



Career Transition Program for Executives

ONE YEAR of outplacement including
a guaranteed **14 HOURS OF PRIVATE COACHING**

Your employer cares about you. That's why they're making you aware of The Five O'Clock Club, a national career coaching and outplacement organization that puts *you* first. The Five O'Clock Club is a career coaching organization of the highest quality. We put our efforts into you and your successful job search.

25 Years of Research

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. Salaries ranged from \$25,000 to \$400,000; 50% were employed and 50% were unemployed.

Since its 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 original strategies—and so much more.

Get the Help You Need Most: 100% Coaching

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

Most traditional outplacement packages last only 3 months. The average executive gets office space and only 5 hours of career coaching during that time. Yet the service job hunters need most is the career coaching itself—not a desk and 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 the databases of "job postings" claimed by 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.

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 to The Five O'Clock Club.

We can offer you a safety net of one full year's career coaching because our

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

FORTUNE

With the Five O'Clock Club, you get:

- ♦ **up to 14 hours of private career counseling** to determine a career direction, develop a résumé, plan salary negotiations, and get help handling the political situation in a new job.
- ♦ Up to **ONE YEAR of small-group teleconference counseling** (average of 5 to 7 participants in a group) headed by a senior Five O'Clock Club career consultant. We continue to work with you if you lose your next job, or if you want to try consulting work and then decide you don't like it.
 - ♦ **2-year membership in The Five O'Clock Club:** Beginner's Kit and two-year subscription to *The Five O'Clock News*.
 - ♦ The complete **set of our four books**, covering the entire job-search process.
 - ♦ A boxed set of **16 Five O'Clock Club presentations on audio CDs.**



*The Today Show, CNN, Larry King, CNBC,
The New York Times, The Chicago Tribune,
National Public Radio, The Wall Street Journal*

... are just some of the places you've
seen, heard, and read about us.

method is so effective that few people actually need more than 10 weeks in our proven program. But you're protected for a year.

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

job-search "help," but the wrong help. They've learned the traditional techniques that are no longer so effective. Most have poor résumés and inappropriate targets, and don't know how to turn job interviews into offers.

You'll Get Quite a Package

You'll get up to 14 hours of private coaching—well in excess of what you would get at a traditional outplacement firm. You may even want to use a few hours after you start your new job.

And you get up to one full year of small-group career coaching. In addition, you get books, CDs and other materials.

To Get Started

When your human resources manager calls us, we will immediately ship you the books, CDs, and other materials, and assign you to a private coach as well as a small group.

Then we'll monitor your search. Frankly, we care about you more than we

SUPPORT FOR JOB HUNTERS



care about your employer. And since your employer cares about you, they're glad we feel this way—because they know that *you* will be taken care of.

What They Say About Us

"The Five O'Clock Club product is much better, far more useful than my outplacement package."

Senior executive and Five O'Clock Club member

"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* ●

Comparison of Employer-Paid Packages

Typical package	Traditional Outplacement	The Five O'Clock Club
Who is the client?	The organization	Job hunters. We are employee advocates. We always do what is in the best interest of job hunters.
The Clientele	All are unemployed	Half of our attendees are unemployed; half are employed. There is an upbeat atmosphere; networking is enhanced.
Length/Type of Service	3 months, primarily space.	1 year, <i>exclusively</i> career coaching
Service ends	After 3 months—or <i>before</i> if the client lands a job or consulting assignment.	After one full year, no matter what. You can return if you lose your next job, if your assignment ends, or if you need advice after starting your new job.
Small group coaching	Sporadic; to 3 months. Counselor varies.	Every week for up to 1 year; same counselor
Private coaching	5 hours on average	up to 14 hours guaranteed (depending on level of service purchased)
Support materials	Generic manual	<ul style="list-style-type: none"> ◆ 4 textbooks based on 12 years of job-search research ◆ A set of 16 40-minute lectures on audio CDs ◆ Beginners Kit of Search Information ◆ 2-year subscription to the Five O'Clock Club magazine, devoted to career management articles
Facilities	A cubicle, phone, computer access	None. Use home phone and computer

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