

Will You Get the Right Kind of Outplacement?

Forget the desk and phone. There's a myth in outplacement circles that a terminated employee just needs a desk, phone and minimal career counseling. Our experience clearly shows that downsized workers need qualified, reliable counseling more than anything else.

Most traditional outplacement packages last only 3 months, and the average job hunter gets office space and 5 hours of career counseling during that time. The cost to your employer: about \$5000. Yet the service job hunters need most is the career counseling itself—not a desk and a phone.

Most professionals, managers and executives are right in the thick of negotiations with prospective employers at the 3-month mark. Yet that is precisely when traditional outplacement ends, leaving job hunters stranded and sometimes ruining deals.

It is astonishing how often job hunters and employers alike are impressed by databases of "job postings" at outplacement firms. Yet only 10% of all jobs are filled through ads and 10% are filled through search firms. Instead, direct contact and networking—done the Five O'Clock Club way—are more effective for most searches.

Opt for 100% Counseling

In the past, providing space was important. But today, most professionals, managers and executives have home computers and faxes. They no longer need outplacement firms for those office services, even though many firms still focus on them. More than anything else, job hunters need qualified, reliable counseling that doesn't end when it's needed the most.

Landed ideal job
"The Five O'Clock Club product is much better, far more useful than my outplacement package."—Senior executive and Five O'Clock Club member

"Kept juices flowing"

"The Club kept the juices flowing. You're told what to do, what not to do. There were fresh ideas. I went through an outplacement service that, frankly, did not help. If they had done as much as the Five O'Clock Club did, I would have landed sooner."
—another member

You Get a Safety Net

Imagine getting a package that protects you for a full year. Imagine knowing you can come back if your new job doesn't work out — even months later. Imagine trying consulting work if you like. If you later decide it's not for you,

you can come back.

We can offer you a safety net of one full year's career counseling because The Five O'Clock Club method is so effective that few people will actually need much of it. But you're protected individually.

You'll job search with those who are employed! How novel.

Let's face it. It can be depressing to spend your days at a place where everyone is unemployed. At The Five O'Clock Club, half the attendees are working, and this makes the atmosphere cheerier and helps to move your search along.

What's more, you'll be in a small group of your peers, all of whom are using The Five O'Clock Club method. Our research proves that those who attend the small group regularly, and use *The Five O'Clock Club methods*, get jobs faster and at higher rates of pay than those who only work privately with a career coach throughout their searches.

So Many Poor Attempts

Nothing is sadder than to meet someone who has already been getting "help" with their search, but the wrong help. They've used traditional outplacement and have learned the traditional techniques that are no longer so effective. Or they've spent thousands for mailing services or career counseling firms. Most have poor résumés and inappropriate targets, and don't know how to turn job interviews into offers.

14 Years of Research

As an employee advocacy organization, The Five O'Clock Club focuses on providing the services and information that the job hunter needs most.

The Five O'Clock Club was started in 1978 as a research-based organization. Job hunters tried various techniques and reported their results back to the group. We developed a variety of guidelines so job hunters could choose the techniques that were best for them.

The methodology was tested and

refined on professionals, managers and executives (and those aspiring to be)—from all occupations and economic levels. Salaries ranged from \$25,000 up to \$400,000; 50% were employed and 50% were unemployed.

Ever since the beginning, The Five O'Clock Club has tracked trends. Over time, our advice has changed as the job market has changed. What worked in the past is insufficient for today's job market. Today's Five O'Clock Club promotes all our relevant old strategies—and so much more.

You'll get quite a package!

The Five O'Clock Club's *premier* package costs your employer only \$4950. You get 15 hours of private counseling—not 5. (You may want to use a few hours *after* you start your new job.) And you get up to one full year of small-group career counseling. In addition, you get books, audiotapes and other helpful materials. The other packages can be reviewed at www.FiveOClockClub.com.

To Get Started

Call 212-286-9332 or **email** Kate@FiveOClockClub.com. Mention that you'd like an outplacement invoice and tell us the amount you think your company will pay. (Many employers *will* allow you to choose your outplacement firm.) Give the invoice to Human Resources and ask them to call Kate with a verbal approval. We will immediately ship you the books, tapes and other materials, and assign you to a private counselor as well as a small group.

Then we'll monitor your search. Frankly, we care about you—and not about your employer. If your employer cares about you, they'll be glad we feel this way because they'll know that you'll be taken care of.

Save this for later
or pass it on to a
friend who may
be losing a job.

