

# AFTER THE AXE



A FILM ABOUT EXECUTIVE TERMINATIONS  
PRODUCED BY THE NATIONAL FILM BOARD OF CANADA



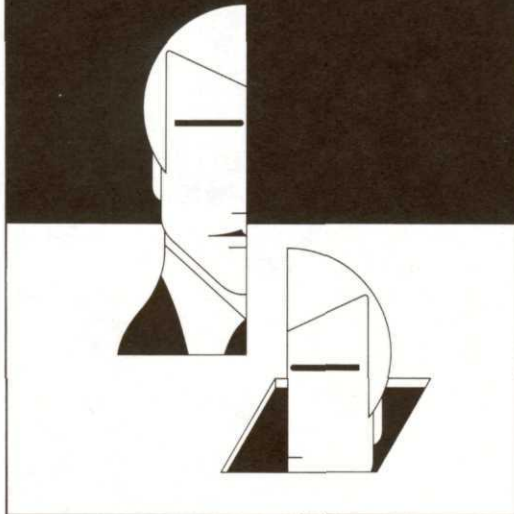
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# AFTER THE AXE



**A**fter the *Axe* is a cinematic drama drawn from real life. It examines executive terminations and a new industry which specializes in handling them.

The central figure, D.R. "Biff" Wilson, 44, is a composite figure based on extensive conversations with fired executives.

One day Wilson is vice-president of a major packaged goods firm; the next he is given an hour to vacate the premises. A relocation counselling firm is hired to "terminate" him, smooth his crumpled ego, and repackage him for the executive marketplace. As he goes about town attempting to sell "the most exciting product he's ever sold" to prospective employers, leading consultants spell out what people in Wilson's situation must go through to regain what they have lost.

The first film of its kind, *After the Axe* takes a close look at relocation counselling (or outplacement, as it's called in the United States), a growing industry begun in 1968 by a New York ad man who took everything he knew about marketing packaged goods, and applied it to fired executives. The film was made with the cooperation of the business community who provided authentic locations and even helped script actual scenes on set. Wilson and his family are composite characters; the others play themselves.

Every year, 250,000 managers get fired in North America. This film, because of the insight it gives into this

phenomenon, is a timely document. Among the topics it examines are corporate infighting, white-collar competition and anxiety, and survival techniques.

Of interest to the general public, *After the Axe* deals with a subject of particular concern to managers in business, industry and government; members of personnel, management and trade associations; university faculties of commerce, management and administration; career counselling organizations; and church groups.

A resource booklet is available from NFB offices. It is designed to stimulate group discussion following screening of the film.

## Questions for further discussion

How do the strategies for survival as depicted in this film compare with your own experiences or observations?

How are religious ethics compatible with contemporary business practices?

What motivates people to compete?

How do business practices differ in other countries?

Is there a conflict between success in business and a successful family life?

## Related films:

Japan Inc.

Challenger: An Industrial Romance  
Corporation-Motivation  
Corporation-After Mr. Sam

Directed by  
**Sturla Gunnarsson**

Written by  
**Steve Lucas**

Picture and Sound Editor  
**Roger Mattiussi**

Director of Photography  
**Andreas Poulsson**

Art Director  
**Judy Koonar**

Location Sound Recordist  
**Bryan Day**

Re-recording  
**Michael Hoogenboom**  
**Jean-Pierre Joutel**

Unit Administrator  
**Louise Clark**

Composers  
**Patricia Cullen**  
**Sharon Smith**

Technical Coordinator  
**Frank Ciavaglia**

Producers  
**Sturla Gunnarsson**  
**Steve Lucas**

Executive Producer  
**Arthur Hammond**

Produced by  
**National Film Board of Canada**  
**Ontario Regional Production Studio**  
in association with  
**Canadian Broadcasting Corporation**

16 mm color  
Screening Time: 56minutes 13seconds

16 mm 106C 0181 012  
Videocassette 116 0181 012

Distributed by  
**National Film Board of Canada**



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