

The Future of Work and Changes to the Traditional Work Environment

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The Future of Work

1. High tech, high touch, high growth
2. Training managers to behave
3. The search for the next perk
4. We're getting off the ladder
5. Why Boomers can't quit
6. Women will rule business
7. It will pay to save the planet
8. Yes, we'll still make stuff
9. When Gen X runs the show
10. The last days of cubicle life





YOUR CAREER



Find Your Own Path...or Paths







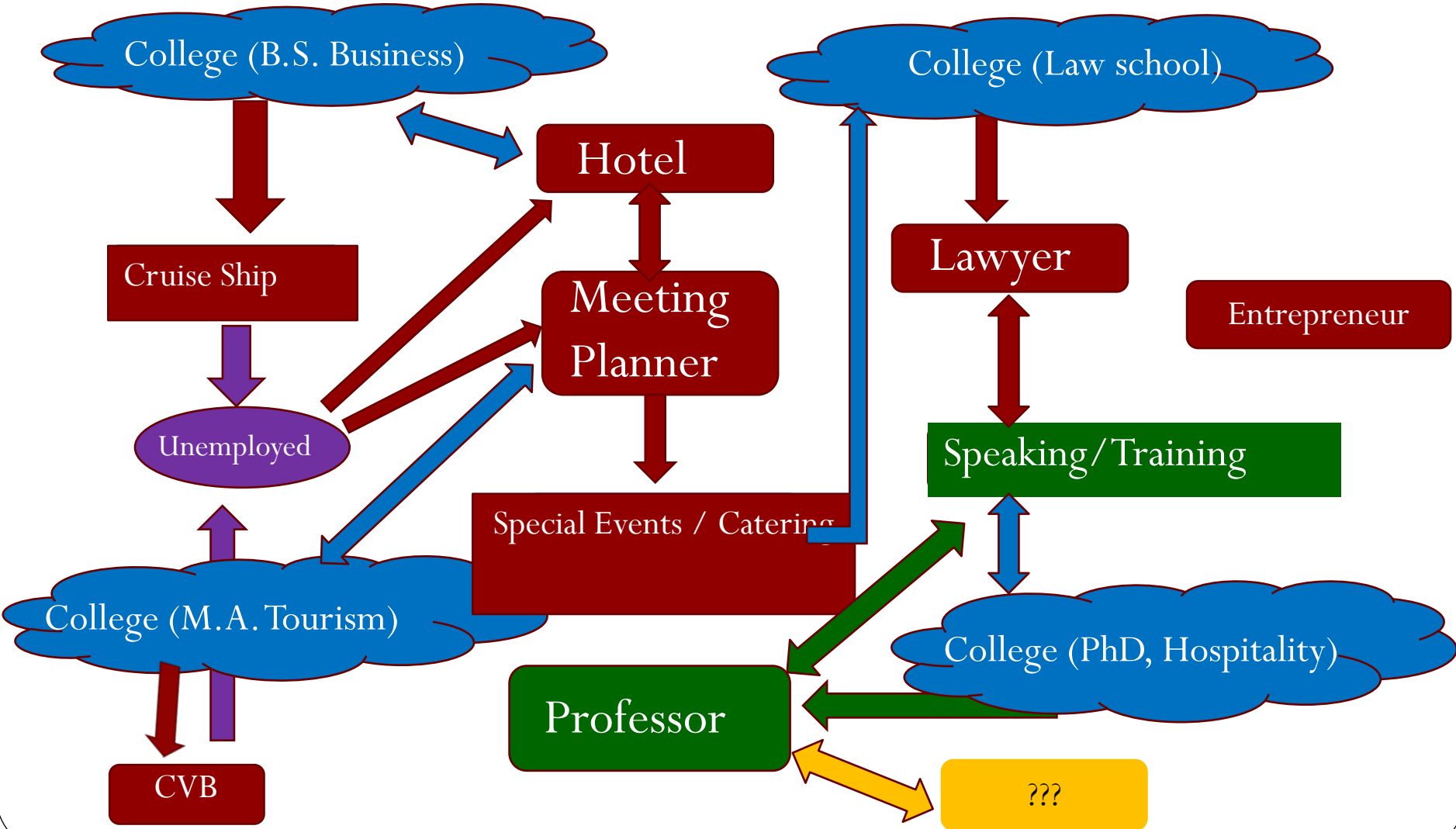
Success

Failure





My Career



Who Are Employers Looking For?

Who Do Employers Hire?

- Experience v. Traits
- Company culture fit
- Fill staff gaps
- People who will stay



“Engaged” Workers

- A positive, enthusiastic, and affective connection with work that motivates an employee to invest in getting the job done not just “well” but “with excellence.”
- Older workers
- Women



Sought-After Skills & Experience

- Languages
- Software skills
- Social media
- Professionalism
- Sales & Marketing
- Detail-orientation
- Financial acuity
- Research



The Right Job For You

- Strengths
- Weaknesses
- Needs
- Wants



Brand YOU

Discovering Your Brand

- What's unique about you?
- What can you do better than anyone else?
- What do you really, really, really want to do?



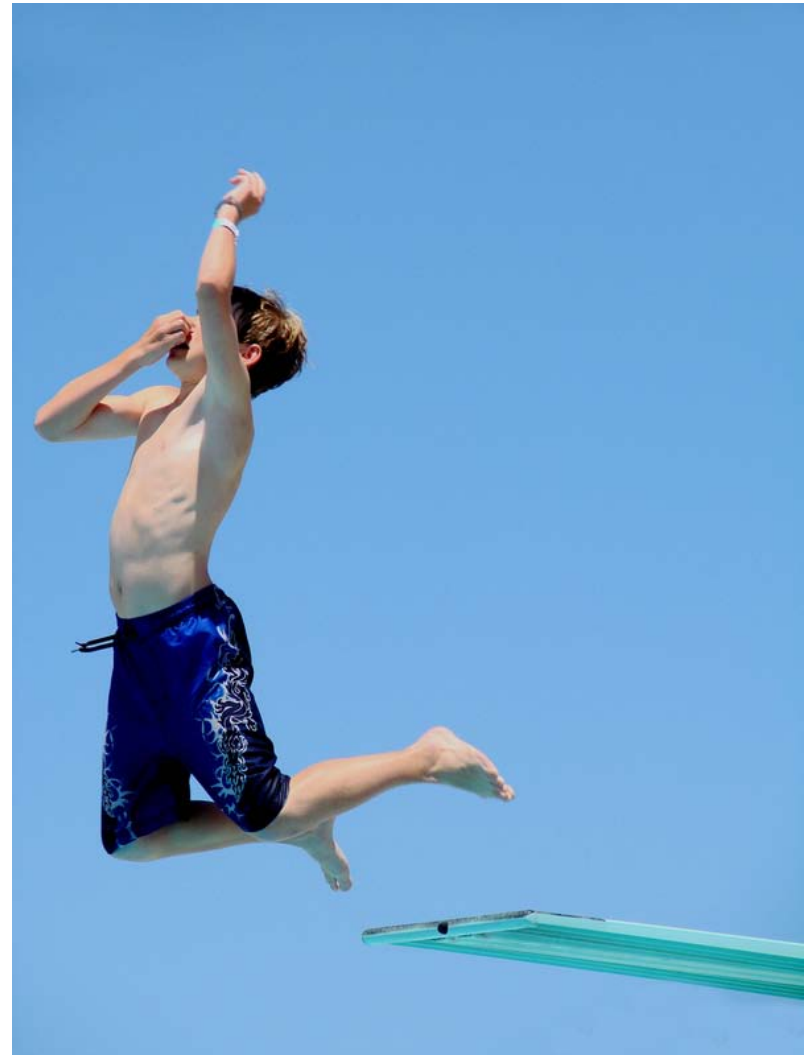
10 Tools for Branding

1. Business card
2. Resume / cover letter / references document
3. Portfolio
4. Blog/ website
5. LinkedIn profile
6. Facebook profile
7. Twitter profile
8. Video resume
9. Wardrobe
10. Email address



Be Who You Want to Be--NOW

- Join associations
- Join a committee
- Participate
- Shadow people
- Pick their brains
- Be a part of the community you want to be a part of



Job Searching

- *Luck* is not a strategy
- Identify your job requirements, then find employers that match
- Present customized credentials to each employer
- Network!



New Models for Life & Work

- The Medium Chill
- Scanners
- Multipreneuring

The Medium Chill

- Do you really want to work that hard or do you feel like you have to?
- More and Better will always be there
- Choose to be satisfied with what you have



Scanners

Q. How long should you stay at something?

A. However long it takes to get what you came for.

Q. How do you decide what you came for?

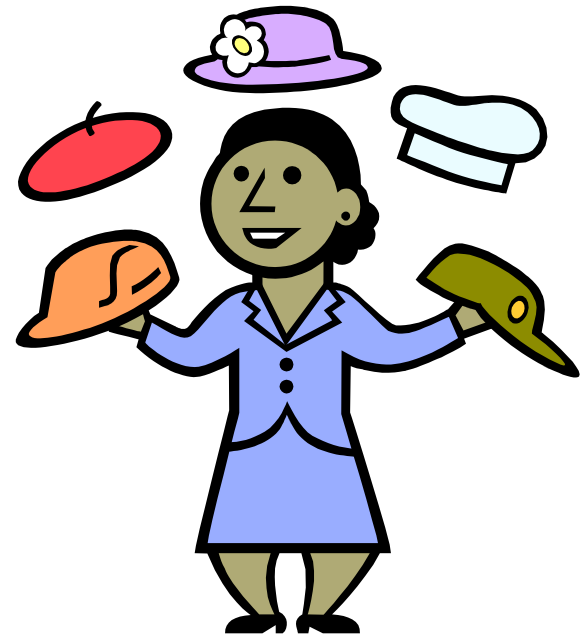
A. You don't. You discover it.

Q. How do you discover it?

A. You notice what isn't there anymore when you feel like leaving.

Multipreneuring

- Entrepreneurs have a business that offers primarily one thing.
- Multipreneurs have a business that offers many things all at once.



How Much Does “Happy” Cost?



After \$75,000 per year in salary, happiness levels don't increase.

Resources

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Thank you

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