



## What They Say About Us

The Five O'Clock Club is recognized as an authority on workplace and career issues.

Here is a small selection of some of the many newspapers, magazines, and TV shows that have featured the Five O'Clock Club...



### THE WALL STREET JOURNAL

A survey of professionals, managers and executives by **the Five O'Clock Club** shows that direct contact is a more effective use of time when seeking meetings with hiring managers.

These polled job seekers contacted association members, professionals identified through newspaper articles or the Internet, and others who were in a position to hire.

Surveyed job hunters spent 24% of their time making these kinds of contacts, which yielded 27% of their meetings. In contrast, they spent 45% of their time networking, yet this job-search technique produced only 35% of their meetings, **the Five O'Clock Club** reports. These results reveal that direct contact is the most time-efficient method for getting meetings. Networking takes more time.

The McGraw-Hill Companies

### BusinessWeek

True, severance packages will likely become less generous as corporate profits plunge. And, in mass layoffs, it will be tougher to convince the boss to single you out for better treatment. But, exceptions are made. Richard Bayer, chief operating officer of **The Five O'Clock Club**, a national career-counseling and outplacement firm, points to a client laid off three months after moving across the country to take a new job. Reminding supervisors that his wife had just quit her job to follow him, he appealed to the company's sense of fairness. In the end, he won additional cash and career counseling. Your mantra should be, "I just want to be treated fairly," says Bayer.



**The Five O'Clock Club** has been on the Today Show 11 times. \*\*\*

**NANETTE HANSEN**, anchor: Here with advice on landing that job is Richard Bayer;

He's the chief operating officer of **The Five O'Clock Club**, a national outplacement and career counseling firm. Good morning, Richard...and welcome back.

**Mr. BAYER:** It's great to be here again.

**HANSEN:** OK. For folks who may be watching who are not currently one of your clients, maybe you can share some of the wealth here. What's your advice for folks who may be getting a little bit discouraged?

**Mr. BAYER:** If you're getting discouraged, expand your targets. Expand where you're willing to work geographically, your industry and your function. We had a high-school science teacher who didn't want to teach high-school science anymore. He wound up in pharmaceutical sales. He changed both industry and function.

### The New York Times

An unemployed computer specialist recently joined **The Five O'Clock Club**, a national career-coaching and outplacement organization. He lost his job in the pharmaceutical industry a year ago and was beginning to feel desperate. "A person like that who has spent his entire life in one industry thinks he just has to hang in there," said Ms. Wendleton. With the pharmaceutical industry on hold, this candidate was advised to broaden his search to include biotechnology companies and medical service companies that are growing. "Within four weeks, he had six job possibilities," Ms. Wendleton said.

One thing Ms. Wendleton and other consultants stress is that you must first assess your job skills and think about how they can be applied in different industries. "If your industry is in trouble and you insist on targeting only your own field, you're going to have a longer search," Ms. Wendleton said. "If you get a job, you're going to lose it faster."

## Forbes

It's important to be honest on your resume — whether you're applying for a job as company president or as a janitor — because the risk of being caught in a lie is so great it isn't worth it, experts say.

"You really don't want to lie about anything, because people do check and you can get found out," said Richard C. Bayer, chief operating officer of **the Five O'Clock Club** career coaching and outplacement firm in New York. "If that happens, you won't get hired, or worse, you'll get fired."

Bayer of **the Five O'Clock Club** agrees that it's important for job seekers to put a strong summary statement at the top of a resume. "You need to make it clear at the top what it is you want to do," Bayer said. "Otherwise, you're positioned by your most recent job."

And, Bayer said, it isn't necessary to give each job equal prominence; you can highlight those you want the hiring manager to notice. He also says job seekers shouldn't feel uncomfortable about revealing why they left a previous job, even if it was not voluntary.

"In today's economy — with plant closings, outsourcing, downsizing, mergers and acquisitions — it's not unusual to lose a job through no fault of your own," Bayer said. "Human resource managers understand this and should not judge you unfairly for it."

## FORTUNE

Your job hunt must go on. Dr. Richard Bayer, **The Five O'Clock Club's** chief operating officer, has the following suggestions for you: "If you call someone whose company was directly affected by the events of September 11th to discuss a job interview, you should start the conversation by acknowledging the situation: 'I hope you and yours are safe.' You may even apologize, by saying something like, 'I'm really sorry to bother you at a time like this, but I wrote to you last month about the possibility of having a brief meeting with you. Is this a good time for you to talk?'"

Adds Bayer, "This is uncharted territory for all of us. My thought is that you should not engage in conversation about their specific situation. You just want to ask if this is an appropriate time to talk about your job search."

What on Earth would Organization Man, that stolid icon of the 1950's, make of **The Five O'Clock Club**? With meetings around America, most of the club's members are 33-55 years old and a third of them earn more than \$100,000 a year. The club offers plenty of regular career advice

## The Economist

## The New York Times

Career counselors say that one of the most valuable methods of networking is often overlooked: connecting with the people you deal with on the job every day. Kate Wendleton, president of **The Five O'Clock Club**, a career-counseling and outplacement company based in New York, tells her own customers that networking with clients is one of the best ways to make a transition to another job or to lay the groundwork for future career moves. Ms. Wendleton tells clients that finesse is needed to avoid being perceived as opportunistic or unethical, or incur the wrath of a current boss.

*PBS visited the Five O'Clock Club in 2003. A year later, they wanted to re-interview those who attended a year ago and were still unemployed, to see how they were holding up. But everyone had found a job, so they had to change their story!*

The  
**NEWS  
HOUR**  
with Jim Lehrer

"When we checked in with this group one year later, almost everyone had a job; most had better jobs!" —*Jim Lehrer*

"What they were doing sitting around a table was honing face-to-face skills. I mean, they were all in those kinds of professions — advertising, marketing, dealing with other people, so on and so forth — and what they were practicing at that table was the thing that would eventually get them all reemployed."

—*Frank Levy,*  
author, "*The New Division of Labor*"

but it is based on two things that Organization Man avoided like the plague: disloyalty and feelings.

Rather than allowing jobs to define their lives, as Organization Man did, the club's members are encouraged to decide on their own goals — to imagine what sort of person they want to be in 40 years' time, for example — and then to design their careers around that goal.

Naturally, the club owes at least some of its success to America's booming economy, but its founder, Kate Wendleton, insists that it has also thrived because it is catering to fundamental changes in working life.



**Soledad O'Brien:** Let's talk about jobs right now, nearly 136,000 jobs were lost this quarter from company cutbacks. Joining us today with some advice for job hunters is Dr. Richard Bayer, the COO of the Five O'Clock Club, a national career-counseling firm; Dr. Bayer, for folks who are watching right now, what advice can you give to aid them in their job search?

**Richard Bayer:** "People should first expand their targets, look at larger geographic areas, and be flexible about their industry and function. You want to have at least 200 *positions* to target, not *openings*, but positions, and try to keep at least 6 to 10 possible job offers in the works at all times. These tips are a must for an aggressive and successful job search. We also have a saying here at the Five O'Clock Club, and that's "Only insiders get hired." that is, you need to know the people and speak the language— attend networking groups, read the industry journals, and make yourself an asset."

## THE WALL STREET JOURNAL.

"Employers do have an incentive to treat you decently because the employer wants to preserve the morale of the surviving workforce," observes Richard Bayer, chief operating officer of **The Five O'Clock Club**, a national career-counseling organization based in New York.



**Harry Smith:** Many people wouldn't like to hire someone's spouse, son, daughter, or other relative. But more and more companies are changing their hiring policies, and in some cases, embracing family in the workplace.

There are a few rules to working successfully with family members. Richard Bayer, chief operating officer of The Five O'Clock Club, a career-counseling firm, is here to guide us through some of them.

Good morning sir, and welcome.

**Richard Bayer:** Good morning, it's good to be here.

**Smith:** Now, what are some of the advantages to working with family members?

**Bayer:** Most importantly it is the continuity through time. You share values with your family members, and you can trust them to do the work. They're also dedicated to the company. All of these things contribute to a desirable stability in the workplace.

## THE WALL STREET JOURNAL.

Old-fashioned networking works well, but takes a lot of time. Many career experts now prefer a more direct approach. Get to know numerous current or potential hiring managers and "stay in touch with them," says Richard Bayer, chief operating officer of The Five O'Clock Club, a New York-based career-counseling organization. "When an opening does come up, they have you in mind."

"Direct contact" beats advertisements and recruiters as the best method to gain meetings with possible hiring managers, concludes a recent survey of 200 job hunters by The Five O'Clock Club. Respondents felt that networking was more effective but direct contact was more efficient when they considered the amount of time spent trying to gain meetings.

## The Philadelphia Inquirer

The Five O'Clock Club used to bring together Philadelphia's movers and shakers. Now it's a business that helps men and women get their careers back on track.

Something about the title appealed to Kate Wendleton, so she picked up *The History of the Five O'Clock Club*, written in 1891 by J. Hampton Moore, from a Philadelphia bookstore.

That was the beginning— or the new beginning— for the Five O'Clock Club.

Founded in the 1880's, the Five O'Clock Club for more than a half-century was one of Philadelphia's famed dining clubs— social groups that brought together gentlemen— in this case, 35 from the railroads, industry, newspapers, theatre, politics, and the judiciary— to discuss the affairs of the day.

Fast forward to the 1990's. Drinking and dining are out— blatant networking is in. And discussion has been narrowed to one topic: employment. The Five O'Clock Club works because it keeps people focused on the specific things that they need to do in order to job search successfully, based on research, tactics, and assessment.





**Katie Couric:** So, tell me, what were some of the mistakes Jeff made, and what are some of the right things to do when you lose your job?

**Kate Wendleton:**

Well, first, Jeff shouldn't have settled for a job at the Gap. Taking on work ends up hindering your job search. You lose valuable time, and you end up stuck in a rut.

**Katie Couric:** So don't rush to settle for just any job after you're fired.

**Kate Wendleton:** Right. He should have been tapping into his network, talking to people in his field and industry, and getting a feel for the market. After getting a feel for the market, you're ready to start targeting positions. In order to have a successful job search, you've got to target at least 200 positions.

**Katie Couric:** Wow, really?

**Kate Wendleton:** Yes, and those are positions, not job openings. It really is a numbers game, and the more effectively and efficiently you can target those positions, the more likely you are to land a great new job.

## The New York Times

Kate Wendleton, the president of The Five O'Clock Club, a New York career-coaching organization, believes that given the right tools and preparation, most people can learn how to maximize their earning potential, or at the very least get their fair market value.

Some are worried that the current economy will allow less wiggle room for salary negotiation. That isn't necessarily the case, according to Ms. Wendleton of The Five O'Clock Club. She and others say following some basic rules can give you an edge in discussing pay, no matter the economic climate.

# FORTUNE

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



**Ken Rosado:** We're here talking to Richard Bayer, COO of the Five O'Clock Club, about how to manage job search stress. Richard, tell our viewers some key ways they can manage the stress that comes with job search.

**Richard Bayer:** There are three main points to keep in mind in order to effectively manage job search stress. Number one is to stay positive; more often than not, we get the best of ourselves by thinking negatively. Staying positive about the search can lower your stress. Second, establish a routine. Part of the stress that comes with job search is feeling lost after becoming accustomed to a daily routine. Establishing a new routine can lower your job search stress. Third, assess your situation. Take the time to think about where you are and where you want to go next. Having a clear plan can also keep your stress level down.

## Chicago Tribune

During the recent heat wave, looking professional may have taken a back seat to keeping comfortable. But one expert warns that cooler looks may burn your chances in an interview.

"The way you look and carry yourself will send subtle signals to a prospective employer which can improve or derail your chances for making the cut," said Richard Bayer, COO of the Five O'Clock Club. "It's even trickier during the summer, when lighter, more casual attire is ubiquitous."

*Celebrating 25 years—  
America's Premier  
Career Coaching and  
Outplacement Network for  
Professionals, Managers  
and Executives*

Contact: David Madison  
Senior Vice President  
The Five O'Clock Club  
212-286-4500  
Please visit  
[www.fiveoclockclub.com](http://www.fiveoclockclub.com)

The Five O'Clock Club  
300 East 40th Street  
New York, NY 10016