've been refining our proven methodology for over 25 years. The **lack of vanilla job-search techniques** proves our concern for the job hunter. After all, it costs money to conduct continual, honest research into the best techniques. Job hunters want the easy way out, such as databases of openings and search firms. Other outplacement firms give them just that, despite their ineffectiveness. But our doctor-patient approach means that we will do what is in the job hunters' best interests even if they think Internet ads — or carrying a sandwich board — is the only way to go.

So I ask you again? How could an employer or a job hunter choose to work with anyone else? I don't know. Maybe I'm a little biased. ●

Kate Wendleton,  
President and Editor-in-Chief



### THE FIVE O'CLOCK NEWS

The Five O'Clock Club  
300 East 40th Street  
New York, NY 10016  
**Email: [Info@FiveOClockClub.com](mailto:Info@FiveOClockClub.com)**

**"We greatly appreciate the always high quality work that The Five O'Clock Club does for our former employees."  
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