

The Five O'Clock Club

National Outplacement Services

The *New* Outplacement Model



Presentation Outline

- The Problem with Traditional Outplacement
- A Better Way
- The Five O'Clock Club
 - History
 - Services to the Job Hunter
 - Services to You
 - Our Support Materials and Research
- Our Coaches: Recruitment, Training and Payment
- Summary



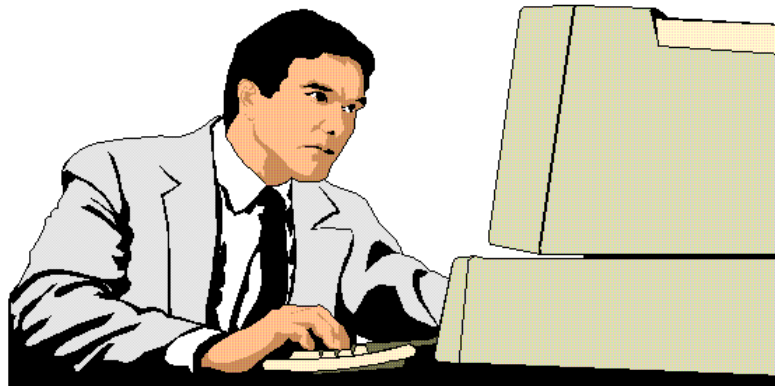
The Old Outplacement Model

- 1970s approach
- **SPACE**-based:
 - ◆ a desk, phone and database
- A few months OR when person lands first job or assignment
- Overloaded coaches



The Old Model: Its Evolution

- **Reliance on High Tech**
 - ◆ Desk, computer, phone, mostly on your own
 - ◆ Webinars and e-learning.
 - ◆ “Databases”
 - ◆ Minimal contact with coaches
- HR not fully informed



The Five O'Clock Club History

- Started career services in mid-1980s
 - Developed a research-based methodology
 - Average professional, manager or executive: 10 to 12 weeks
- How we got into outplacement – year 2000.
 - Employees asked for us.
 - The old model was broken.



A New Outplacement Model

- The New Model: High Touch
- Everyone gets one minimum of one year.
 - Doesn't end when person lands a job or consulting assignment.
 - Everyone goes through private assessment with career coach.
- Based on up-to-date research
- COACHING-based; not on your own
- Webinars and e-learning only on specialized subjects. Personal coaching.

Career development:

**starts with assessment and does not end
when person lands a job**

58% decide to change careers.



The Methodology

- **No one else has a methodology**
 - No one else does research on behalf of the job hunter
 - A research-based methodology
 - Field-tested continually
- **That's why our clients get better results than those at other outplacement firms.**



The Methodology

Job-Search Map: The Plan for Your Search				
Industry	Industry	Industry	Industry	
Organization	Organization	Organization	Organization	
Organization	Organization	Organization	Organization	
Organization	Organization		Organization	
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Organization				

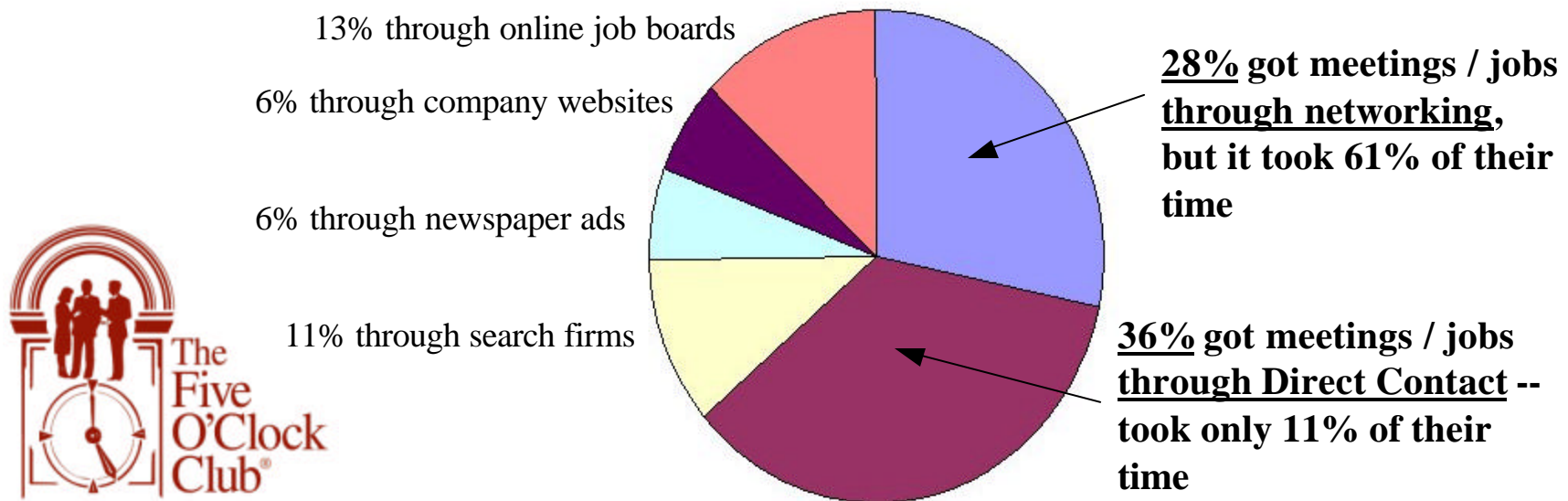
= 200 positions; not openings



An example of our research

- How do people get jobs? In surveys, we never use the word “networking” because people call it networking when it is not.
- “Networking” means getting in to see someone by using someone else’s name.
- Direct Contact means contacting the person directly.
- HR thinks the best ways to find a job are through networking, search firms and ads.
- But Direct Contact is the most *efficient* way to get meetings and jobs.

How People Get Jobs / Meetings

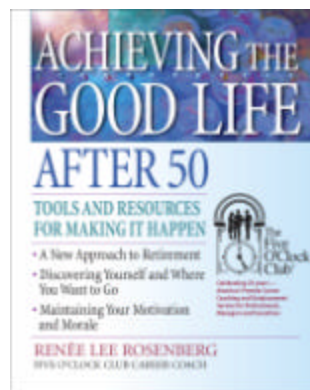


The Methodology

- **These are just a couple of examples of our methodology.**
- **It covers everything from assessment through salary negotiation and doing well on the next job.**



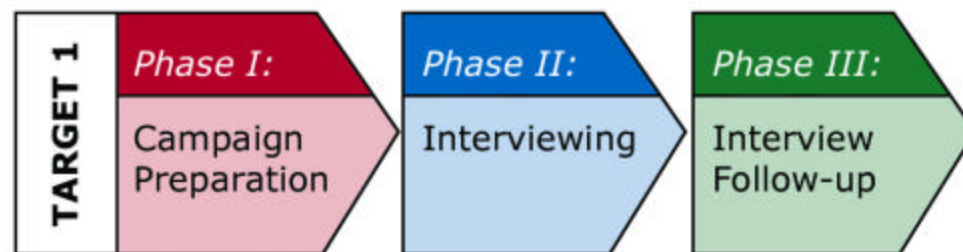
The Best Materials on the Market



Private Coaching

Throughout the search:

- Assessment
 - ◆ 15 years out; 5 years out; present
 - ◆ career direction, *customized* resume, cover letter and job-search plan
- Regular access to coach during the search and for the next year



- Can take a job, consulting assignment, go back to school, or lose a job and still work with us.



Small-Group Strategy Sessions

- **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!**
 - They meet with the same small group every week.
 - They get jobs faster and at higher rates of pay.
 - Provides accountability, innovation and camaraderie.
- **Emotional support and market connections:**
 - Through their small group; the Five O’Clock Club LinkedIn Group (1000 alumni to network with).



Small-Group Strategy Sessions



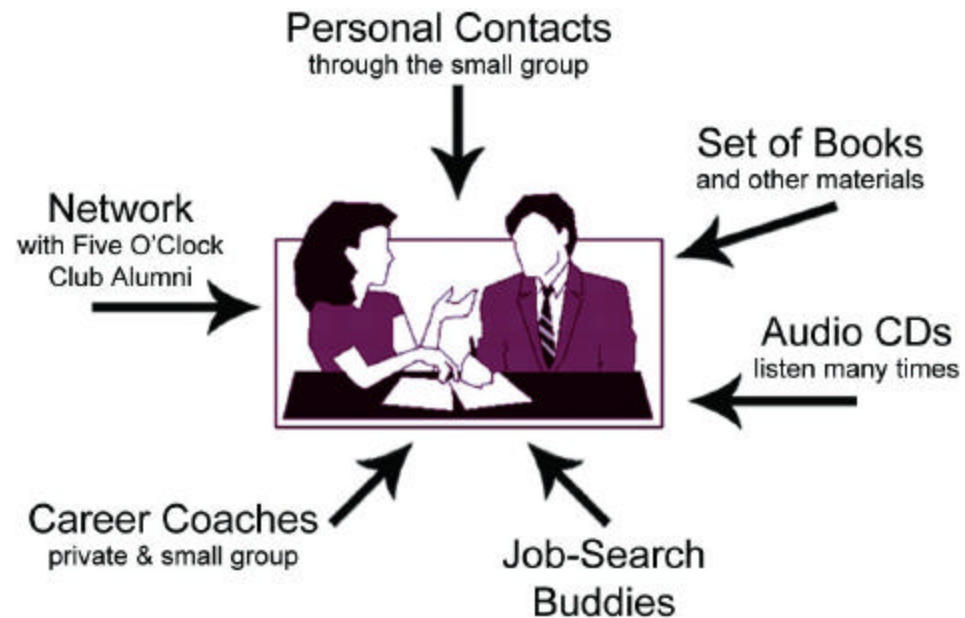
Small-Group Strategy Sessions

- **Like a business-head project meeting**
 - In small group with peers and senior coach
 - Get info on peers:
 - email,
 - phone,
 - resume,
 - cover letter and
 - job-search plan
 - and one, two or three **job-search buddies** (selected peers with whom they speak *daily*).



A New Outplacement Model

SUPPORT FOR JOB HUNTERS





Coach Training

All coaches are certified by us.

- Who are our coaches?
- Training takes an average of four months, even for a highly experienced coach.
- **Must unlearn what they think they know**
 - Two large tests of the materials
 - Two “before” and “after” resumes
 - Observe 10 small-group coaching sessions and write essay about their observations
 - Audition on a 5OCC topic
 - Reference checks
 - We have no “stringers.”



Coach Training



- The best coaches are attracted to us:
- ; Get to work intensively with clients over long period.
 - ; Paid **3 to 4 times industry average**
 - ; Paid only for time spent with your employees
 - ; Report back to us after every meeting
 - ; We report back to *you* monthly on every individual



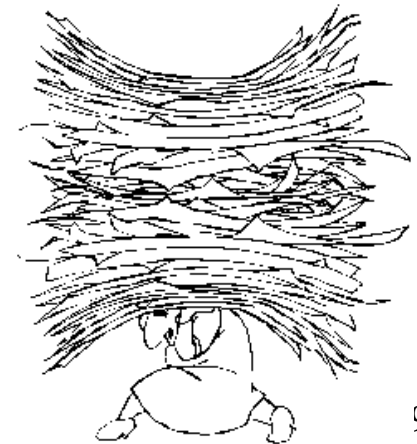
We want them to be distraught when someone cancels.



How Coaches are Paid

Traditional Outplacement Firms

- ⋮ Pay coaches \$35 per hour.
- ⋮ Max of 6 hours of client time per day.
- ⋮ Webinars and e-learning to reduce personal coaching.
- ⋮ Coaches overloaded with clients
- ⋮ May be relieved when a client cancels



Full Chart of Five O'Clock Club Prices

\$200 per hour	Price	Private Hours
Senior Executives earning over \$200,000 per year		
Executive Tailored Program (2-year coaching program plus office space, administrative services, etc.)	\$25,000 --- \$20,000	40+
Platinum (2-year program): For those earning over \$300,000	\$15,000	40
Premium (15-month program)	\$10,000	28
Standard	\$7,500	18
Executives earning \$100,000 to \$200,000 per year		
Top-of-the-line (3-year program)	\$12,000	40
Platinum (2-year program)	\$10,000	33
Preferred employees: who deserve the very best (15-mos. program)	\$7,500	22
Premium (most comon)	\$5,000	14
Standard	\$4,000	9
Bare-bones	\$3,000	5
Professionals and managers: under \$100,000 per yr		
Platinum (2-year program) For special cases	\$10,000	38
Preferred employees: who deserve the very best (2-year program)	\$7,500	28
Long-Term Care (for long-service employees)	\$4,000	12
Premium (most common)	\$3,000	8
Bare-bones or clerical	\$2,000	3

All packages include:

- ◆ guaranteed private coaching,
- ◆ minimum of 1 year of small group coaching, in a group of peers,
- ◆ 2 years of membership,
- ◆ the set of 4 books, and
- ◆ A boxed set of 16 lectures on CDs.

Why long-term programs?

People need to earn money and may take jobs that are inappropriate at first, or land consulting assignments. That's okay. We continue to work with them. **They may lose that new job after 6 months to a year or more and not get outplacement because they were short-timers.** That's okay. You're still taking good care of them through us.

How Coaches are Paid

Five O'Clock Club Coaches

- None on payroll. Paid royally – but **Paid only when they meet with your employee**: a powerful incentive to do right by the employee.
- Send quick invoice for every meeting
- MUST include report of client's progress.
- Reports are kept in employee's record.
- YOU get a monthly report** on each person—not computer-generated.





Customer Service Team

- **A Customer Service Team (for job hunters and you) instead of a Sales Team**
 - You tell the employee the bad news; Within ½ hour, we tell them the good news:
 - That you are taking care of them and they will have our help for a full year no matter what
 - Employee focuses on the future. Better job search.
 - Private coach makes courtesy phone call before sundown that day!
 - FEDEX books, CDs and other materials that day.
 - You are NOT invoiced until the employee actually sets up a meeting with the private coach
 - You get monthly reports on each of your people



The Five O'Clock Club Advantage – for Your Employees

- A research-based, high-impact methodology
 - **All programs are for one year or more** (costing less than a 3-month program at any other firm).
 - **Provides downside protection** to your employees:
 - They can work months at a consulting assignment and still use our services.
 - They get help with challenges in a new job – even for months.
 - **If they lose that next 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 Advantage – for Employees

- The only research-based program
- The best materials (books, CDs, etc.) on the market
- The best coaches are attracted to us
- A customer service department



The Advantage – for Employees

- Weekly small-group strategy sessions
- Half of the attendees are self-referred!
- Emotional support and market connections



The Advantage – for You

- **Immediate engagement**
 - Employee contacted within ½ hour of receiving the assignment.
 - Employee focuses on the future. Better job search.
- **No real estate costs**. Lowest prices for you.
- **Monthly reporting** with a human touch.
- **Materials for managers**: to help with the exit process.
- **HR Network breakfasts** – to help you with *your* career.



Our Mantra

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



Welcome to the Club!

