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The Portfolio Career - Is It Right For You?

Our Outline

- The Changing Employment Landscape
- The Portfolio Career
- Strengths Needed
- Creating the Portfolio Career
- Getting the Word Out
- Closing Thoughts & Musings
- Q&A

The Changing Landscape of Employment

- Jobs/work becoming “project oriented”
- Tactical problem solving
- Business today changes quickly
- Age discrimination alive and well (age 50+)
- Temp to perm trend
- Networking and social media
- Full time job security is non existent

Considerations – Seeking Full time Employment

- Thirty-something's don't want to hire their parents.
- Boomers also are considered a "flight risk."
- Boomers want to be "led and not managed"
- The age antidiscrimination laws in this country have backfired.
- It's common knowledge that medical premiums rise significantly at age 60.
- Most organizations will not replace a boomer with another boomer

The Portfolio Career

Definition

... a tapestry of a variety of eclectic employment experiences; employment in a series of short-contract or part-time positions.

Addressing --

The two needs of any organization:

Revenue and Productivity

Financial Investment Portfolio



Career Investment Portfolio



Other Investment Commitments

- Family
- Health
- Friends
- Volunteer
- Recreation
- Spiritual/religion
- Professional development

The headhunter: all or nothing

- * Sourcing
- * Screening
- * Interviewing
- * Evaluation
- * Reference checks
- * Negotiating
- * On boarding

One Big Payday

Headhunter Portfolio = \$\$ streams 4 services with 5 companies

Sourcing	Reference checking	Onboarding	Interviewing
\$\$\$	\$\$	\$	\$\$\$\$

Recommended Skills For The Portfolio Career

- Multi Tasking
- Good time management skills
- Flexibility
- Creative
- Organized
- Self disciplined
- Social media savvy

And

your relevant acquired skills

The Portfolio Career

Pros

- ✓ Control
- ✓ Time
- ✓ Family
- ✓ Self-accountability
- ✓ Less age discrimination
- ✓ Move quickly
- ✓ Choice of location
- ✓ Rhythm
- ✓ More secure

The Portfolio Career

Cons

- Lack of infrastructure
- Lack of office social
- Accounting
- Potentially lower income
- Expenses (medical)
- Unclear boundaries
- Lack of balance
- Occasional unfair workloads.
- Concern from others

SS runs out 2034 & Medicare
2028

Your Portfolio Career First Step

Create 4 columns on a sheet of paper

First Column: "All" -- list all of your achievements

Second Column: "loved it!"

Third Column: "OK + and –"

Fourth Column: "no way"

In the **Second Column** are some services that you offer and employer

Also assess your hobbies and interests

Next Steps

- Develop your brand
- Target Industries and market niches
- Revise your LinkedIn Profile
- Participate in key LinkedIn discussion groups
- Get a Skype number
- Business Card
- Seek out “A’s” in your network for help
- Lead with your brand

Thoughts

- All jobs are becoming project oriented
- Portfolio Career = more stability
- You are completely accountable in every case
- Temporary to permanent still in play
- Age discrimination minimal with a short term approach
- You must enjoy your work

Musings

- Doubt kills more dreams than failure ever will
- Follow your heart but take your brain with you
- Don't trade in your authenticity for approval
- If you don't ask, the answer is always no
- *You miss 100% of the shots you don't take*

--- Wayne Gretzky

With any chosen path, you are a
Company of One