

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

FORTUNE

Predictors of Career Success

In Good Times and Bad

by Terri Lowe, Ph.D. with Jared Kreiner



People who see themselves as successful told us that they:

- ◆ are knowledgeable about trends in their industry
- ◆ are satisfied with the steps they have taken in managing their careers
- ◆ are able to articulate their strengths clearly
- ◆ are able to respond well to change
- ◆ feel confident that they can market themselves in their industry

Our analysis suggests that these coping resources and behaviors are among the most important when it comes to career success.

How can you tell if you're going to have a great career? Is there a way to figure this out—even if you don't have a crystal ball?

Because we are a research organization, The Five O'Clock Club has sponsored studies designed to measure key predictors of career success. The first study was done by Terri Lowe Ph.D., an industrial and organizational psychologist, in 1996—a time of high job growth. A repeat study was done in 2003—in a down job market. The research was actually a 25-item survey designed to measure coping resources and behaviors, as well as perceptions of career success.

Regardless of a bear or bull market, the same predictors of career success appear to remain true. In 1996, the study showed that career success was based on several factors. When the study was conducted

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KATE AND DALE TALK JOBS: IT'S ONLY A GAME

HOW LONG WILL IT TAKE TO FIND A JOB?

SUCCESSFUL JOB HUNTERS REPORT

The War and Your Spirit IF THEY CAN DO IT, YOU CAN TOO

Employers have recently been very hesitant about hiring. The uncertainty surrounding the war has translated into economic uncertainty.

The economy may be primed to thrive after the war. I am writing this on March 26th, just one week after the war started, so my comments are based on the expectation that it will end in a few weeks and that—even if it lasts longer—uncertainty about the future will begin to lift. In that case, according to Richard Bayer, an economist and Chief Operating Officer of The Five O’Clock Club, says, “energy prices could fall, travel and tourism rebound, consumer and business confidence could revive.”

Job hunters and employees alike can *prepare* for the economic and hiring boost if there is a relatively quick war:

- ♦ Develop your long-term plans. You can take steps to help you move on.
 - ♦ Job hunters should be *aggressive* now, even though hiring is slow. After a short war, hiring managers will remember those who have seen them most recently. Prepare now for an eventual good hiring season!
- Aggressive* job search means that the job searcher is networking, contacting companies directly, arranging informational interviews, and having job interviews as they come up. Follow up meetings with strong “influence notes.” Be pro-active.
- ♦ Blanket your markets—get in to see every one on your list of prospective employers.

- ♦ Keep up your group attendance at The Five O’Clock Club.
 - ♦ If you don’t have a job-search buddy, get one in your group. If you *do* have a job-search buddy (or two), chat regularly.
 - ♦ If you are forced to take work that is not ideal thing, at least you will be working, you can continue to search, you will have something to say about what you have been doing, and you’ll bring in money.
 - ♦ Have three hours of fun a week—whether you like it or not! If you can loosen up, you’ll have better rapport in interviews.
 - ♦ Stay optimistic. I know it’s easier said than done, but depression stops you. Trick yourself into moving ahead even when you don’t feel like it. Just keep putting one foot in front of the other. Break big tasks into smaller ones. At the end of this tunnel, there will be a light and you will have made progress.
 - ♦ Do not pass your stress on to others. Encourage other job hunters. Brainstorm ways to relieve your stress and help others relieve theirs.
 - ♦ Measure your success not by whether or not you have gotten the ideal job—or any job—but by how *well* you are job hunting. That’s what Stage 1, 2, 3 are all about.
- Just try, and you will be admire you. When you land a job or consulting assignment, tell us how you survived the down-times, how some good came from it, how you see it as a step that will lead you in the

right direction or simply be a means to hold body and soul together. Inspire others by your courage and patience and hard-fought wisdom—and your kindness to others who are in the process. Hang in there even if others are giving up. Pick yourself up and get moving again. Don’t just lick your own wounds. Help others. We are all proud of you.

Kate Wendleton
President and Editor-in-Chief



THE FIVE O’CLOCK NEWS

from America’s Premier Career-Coaching Network

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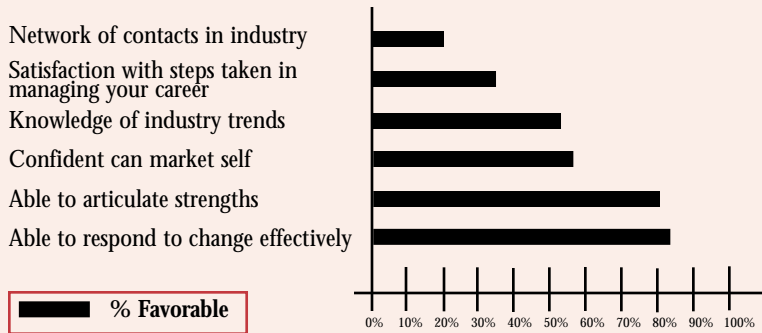
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Although all of the predictors are significantly correlated with perception of career success, those surveyed rated themselves favorably in only a few of these areas.



again in 2003, the same factors played a key role. People who see themselves as successful in their careers identify the same underlying reasons, no matter what the economic climate.

Study Results

The survey revealed key drivers of success:

- ♦ career confidence,
- ♦ confidence in the ability to market oneself,
- ♦ coping resources and behavior.

The majority (about 80 percent) of respondents (2003) felt that they were able to articulate their strengths and respond effectively to change. About half of the respondents also felt confident that they can market themselves, and reported being knowledgeable of industry trends.

By making improvements in these key areas, people are likely to begin to see improvements in their level of career satisfaction.

In 1996 only 36 percent of respondents indicated that they were satisfied with the steps they'd taken in managing their careers. In 2003, that statistic dropped considerably, to 24 percent,

indicating the impact of a down economy on the mindset of job hunters. In an up economy, workers give themselves credit for their career success. In a down economy, workers blame themselves for their lack of success. The truth may be somewhere in the middle.

In an up market, workers give themselves credit for their career success. In a down economy, workers blame themselves for their lack of overall career success.

Career Confidence is a Self-Fulfilling Prophecy: If You Have Confidence, You'll Do Better

Career confidence is a person's sense of having the ability to manage his or her career successfully—no matter what the future holds. Research has shown that feelings of confidence about a task are significantly correlated with success in doing that task. For example, if you are confident that you can rewire the electrical sys-

tem in your house, you are more likely to succeed at that task than if you doubt your abilities. There are actually a lot of factors that influence career confidence: skills, abilities, accomplishments, and the faith that other people express in your abilities. We always urge job-hunters to do the Seven Stories exercise precisely because it can substantially increase confidence.

Most people think it will take them longer than average to find a new job.

In our survey we measured career confidence in several ways. We asked respondents to indicate the number of industries in which they "were confident they could build a successful and satisfying career." In 1996, 57 percent of the respondents indicated they could build successful and satisfying careers in 2 to 3 industries while 34 percent indicated 4 to 10 industries. In contrast, job hunters in 2003 felt confident about more industries: Only 30 percent of the respondents indicated 2 to 3 industries, while 45 percent indicated 4 to 10 industries. It seems that people are now more aware that a successful and satisfying career relies on *developing cross-industry skills and networking contacts*.

Having a high degree of career confidence is actually a coping resource that can increase career success, but it might not translate immediately into *optimism about job-hunting*. In both the 1996 and 2003 studies, many people reported that it would take them "longer than average" to find a job. In both surveys, when asked about the amount of time it will take them to find a good job, 70 to 80 percent

People who are confident that they could build a successful and satisfying career in a larger number of industries also report that they:

- ♦ are knowledgeable about trends across industries (not just their own)
- ♦ feel confident that they can market themselves effectively

Those who feel that they are able to market themselves effectively report that they:

- ♦ have a defined strategy to achieve their plans
- ♦ are able to articulate their skills
- ♦ are able to articulate areas in which they need to improve themselves
- ♦ are able to articulate their strengths.

said it would take the average person 1 to 6 months, but only around 60 percent felt that they themselves would be able to find a good job within that time frame. It seems that most people think their job searches will be more difficult than the average person's.

People who are confident about their careers also report that they can market themselves effectively.

Some of the key factors in achieving career success include career confidence and effectively marketing oneself. Some of the key factors include:

- 1) knowledge of industry trends
- 2) satisfaction with steps taken in managing one's own career
- 3) ability to clearly articulate strengths, skills, improvement areas.
- 4) ability to respond well to change
- 5) having a large network of contacts
- 6) defining a strategy to achieve career plans.

Ability to Market Oneself

Those who have a high level of career confidence also report that they can market themselves effectively, and this in turn enhances their outlook on career success. In both surveys, 50 to 60 percent of the respondents felt confident that they could market themselves and reported being knowledgeable of industry trends.

Interestingly, while the majority of respondents felt quite positive about their ability to articulate their skills and strengths, most were less positive about being able to articulate *areas for improvement* and about having a *defined strategy* for carrying out their plans. By improving in these areas, the job hunters are likely to enhance even further their confidence about marketing themselves. It's

no accident—it's the product of 14 years of research—that the Five O'Clock Club urges career-minded people to be guided by a Forty-Year Vision.

As throughout the 1990s, companies will continue to downsize at the same time that they hire new people. This backdrop of continual employment upheaval means that planning a successful career remains a challenge. But career-minded people can and *should* keep the predictors of career success in mind—and should plan their careers, while doing everything possible

to remain knowledgeable about their fields and the economy as a whole. ●

Terri Lowe is an industrial/organizational psychologist specializing in climate assessment, team building, and career development.

Career confidence is a person's sense of having the ability to manager his or her career successfully —no matter what the future holds. Self-confidence increases career success.

I'm Employed and Want to Search. How Long Are People Taking to Find a Job Right Now?

In the job market as a whole, everyone relies on the Bureau of Labor Statistics for data on employment and unemployment. Here's what they say, followed by what we say.

In February, nearly 1.9 million persons had been unemployed for 27 weeks or more. They made up about 22 percent of all unemployed persons, compared with about 15 percent a year earlier.

The number of persons working part time for economic reasons was 4.8 million in February. These persons indicated that they would like to work full time but worked part time because their hours had been cut back or they were unable to find a full-time job.

About 1.6 million persons were marginally attached to the labor force in February. These people wanted and were available to work and had looked for a job sometime in the prior 12 months. They were not counted as unemployed, however, because they had not actively searched for work in the 4 weeks preceding the survey. The number of discouraged workers was 450,000 in February, somewhat higher than a year earlier. Discouraged workers, a subset of the marginally attached, were not currently looking for work specifically because they believed no jobs were available for them.

So, those are the facts. However, job search is personal. You are employed. Our research shows that those who are employed take longer than those who are unemployed because they don't spend much time on their search. Our research shows that an employed person must spend 15 hours a week on their search to get any momentum going.

Our average Five O'Clock Clubber is taking 10 to 12 weeks. That's because most people who come to us are "self-referred." They're with us because they want to be. They also study our books, so they are following a methodology, rather than simply answering ads or talking to search firms. They're intelligent—they have to be at least smart enough to read our materials. And they have the help of a career coach and their small group. So that helps keep them motivated and focused.

If you would job search and find another job, you would be helping the economy. Part of the problem with times like these is that the employed stay put. There is little "movement" amongst them. This lack of movement creates a stagnation and makes it more difficult for everyone. This is what happened during the '87 to '92 recession: Those who had jobs just thanked their lucky stars, put up with tremendous abuse from their employers, and stayed put. In January of '92, we noticed an influx of employed workers who had had enough and were ready to look elsewhere. This broke the deadlock in the employment market, created "movement" and make everyone more hopeful—because they could see people getting jobs.

Right now at the Club, we have a much higher portion of unemployed job hunters than those who are working. The ratio is usually 50-50. Right now, about 75 percent of those attending are unemployed. This does not mean that there are more unemployed people. It means that the employed people have decided to stay put—and often put up with abuse. If you start looking, you will be helping everyone. ●

Landing Jobs in *Tough Times* Search Firms and Ads Are Not Enough

by David Madison, PhD
Director of the Five O'Clock Club
National Guild of Career Coaches

Three years of a bear market, shaky consumer confidence, an economy struggling to right itself, Fortune 500 companies rocked by scandal, key industries in disarray or deep decline—job hunters will tell you that all of these are bad enough. Needless to say, applying bad job search techniques in this environment is deadly. To beat the odds—and the competition—your job search skills must be top-notch. The good news is that the Five O'Clock Club techniques work even now, *especially* now. As one of our senior coaches has said, "I've not yet seen a recession that Five O'Clock Club methods can't defeat." Our members are getting jobs—when they read the books, attend sessions regularly, follow the strategies suggested by their small groups, and do the assignments.

It's no good to keep reading the headlines if they depress you. Negativism will get you down just when you need to keep a positive outlook.

The good news also is that the overall economic picture isn't as glum as headlines would lead us believe.

And, by the way, it's no good to keep reading the headlines if they depress you. Negativism will get you down, just when you need to keep a positive outlook: confidence in your skills—and positioning them correctly—can overcome a lot. A

scientist once reported that, aerodynamically, it's impossible for the bumblebee to fly—given the shape of its body and the size of the wings. Of course bumblebees don't read negative headlines—and they continue to fly.

Here are the stories of Five O'Clock Clubbers who achieved great results by ignoring bad news and exercising smart job-hunt techniques.

“Use the group. That's the best thing you can do. Work on your pitch with these people. Find out how you come across.”

Applying Assessment and Targeting for the First Time

Allison admits that she was one of those people who 'knew how to get a job'—although, after months of searching, it wasn't happening and it had been 16 years since her last foray into the job market. "I thought I'd just answers ads and call head hunters and go on a few interviews." Being a senior information technology consultant in a market where hiring was not the trend, she needed a wake-up call—which came in the form of a push from a friend who could see that she was out of touch. "She almost bribed me to come to the Five O'Clock Club. 'You've got to go and find out about the new skills for a job hunt.' I didn't know what she was talking about."

But she soon learned, and devoted

full energy to doing a job-hunt the Five O'Clock Club way. "I did the whole process, including the Seven Stories, and refashioned my résumé and cover letters. My advice: get all these mechanicals out of the way up front. That way you'll be in a position to respond to fresh leads." And she found that the weekly meetings provided valuable guidance. "Use the group—that's the best possible things you can do. Work on your pitch with these people. Find out how you come across. Are you targeting the right people? That should come across in your pitch. And people in your group will usually have insights into your industry."

Allison also learned the value of being organized in a job-hunt—in terms of strategy. "It's really really important to work from your target list so that you don't go off in a thousand directions. You may hit a few things by luck, but mostly you need to get organized and stick with the process."

There will be a lot of rejection, but don't take it personally and don't stop making contacts. Keep calling!

Now armed with solid assessment and a refined pitch, Allison began getting interviews as her networking paid off. "All the ads that I answered produced nothing. Everything I achieved was by talking to people, and always asking whom else I

should talk to. Of course there will be a lot of rejection, but don't take it personally and don't stop contacting people. Keep calling!"

Alison landed a project management consulting position, and within a week after starting that, she got calls for two more interviews. Being in a depressed field, her search proved longer than most at the Five O'Clock Club: she attended 18 sessions, with a three month break. But Alison gave back to the process as well as benefiting from it. Her group coach commented, "She was a terrific help to others in the group. She gave really great common sense advice."

Basically I was saying to people, "Here are my skills; just hire me." That didn't work.

Making It Easy for the Hiring Manager

"When I got into my group at the Club," Jasper admits, "I realized that I really wasn't focused like the others. I had been unemployed for many months, mainly responding to the want ads and searching through job boards." And he saw that he had been squandering interview opportunities. "I could talk about my skills, but I never took that extra step to show how I could bring value and benefit to a company. I left it up to them to figure it out. Basically, I was saying to people, 'Here are my skills, just hire me.' That didn't work."

Jasper tackled the Seven Stories with the help of his group coach and found that his interviewing improved immediately. The Seven Stories exercise, of course, is designed to help people discover what to do with their lives, but it can give a boost to interviewing skills. "When I was asked questions, I answered with some of my stories."

Within three weeks of starting with the Five O'Clock Club Jasper ended up with a consulting assignment—not exactly what he was looking for, but he viewed it as a steppingstone. The person who had hired him for the assignment "remembered my stories and suggested me to someone else, who called me in. I had three interviews and just kept telling more stories. I also listened carefully, and answered questions so that people could see that I could do what the company needed."

But Jasper's success can be attributed as well to his conversion from a reactive posture (looking at ads and scanning job boards) to a proactive one. He took seriously the Club's stress on trying to "get six to ten things in the works," and began networking relentlessly. He attended five sessions at the main branch in Manhattan.

Getting 6 to 10 Things In The Works Can = Having Your Own Business

Just as an editor at *Forbes* magazine once came to the Five O'Clock Club for help writing his résumé ("I can't write about myself very well"), marketing and public relations executive Idris Mignott decided to turn to the experts when it was a matter of promoting himself. This was in 1999, and he was with Sesame Workshop as Senior Marketing and Communication Producer. A friend had told him about the Five O'Clock Club, he looked at our website and ordered the books, and he worked the method without actually attending the Club. He landed a six-month assignment with God's Love We Deliver as Senior Consultant, Strategic Partnerships, and was kept on for a year and a half. He then moved on to a consulting firm, a position that lasted less than a year.

By 2002 Idris was looking to give his career another boost, and this time decided to attend the Club in person. He worked first with one of our coaches, then began attending the Executive Branch of the Club in Manhattan.

This time, the Seven Stories really showed me as an entrepreneur. Prior to that, I'd never thought of myself that way at all.

Although he had done the Seven Stories exercise in 1999, his coach urged him to work through it again, and he now views this as a key to moving his career in the right direction. "It gives you an opportunity to see important threads in your life in print. Right there on paper are the things you're best at and what you have to offer. The exercise

revealed my gift for production and 'showmanship,' as my coach put it. This time the Seven Stories really showed me as an entrepreneur. Prior to that I'd never thought of myself that way—not at all."

And now actually attending the Club for the first time, Idris was able to draw on the power of the weekly group. "The group was great—it helps keep you focused and on-point. It's great to get specific tasks and assignments, then have feedback from different perspectives. That's invaluable."

Idris also took to heart the Five O'Clock Club recommendation about tar-



Idris Mignott

geting 200 positions—which can also simply mean trying to reach 200 people to tell them who you are and what you do. He says that about one-third of his effort was put into 'direct contact,' which means writing and calling people whom you don't know. "That's the most

challenging, and you've got to put in the hours." But he also pursued the networking relentlessly. "Even if you have only two contacts, they can lead you to four, and they will lead you to eight."

He put one-third of his effort into 'direct contact,' which means writing and calling people whom you don't know.

And, Idris cautions, don't start networking without thorough Five O'Clock Club preparation: "Approach each meeting as a consultant. I really believe the Club's doctrine about not going in and asking for a job. Your position has to be, 'I'm a person who can offer services and solutions.' Have your Two-Minute Pitch ready. And never leave a meeting without the name of at least one more contact."

But, naturally, Idris started networking with his friends, one of whom owned a clothing boutique on the Lower East Side in Manhattan. She said she'd love to hire him to promote her store, but couldn't afford to do so. "You mean," he asked her, "you need me, but can't afford to pay

me?” He told her he was willing to work for free—to help her and gain experience himself. Within a few days he came back to her with a major upgrade of her idea for a street show. Putting all of his creative and promotional energies into the project, he turned it into a spectacular success that became known as Stores-a-Go-Go, held on September 22, 2002. This coincided with the end of Fashion Week, and he managed to attract corporate sponsors—as well as have it underwritten by the Lower East Side Business Improvement District. It turned out to give a boost to many stores and to a neighborhood and community hard hit by 9/11. There was “tons of press about it,” as Idris puts it, and *Paper Magazine* described the event as follows:

The people you met through informational interviews are a resource for life. Help them.

“Far away from the Bryant Park tents, a groovy consortium of Lower East Side artists and designers initiated an outdoor street runway. Sponsored by Hot Head hair products and Jane cosmetics, this Stores-a-Go-Go event advocated democracy, fun and fashion for all and aimed to kick some sense into the lazy Lower East Side economy. Unpretentious yet daring and exciting, this alternative Fashion Week set up shop on the legendary Orchard Street block that is famous for its discounted leather goods and trendy boutiques. The event showcased local designers freshest wear on the last day of Fashion Week. Looks from MShop, Anastasia Holland, Johnson, Shop, Vo, Forward, Skella, Vlada, Sena and Scott Nylund strutted down the runway to a DJ set, and the designers delighted the crowds with their New York attitude.”

And Idris’ strategy of working pro bono paid off. Stores-a-Go-Go will now be an annual event, and he has already been tapped as the lead consultant for the 2003 reprise. But even more important, he garnered six consulting offers because of his work on the project. His entrepreneurial career is now well under way, and his advice for other Five O’Clock Clubbers—whether looking for payroll jobs or consulting posi-

tions: meet with as many people as you can, don’t be afraid to do volunteer work to build your résumé, and stick with the message, “I can provide solutions.”

Don’t start networking without thorough Five O’Clock Club preparation. Approach each meeting as a consultant.

Assessment and a Major Course Correction

“I thought I would be instantly marketable. Luckily for me, I wasn’t.” This admission comes from John Ratliff, who didn’t realize that he was destined for a life-altering career change.

After 14 years with one company that did government contract work, he stayed on for seven months after the company was sold in 2001. He had served as COO/ CFO, and in May 2002 began what he describes as “a very unfocused campaign” to find a new job. “I had a fairly blah résumé and fairly poor interviewing skills. All this helped keep me unemployed.” While sitting one day in his CPA’s waiting room, he was flipping through an accountancy journal and saw the Five O’Clock Club listed as a ‘reasonably priced outplacement firm.’ He visited our website and began attending our branch in Rockville, Maryland. “The *effective* phase of my career search began,” John says.

His first discovery at the Club was that he had skipped the assessment phase of job search, and set about carefully working his way through all of the exercises in *Targeting the Job You Want*. “I discovered that I hated what I’d been doing the last two or three years—and here I had been searching for something just like it! I did my Forty-Year Vision and measured my life up to that point against it. I found gaps.” John decided he needed to forge a career with ‘social impact’ and decided to target leadership roles in a nonprofit environment.

He began a campaign to educate himself about the world of nonprofit, which included arranging informational interviews, teaching himself not-for-profit

accounting, learning about non-profit boards, and—since he hoped for a visible role of some kind—he joined Toast Masters to overcome his fear of public speaking. At the suggestion of his career coach, he even contacted the author of an article in the *Harvard Business Review* on competitive corporate philanthropy.

After only about a month into this new ‘effective phase’ of his search, John spotted an ad in *The Washington Post* for a position with Women in Community Service in Alexandria, Virginia. He was careful to structure his response to the ad in the format suggested in our book, *Getting Interviews*: “I had several interviews, one of which was a panel interview. I relied heavily on the interview book and all went well. I received an offer in October.”

Unfortunately, the offer was not all that he had hoped for and he attempted to ‘negotiate the job’—“I gave it my best shot.” Although a meeting of the minds failed, he didn’t want to close doors: “I offered to help out on a temp basis in the months ahead. Since I was now pretty well aware of their needs and issues, that might make sense for both of us.” And in January 2003 he



John Ratliff

was called back again—the number two candidate had not worked out either. John began as a consultant, but they soon achieved the meetings of the minds that had eluded them in October. John was hired full-time as VP of Operations and his career in non-profit is under way.

In reflecting on the lessons learned at the Five O’Clock Club, now that he has used the techniques for effective job search, John suggests a few fundamentals for job-hunters to keep in mind:

- ♦ I can’t say enough about assessment. Do it seriously, do it completely—what comes after will be easier and more logical.
- ♦ The people you meet during informational interviews are a resource for life. Take time before meetings to come up with good questions about their organizations—that way, later, you can repay them with information as you come across it. The more you help them, the more everyone will benefit.
- ♦ Contact writers of books and articles—most people don’t think of taking this

next step. You will sound more like an insider if you can quote from these conversations, not just from the articles.

- ♦ Remember that you're in this for the long haul. It's very easy to get focused on that next job, but keep your eye on what you need to do with your Forty-Year Vision in mind.
- ♦ Read the Five O'Clock Club books—don't skip anything.
- ♦ The experience with your Five O'Clock Club group is invaluable. It's nice to have the support of family and friends, but they can be helpful and sympathetic only up to a point. You need to be involved with, and share resources with, other job searchers. The focus here is careers.

John's new employer, Women in Community Service (WICS), has helped more than 2 million low-income women and youth transition to self-sufficiency since 1964. Programs and services include pre- and post-employment training; life skills and job readiness training; support; and transitional services combined with personalized mentoring and case management. You can learn more about WICS by visiting: <http://www.wics.org/>

Even When A Friend Has a Job For You, Try to Get 6 to 10 Things in the Works

Beverly Appleman is an advertising and sales executive, and sees that the Five O'Clock Club methodology has wide application. "It not only helped me get a job, but helps me in my career. A lot of things I learned here I will be able to apply in the rest of the world out there." She sells advertising for new media company, XM Satellite Radio.



Her position came from someone she had job-searched with at Five O'Clock Club who, in his new capacity as sales manager at XM, recognized that Beverly had exactly the skills and experience he needed to grow the sales department. Before the final offer came through, however, there was a lengthy delay while a budget for the position was approved. But Beverly wasn't one to wait it out and hope for the best, counting on the promised job. She continued to conduct a full-scale campaign for a new job, attending the main Club branch in Manhattan for 13 sessions. During her 'graduation speech' she suggested the top

principles that were particularly helpful in her search for job hunters to follow:

- ♦ Read and study the books. This is essential. Don't gloss over them—there's a lot of great information; some sections I read and re-read. My hint especially: learn and master the telephone techniques. People are not going to call you back!
- ♦ Get your basic tools in place: your résumé, your Two-Minute Pitch and cover letters. You can't make an effective 'sales presentation' until these things are in place.
- ♦ **Get a job-search buddy. This is a difficult and lonely process, and you need a buddy who knows the Five O'Clock Club way. Friends and family want to help but really aren't tuned in.**
- ♦ Don't negotiate with yourself. Don't argue with yourself about going on a networking meeting or an appropriate job interview—even if the money 'isn't good enough.' Go anyway!
- ♦ Follow up, follow up, follow up. Don't sit back and wait for things to happen.
- ♦ Keep your momentum going. If there's something you need to do, get it done! If necessary set up rewards for yourself.
- ♦ Do not rely solely on networking. Use direct contact—it does work and it can open doors.
- ♦ **Keep interviewing until the deal you want is done. Never assume that anything is definite until it is.**

♦ Job search is not a straight path. It is a circuitous route, with twists and turns, highs and lows. But if you set a clear direction, stay focused and fasten your seat-belt, you'll come out okay.

Beverly Appleman Another Career Boost from Consulting

When Emory arrived at the Five O'Clock Club for the first time five years ago, he had seen 'the worst possible scenario' come true. He had been the National PR Director for an MRI firm and his boss had died—and he was fired by the new boss. "I was devastated and went about job hunt the way most people do—I answered ads and went to search firms."

When he arrived at the Club he learned about targeting and targeted mail.

Focusing on PR and health care firms fairly close to home, he launched a targeted mail campaign, and got interviews for short-term consulting assignments. He accepted one with a Catholic organization—but 'short term' in this case was two years.

When I'm doing consulting work, I'm no longer a "guy out of work looking for a job."

Four months before the two-year contract was up, Emory returned to the Club and launched another targeted mail campaign—this time covering an expanded geographical area, anything within two hours of his home. Since he had worked for a Catholic organization, he decided to include similar groups this time around. He sent out the letters and made the follow-up calls. The organization that turned out to be his next consulting client welcomed his initiative: "We've been waiting for your call," and he was asked to come in. "I submitted my proposal and we came to terms." As much as targeted mailing has worked for Emory, he admits that the requisite follow-up is no fun. "Making the telephone calls is crucial, of course, but I just hate it."

But he remains an enthusiast of consulting. "Even if you're focused on getting a full-time job, if you get an consulting offer in the meantime, take it. It gets you out of the house, it gets you working again, mixing with people and earning a paycheck. But, even more important, when I have a consulting position I can position myself differently. I can say, 'I'm a consultant available to other customers,' rather than 'I'm a guy out of work looking for a job.' It made me more confident."

Emory also discovered that consultants don't seem to face age discrimination as much as others might. You're a consultant—you're there *because* you're older and can bring your wisdom to bear on a situation. "When I was consulting for a PR agency, a younger person said to me, 'It's good to have a senior person around.' In fact, you can put that in your Two-Minute Pitch: 'It's good to have a senior person around.' And I found that with the Catholics age isn't a factor, because they're focused on eternity—so I didn't have to worry about it!" ●

One-on-One Career Coaching

The Five O'Clock Club Way (Why, When and How)

by David Madison, PhD, Director of the Five O'Clock Club
National Guild of Career Coaches

You may think of the Five O'Clock Club as a source of help for getting a new job—and you're right about that—but you should also think of the Club as a “research lab.” Our methodology works so well because it's based on more than a decade of research on the job-search process. Nothing goes into our books that's not based on research—and the group process we've worked out for clients to follow also rests on research. Job hunters sometimes have complex or delicate situations that cannot be covered adequately in the small groups. In this case, they will speed up their search if they occasionally meet with a coach privately in addition to attending their small group.

Why is this the case? Why is this combination so powerful and so effective?

Your small group cannot help you figure out what to do with your life, but your private coach can.

Just You and the Expert

A career coach has helped hundreds or thousands of people through the entire job search process, and knows the common mistakes that people make. Why not tap into this wisdom and save yourself missteps and grief? A coach can also help you “figure out what to do with your life.” Assessment is the step most commonly skipped by job hunters, yet is the true foundation for a solid search in alignment with long-term goals. Why go after jobs

that don't point you in the right direction? Five O'Clock Club coaches are trained to make assessment pay off. That is, our assessment exercises are designed to help you figure out what to do—not just merely tell you what you already know (i.e., you're good with people, you like to initiate projects, etc.). Huddling privately with a career coach is like conferring with your accountant or attorney—you're looking for expert advice in a key area of your life.

When you join a Five O'Clock Club group, you're surrounded by peers who bring considerable life experience to the process.

The Company of Expert Peers

But six people usually have more energy than one—which is one of the reasons that brainstorming works: six people can come up with more ideas. If it's ‘just you and the expert,’ a lot of good advice may be overlooked. When you join a Five O'Clock Club group, you're surrounded by peers who bring considerable life experience to the process—and they've been reading the Five O'Clock Club books to deepen their understanding of our system. Six or seven brains have a chance to tackle your issues and strategize your job search. You may take issue with a piece of advice from your coach one-on-one, but it's harder to ignore suggestions coming from several peers. There's a dynamic to the group that helps drive you forward—it's



hard *not* to do the assignment when your peers have suggested it and are expecting your report on results next week. The focus of the groups is: ‘this is what you must do this very next week to move your job-search forward.’ Joining a group, by the way, doesn't mean that you give up seeing a coach for private sessions—you can continue with those as you see fit.

How to Get Assigned to a Coach for One-on-One Sessions

It is very common for new members of the Five O'Clock Club to sign up for a group at the outset, either at one of our in-person branches (in New York, Rockville, MD & Chicago), or in our popular Insider program by teleconference (anyone in any time zone can participate). These clients have a pretty good idea of their tentative targets and are ready to hit the ground running. But they may also feel the need to see a coach privately for a session or two (e.g., for help with the résumé or intensive interview coaching). In this case, they simply ask their group leader for a private appointment, and they pay the coach directly at his or her hourly rate (the Five O'Clock Club takes no per-

centage of this fee, by the way).

But it also very common for clients to call the Five O'Clock Club not knowing what they want to do next. They are not ready to 'hit the ground running.' They may be very unhappy at work and in search of a 'way out.' They may be contemplating a specific career change, or they may be well along in the job search process and need private coaching to help with interviewing or salary negotiation.

In this case we refer clients to coaches before putting them into groups. As soon as Club membership for one year has been paid (\$49/year), we do our best to match the client with two of our coaches. That is, based on...

- ♦ the reason the person wants to see a coach,
- ♦ the client's income level (current or recent)
- ♦ the client's industry or specialty (or target industry or specialty)

... we suggest two appropriate coaches for the client to call. We maintain a large database of information on our coaches—who is an expert in what and who has worked most with clients in specific industries. For example, some of our coaches are experts with Wall Street types, others have specialized in working with lawyers, government workers, not-for-profit professionals, IT specialists, health care workers, bio-chemists, bankers, artists, career changers, returning housewives, etc. We have the capability of putting our clients into the best hands possible.

We don't expect the client to use both coaches that we recommend—we suggest two so that the client can have a *choice*. And our experience has been that clients appreciate having the option. Once the process has been initiated we ask clients to try to reach both coaches within two business days. We send an email to the client suggesting the best ways to 'interview' the coaches, and a few basic 'do's and don'ts' to be observed. These include:

- ♦ Try to keep the initial 'shopping call' to ten minutes (in other words, don't try to get a free session lasting 20 or 30 minutes)
- ♦ Keep focused on interviewing the coach about his/her skills in the areas of coaching that you need help with ("How are you qualified to help me prepare for

interviewing?").

- ♦ Don't ask coaches to negotiate fees (their fees are at fair market rates and are based on their years of experience and areas of specialization).
- ♦ Please be prepared to pay the coach at the time of the coaching session (if it's by phone, mail a check within 24 hours).

After a client has decided which coach to use, we suggest the courtesy of sending an email to the coach who wasn't selected. This can be a one sentence message and does not need to be an explanation of the choice. We also ask the client to notify the Five O'Clock Club home office as to which coach was selected. This should be done by email—and should include a brief explanation as to why one coach was chosen over another (this helps us improve our client-coach referral process).

Speaking of Fees

Our coaches who provide one-on-one sessions for Five O'Clock Club clients are asked to follow strict guidelines on fees, in line with the Five O'Clock Club doctrine of always doing what is in the best interest of job hunters.

- ♦ They may not ask you to commit to a minimum number of sessions (with a huge upfront fee).
- ♦ They may charge you on a per hour basis only.
- ♦ They cannot ask you for prepayment (unless, after an initial session, several short sessions seem likely, in which case the coach can ask for 'an hour's fee' upfront, and the short sessions will be deducted from that prepayment).

Many of our competitors in the career-coaching field charge thousands of dollars, asking clients to put \$2,000, \$7,000 or even \$10,000 on their credit cards, or helping them take out loans. Our rules are designed to protect you, the consumer, from such practices.

We cannot ask our coaches to work for free, even to the extent of offering a 'sample session' of a half hour or an hour, but with our 'charge on a per hour basis' rule, *you are protected again significant loss*. If you walk away from an hour session with one of our coaches and feel that you really weren't helped all that much, you still owe the coach, but you're only out for *one* hour of coaching—not several thou-

sands or even hundreds of dollars. Going back for the second hour is entirely up to you. And it's very rare, by the way, that clients do walk away disappointed from that first hour.

While group sessions must be purchased in blocks of 5 or 10, the cost per session works out to be about \$36 to \$54—by far the best bargain in the industry.

The Real Reason for One-on-One Coaching

At the time we refer people to our coaches, we make it clear that the purpose of meeting with a coach is getting ready for weekly strategizing with a group of peers. As was stated at the outset: our studies show that clients who combine private and group sessions get better jobs faster and at higher rates of pay. If you call (or email) the Five O'Clock Club home office asking to be assigned to a private coach, you should think of the coach as your tutor—getting you ready for group.

We should point out that cost is one of the factors that make group participation a wise move. Private coaching sessions can run from about \$100 to \$200 per hour—even more with some of our most seasoned coaches. While group sessions must be purchased in blocks of 5 or 10, the cost per session works out to be about \$35 to \$54—by far the best bargain in the industry!

To get assigned to a private coach, call 212-286-9332 or visit the Coaches and Speakers section of our website, www.FiveOClockClub.com. ●

How Long Will You Stay in Your Next Job?

According to the Bureau of Labor statistics, the median number of years that workers had been with their current employer was 3.7 years in January 2002. Since 1983, median employee tenure has ranged from 3.4 to 3.8 years in the years when such information was obtained.

That's why we urge you to "select the job that positions you best for the long term." Unfortunately, you will have to move again. ●

The Job-Search Buddy System

Do 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 email.

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 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.

CAREER STARTERS

for college students & recent grads (under 10 years out) who earn less than \$40,000 per year.

The \$495 package (\$600 value!) includes:

Step 1: Become a member, get book and tapes, get matched with a coach!

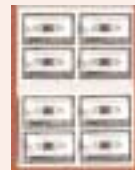
2-year membership in the Club (value: \$75) includes:

- ♦ a jam-packed Beginner’s Kit
- ♦ a membership card & two-year subscription to our 16-page *Five O’Clock News*
- ♦ matching with a career coach appropriate for you.
- ♦ access to the Members-Only section of our website, which includes worksheets and Web-based links by industry.



The best on the market! Now that you’ve spent tens of thousands of dollars on your education, it’s time to *Kick Off Your Career*. This is no ordinary job-search book. We’ve spent fifteen years researching the best methods for getting the perfect job! 256 pages. Retail: \$15.00

Bonus: Get 16 audiotaped lectures on the Five O’Clock Club methodology. The boxed set (\$150) is FREE with the Program.



Step 2: Get Personal Help Planning a Career Direction

(Value: \$150) Do the exercises in the book, and then **meet with your own private Five O’Clock Club-certified career coach** to determine a career direction, develop a résumé, plan salary negotiations, etc. The coach is assigned to you during Step 1. **TOTAL: 90 minutes.**

Step 3: Get a Job! (Value: \$360)

Meet weekly for up to 10 weeks in a small-group for career coaching (via telephone) headed by a senior Five O’Clock Club career coach. An average of 7 or 8 participants per group. You will be coached in **getting meetings, interviewing well, getting offers, and negotiating an appropriate salary.**

Call Richard at 212-286-9332 or email Careers@FiveOClockClub.com



"In the future, if you want to get my attention, I'd appreciate it if you didn't yell out-- Yo, Big Cheese!"



It's Only a Game

by Kate Wendleton and Dale Dauten

“Kate & Dale Talk Jobs” is a nationally syndicated newspaper column appearing in *The Minneapolis Star-Tribune*, *The Washington Times*, *The Atlanta Journal-Constitution*, *The Houston Chronicle* and approximately 100 other newspapers.

Dear Kate & Dale: My daughter and I have been having a debate regarding her appearance, as it relates to interviewing. She just graduated from college. She's a natural fair-skinned blonde who recently dyed her hair jet black, wears very red lipstick and has a small piercing above her lip. My point of view is that her appearance could negatively influence an employer. She says, "If they're that narrow-minded, I don't want to work for them." What do you think? Patti

KATE: Sometimes I see people walking down the streets of New York with orange hair and body piercings, and I wonder, Where DO they work? They sure don't work in any of the mainstream organizations. Why not? The purpose of having people dress appropriately for work is that it shows you are a team player who knows how to play the game — not YOUR game, THEIR game. Imagine being on a basketball team and refusing to wear the uniform. Do you want to be part of the team or don't you?

DALE: Apparently the daughter doesn't want to play the corporate game. And here's a scary thought if you're supporting her, Patti: Maybe she doesn't really want to find a job. On the other hand, I have to admire your daughter's spirit. You might think that higher education would produce free-thinkers; however, the endless rules of the typical university system

weed out the non-conformists. Higher education is mostly a vast Bureaucrat Training Facility.

KATE: So where does that leave the daughter? A few years ago when people were desperate for employees, some mainstream organizations might have taken a chance on her. Not now. She can look for work where people look like her — everyone will be weird and she probably won't make much money. That's her choice. To help her make that choice, I would ask her what level she'd like to be at in five years, and what it will take to get there. Getting ahead requires more than competence; it takes getting along and accommodating others.

DALE: I can picture her reacting by shaking her head right down to the blonde roots, rejecting the notion of planning. The good news is that there are still industries that appreciate eccentrics, and perhaps she'll find a home there. The problem is she won't find such organizations recruiting on her college campus — she'll have to go find them. But let's step back for a minute and take the broad view: Odds are, she's experimenting with self-identities. If so, given some time and support, searching for a job might help her find herself.

Dear Kate & Dale: I worked for several large companies as Director of Staff for upper-level executives. Having recently moved across the country, I finding that there are not any openings for "general management" types in the area where I've relocated. Most companies are small businesses, and my type of position is rare. Do you have any

suggestions? Richard

KATE: It sure is hard to reconcile what you wrote to us with the resume you attached. You describe yourself as “general management type” but your resume starts out with “PROPERTY MANAGEMENT.” Remember that the average reader of resumes spends ten seconds with each one, and has to “get it” after just a glance. Further, take heart in the fact that you have found out what sort of firms are NOT right for you. We say the search process is RESEARCH, and your goal should be to broaden your efforts till you create a target list of companies that can afford someone like you.

DALE: Which includes finding ways to make yourself affordable to smaller companies. I know several former executives who work as mentors/consultants, having more freedom and making more money than with regular jobs. Instead of asking business owners if they have any jobs, try asking “What could you accomplish if you had more time?” I'm betting that your success will come when you stop asking for help and start offering it.

Kate Wendleton is the founder of The Five O'Clock Club and author of several books including *Targeting the Job You Want*. Dale Dauten is an entrepreneur, speaker and author in Phoenix, Arizona. His latest book, on how great bosses and great employees find each other, is *The Gifted Boss* (William Morrow). Please write to them c/o King Features Syndicate, 235 East 45th St., New York, NY 10017, or email Kate@FiveOClockClub.com. Copyright, 2003 by King Features Syndicate, Inc.



Professional, Managerial, Executive and CareerStarter 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 audiotaped lectures 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.

■ This is a members-only organization.

FEES: \$49 annual membership plus session fees, which are based on member's income.

PRESENTATION SCHEDULE (all locations)

Week of	Topic
May 5-9	Beat the Odds When Using Search Firms & Ads
May 12-16	Shortcut Your Search: Internet & Other Research
May 19-23	Developing New Momentum in Your Campaign
May 26-30:HOLIDAY WEEK - No Session Scheduled	
June 2-6	Getting the Most Out of Your Contacts
June 9-13	Getting Interviews: Direct & Targeted Mail
June 16-20	The SOCC Approach to Interviewing
June 23-27	How to Handle Difficult Interview Questions
Jn 30, Jly 1, 2 & 10	The SOCC Approach to Job Search
Jly 3, 4, 7, 8, 9 :HOLIDAY - No Sessions Scheduled	
July 14-18	How to Turn Job Interviews into Offers
July 21-25	Developing New Targets for Your Search
July 28-Aug.1	Four-Step Salary Negotiation Method
Aug. 4-8	Advanced Interviewing Techniques
Aug.11-15	The Keys to Effective Networking
Aug. 18-22	Two-Minute Pitch: Keystone of Your Search

Please see our website (www.FiveOClockClub.com)

for the counseling 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.

	Incomes < \$100,000		\$100,000 +		\$200,000 +		Career Starters: Students; recent grads less than 10 yrs. out < \$40,000; others
	Price	per sess.	Price	per sess.	Price	per sess.	
20 sessions	\$540	\$27	\$810	\$40.5	\$1215	\$60.7	\$490 package includes 2 hrs. of private coaching, 10 group sessions, book, 16 tapes, 2 years' membership.
10 sessions	360	36	540	54	810	81	
Single session (one time only) for \$50 or \$70. Fee for books: \$40							

The Five O'Clock Club®

Please call your local branch for its schedule or visit us at www.FiveOClockClub.com

THE POPULAR INSIDER PROGRAM

You are near a meeting of The Five O'Clock Club. To join the "Insider," a weekly small-group teleconference, call 212-286-9332.

Sr. Executive (\$200,000 plus)

Thursdays, 7:30 p.m. EST Ellis Chase

Executive (\$100,000 plus)

West Tuesdays, 7 p.m. Pacific Terry Pile

Central Wed, 7:30 p.m. Central Ann Brody

East Mondays, 8:00 EST Cheryl Milmoie Tuesdays, 7:00 p.m. EST Phil Ronniger

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

Central Tues., 7:30 p.m. Central Penny Webb

Tues., 7:30 p.m. Central Sylvan Von Burg

East Mondays, 7:00 p.m. EST Sharon Kassakian

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

Students / Recent Grads (less than \$40,000) Ask for Richard Bayer - 212-286-9332

THE PHYSICAL BRANCHES

NEW YORK, NY Main Club; Mondays Kate Wendleton at Helmsley - 212 E. 42 212-286-9332

Manhattan Central Wednesdays Jim Borland TRS Conf. Center 44 East 32nd - 11th flr wheelchair accessible 212-255-6458

WASH., D.C. (D.C., MD, Northern VA) Tuesdays Harvey T. Kaplan, Ph.D. 301-460-1883

CHICAGO Loop Wednesdays Robert Morris Ctr. 402 S. State Joy Muench 773-769-5051

Do your friends a favor ... Tell them about us.

Join



Reading *The Five O'Clock News* will save you valuable time in keeping up with the trends and ideas affecting your career and quality of life.

The Five O'Clock News fills a unique niche for busy, career-minded people who want to live full, balanced lives.

Subscribe Online: www.FiveOClockClub.com
Keep your life—and career—on track!

Yes! I want to receive a Beginner's Kit, a membership card, and *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# _____

Email address: _____

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 14 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

Many employers *will* allow you to choose your outplacement firm. **We can speak with your Human Resources manager on your behalf** to ask for The Five O'Clock Club service. Or we can give you an outplacement invoice to pass on to HR. **Call** 212-286-9332 or **email** Kate @FiveOClockClub.com. When we get 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.



If Your Employer Will Pay

Comparison of Traditional Outplacement vs. The Five O'Clock Club Employer-Paid Outplacement

Comparison of a \$5000 Package		
	Traditional Outplacement	The Five O'Clock Club
Who is the <i>client</i> ?	The organization	Job hunters. Attendees <i>chose</i> our services, which means that we have an employee advocacy mentality. We <i>always</i> do what is in the best interest of job hunters.
The Clientele	All are unemployed	Only half of our attendees are unemployed; the rest are employed. There is an upbeat atmosphere; networking is enhanced.
Length & Type of Service	3 months, primarily space	1 year, <i>exclusively</i> career counseling
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. The clients can return if they lose their next jobs, if their assignments end, or if they need advice after starting their new jobs.
Small Group Career Counseling	Sporadic; up to 3 months. Counselor usually varies.	Every week for up to 1 year; same counselor
Private counseling	5 hours on average	14 hours guaranteed
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 audiotaped lectures ◆ 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

Chart of Five O'Clock Club Prices

	Price	Private Hours	
Senior Executives earning over \$200,000 per year	\$7,500	18	<p>All packages include:</p> <ul style="list-style-type: none"> ◆ guaranteed private coaching, ◆ 1 year of small group coaching, ◆ 2 years of membership, ◆ the set of 4 books, and ◆ a boxed set of 16 audiotapes.
Executives earning \$100,000 to \$200,000 per year			
Premium	\$5,000	14	
Standard	\$4,000	9	
Bare-bones	\$3,000	5	
Professionals and managers: under \$100,000 per yr			
Premium	\$3,000	8	
Bare-bones	\$2,000	3	

With the Five O'Clock Club, job hunters get:

- ◆ **Guaranteed private career counseling** (hours listed above) to determine a career direction, develop a résumé, plan salary negotiations, etc. In fact, if you need a second opinion during your search, we can arrange that too.
- ◆ **Up to ONE YEAR of small-group teleconference counseling** (average approximately 5 or 6 participants in a group) headed by a senior Five O'Clock Club career consultant. That way, if you lose your next job, you can come back. Or if you want to try consulting work and then decide you don't like it, you can come back.
- ◆ **2-year membership** in The Five O'Clock Club. Beginner's Kit and two-year subscription to *The Five O'Clock News*
- ◆ **complete set of books** (*Targeting the Job You Want*, *Building a Great Résumé*, *Getting Interviews*, and *Interviewing and Salary Negotiation*.)
- ◆ a boxed set of **16 audio-taped Five O'Clock Club presentations**.

Have You Ever Attended Meetings?
**Network With Other
Five O'Clock Clubbers**
Help your career & other's

The Five O'Clock Club website has been revised! You can now network with Five O'Clock Clubbers across the country. If you have attended at least 4 group sessions (and therefore are likely to know how to network properly), just call us for the code to allow you to access the hundreds of Five O'Clock Clubbers who are participating in this new program.

Don't just keep your nose to the grindstone. Develop your network. Keep in touch with people. Find out what's going on. Exchange information. Take care of your career. We'll help you to do it.

Just call 212-286-9332 and ask about
the Alumni Network.
Or email Jared@fiveoclockclub.com.



Avoid Job-Hunting Mistakes!

The Five O'Clock Club's Book Series has enabled thousands of people to improve their job-searches. Most who attend regularly and read our books—even those unemployed up to two years—have a new job within only ten weekly sessions.

FREE: Our 32-page booklet:
"How to Keep Yourself Marketable"
when you purchase the
complete set of 4 for **\$38.00** (instead of \$52.00).

Call 1-800-895-4381 or visit
www.fiveoclockclub.com



Tell Your Friends: get a free Packet of Information on

The Five O'Clock Club seminars:
call 212-286-4500 ext. 600 or see our website: www.FiveOClockClub.com.

Join Our Weekly Program!

Our competitors charge \$5000 to \$7000 up front. The Five O'Clock Club costs *you* less than ten percent of that!

Research proves that those who receive ongoing small group coaching get jobs faster and at higher rates of pay than those who search on their own or even those who see a career coach privately.

"Insider" participants appreciate the convenience. You will receive 16 taped Five O'Clock Club presentations with the purchase of your first ten sessions or more. Your small group strategy session is held by telephone conferencing with a senior Five O'Clock Club consultant. You will be assigned to a group of your peers.

And you will pay only \$400 to \$600 for the entire program, including books, tapes and coaching! See inside for more details. To sign up, call 212-286-9332 or email: Richard@FiveOClockClub.com



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INSIDE

- Predictors of Career Success
- How Long Will It take To Find a Job?
- Successful Job Hunters Report

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