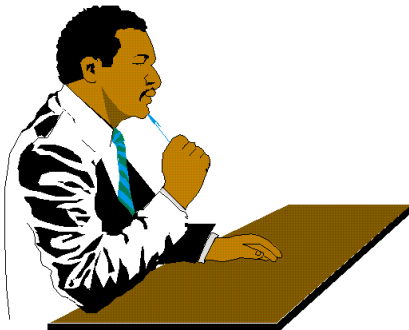




Your Private Coach will Get You Ready for the Small Group

The weekly strategy group is where the action is!
Our research proves: you'll find a more satisfying job faster
—at better pay—if you attend the small group
regularly during your job search.



Should I try to figure it out by myself, or should I start attending The Five O'Clock Club's weekly small-group sessions?

Eighty percent of success is showing up.
Woody Allen

Sometimes people roll their eyes at the idea of a small group: they've attended job search groups at the church, library, or community center. These tend to be pity parties: people show up to vent and swap business cards and war stories...hoping for new leads.

Get this concept out of your mind: The Five O'Clock Club small groups, which have been held weekly since 1986, are for *strategy*. The coach asks each person: what are you going to do this very next week to move your job search forward? What do you need help with? Everyone leaves with an assignment, a do-able, measurable assignment for the week, based on The Five O'Clock Club methodology.

People are motivated by peer pressure, peer accountability. No one wants to have to report next week that "I didn't do anything" or "I decided to paint the bathroom."

Nobody has to wake up the next morning and say, "What am I going to do in my job search today?"

Those who follow the methodology and regularly attend the weekly meetings typically are at the level of getting job offers within 10 or 12 sessions. The group is there to **hold you accountable and propel your search forward.**

What's so good about the group?

- ✓ Individual strategic analysis in a group of your peers with a senior coach.
- ✓ Healthy environment: Half of the attendees are employed!
- ✓ You meet with the same small group and senior coach every week.
- ✓ Regular attendees get more satisfying jobs faster and at higher rates of pay.
- ✓ The group accountability, innovation and camaraderie.
- ✓ Emotional support and market connections (use our LinkedIn Group as well).
- ✓ It's like a departmental meeting.

Remember: Some weeks you may not need the group, but your group needs you! So show up.

Each person in your group gets everyone's email address, phone number, résumé, cover letter and job-search plan. You get to know each other very well. Stick around after the session formally ends and talk amongst yourselves.

In addition, each person in the group can select one, two or three job-search buddies. Or ask the coach to select your possible buddies for you. These are people you can talk to every day about what's

going on with your search, and where you can get daily encouragement to do what you're supposed to do.

"When seven of your peers and your coach tell you to change something, you change it!"

The Small Group Made the Difference for This Experienced Job Hunter

Barbara Rice achieved success, not just once but twice, with The Five O'Clock Club process. She used it in 2000 to get her job at New York Times Digital as the Director of Research, which she loved. Then after seven years when she got laid off in 2008, she returned to the Club and landed her current job as VP at a leading ad agency. She had three offers and selected the one that was the best fit.

More than anything else, Barbara urges you to have faith in the Club's group process. Barbara says: "When I was laid off I was sent to another outplacement firm. I went to that office dutifully and worked hard at my search, 40 hours a week, but I wasn't getting any results. Finally, after six months it occurred to me to take matters into my own hands. I re-joined The Five O'Clock Club.

"From the minute I committed to the process everything shifted for me. The discipline and the personal responsibility of that approach, as laid out in the books and re-emphasized in the weekly meetings, really helped me to move my search forward.

"The small group meetings were really helpful. Every week we met and talked

about our progress, offering each other honest feedback. On more than one occasion the group was able to see something about me that I was not able to see myself. When seven of your peers and your coach tell you to change your pitch or your résumé, you are forced to listen—even if you disagree.

“In the end, I had three offers and selected the one that was the best fit.”

“The Five O’Clock Club method made all of the difference in finding and landing the very good job that I am in now.”

Now it’s your turn. Your private coach can help you figure out your career direction, develop your résumé, your cover letter, and the plan for your search. Then the primary role of your private coach is to get you ready for the group. **Nothing is better than the small group for the job-search itself.**

Take advantage of the small groups with your peers. It can take a few weeks to learn the methodology, but you can accelerate your learning by attending your small group and seeing it in action in the other members.

Chances are, half the members of your small group will be employed people who are looking for better opportunities themselves. They came to the Club on their own to advance their careers. The groups are fun, but more than that, they are an opportunity to develop strategies for your job search and for getting ahead in your career. These are not chat sessions, or support groups, or networking groups. They are focused on strategic thinking. When it’s your turn in the group (after your first week), your coach and your peers will be focused on *you* to help you decide what should be corrected in your search and what you should do this very next week to move your search along.

Take advantage of the small group

and do not miss a session. There is a very strong correlation between the frequency with which a person attends the group and the time it takes that person to find a good job.

So, attend regularly. Those weeks when you think you have nothing to report are the weeks when you need the small group the most. And even if you think you don’t need the group that week, remember that the group needs you.

How We Train Our Coaches

We tell the job hunters that “this is like a graduate course in job search,” so when coaches apply to become a Five O’Clock Club coach, we say, “You’re actually applying to be on our faculty.” Even coaches who have years and years of experience **MUST** complete our certification program, to make sure they master our research-based methodology.

Our Coach Certification Program typically takes four months to complete. There are two written essay tests. There are résumé exercises to make sure we don’t see cookie-cutter résumés.

Each coach-in-training must observe 10 group coaching sessions, then write an essay about what he/she learned. The coach also has to make a presentation to demonstrate his or her grasp of The Five O’Clock Club methodology. *All* of our coaches are certified by us regardless of the number of years of experience that may have.

Find one, two or even three job-search buddies, or ask your coach to match you up. Even executives who earn enormous amounts are happy to have peer-level buddies. These are people you can talk to frequently (even every day) and informally. Discuss what happened in the group and what your plans are for the day. Call your buddy before and after an important interview. You can always call your coach, of course, but there’s nothing like a buddy.

Help others. The more you know about The Five O’Clock Club job-search process, the better you will do in your own search and the better able you will

be to help others. Those who help others feel empowered and do better themselves. We’re all in this together, so we might as well all start rowing in the same direction and help those who may not see the direction they should be rowing in.

There’s nothing like a buddy—plus your own small group and your private coach—all using the same methodology.

Give Back. When you’ve landed a great job, others are happy for you. You’ve all been through the war together and have gotten to know each other very well over those ten weeks or so. You’ve made it! Now think of how The Five O’Clock Club, your coach and your small group have helped you, and thank them by telling them your story. Think of the lessons you’ve learned that you can pass on to others. What worked best for you? How did you get the most meetings for your search — not just the one that landed you the job?

And, remember, we’re not done with you yet. We want you to do well in that next job, or continue to follow the dream you had to put on hold. Most people develop a long-term relationship with their coach and with the Club. Come in again when you need career-related help — even years from now.

And, finally, know that we will be here when you need us again, whether it’s one or five years from now. You’re now a member of the Club, and we’ll always welcome you home. — Kate W.

