

# Preparing Your Clients to Successfully Embrace a Non-Traditional, Entrepreneurial Career Path Session 1

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## Objectives

- ▶ To learn about:
  - ▶ What a nontraditional career path means
    - ▶ Benefits and challenges
    - ▶ Why/how self-understanding is important
  - ▶ Making the path sustainable
  - ▶ Building a foundation to start and move forward

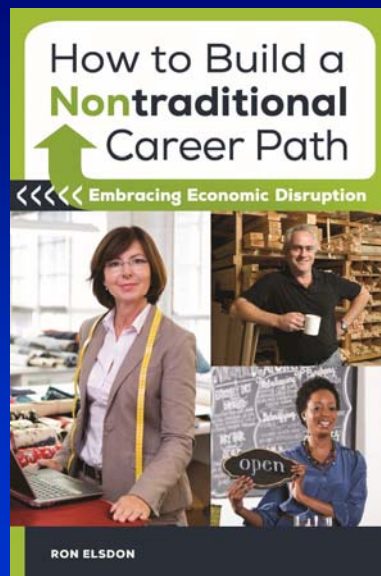


## Overall Outline

- ▶ Three sessions:
  1. What and Why
  2. Making the Path Sustainable
  3. Starting and Moving Forward



## Resource



Readily available from  
on-line sources  
such as:  
[amazon.com](http://amazon.com)  
[barnesandnoble.com](http://barnesandnoble.com)  
[abc-clio.com](http://abc-clio.com)

## Session 1: What and Why



## Session Outline

- ▶ What is a nontraditional career?
- ▶ Benefits and challenges
- ▶ Building self-understanding



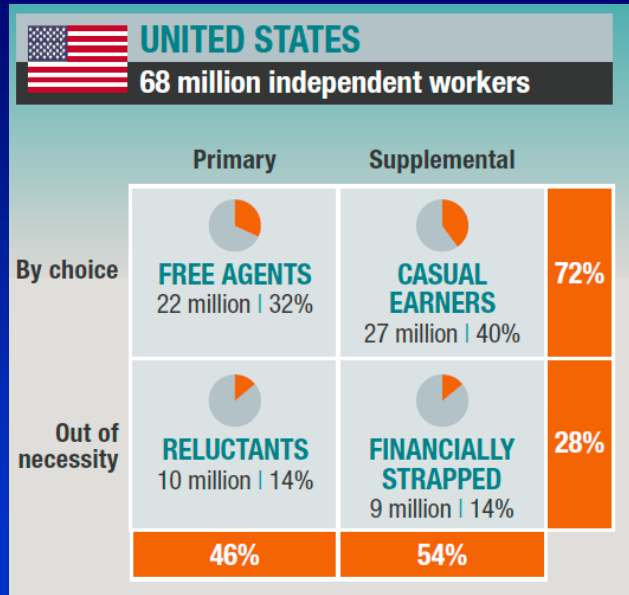
## What Is a Nontraditional Career?

- ▶ Tailored to individual needs
- ▶ More than one source of earned income
- ▶ One source of income is a particular case



## Polling Slide

- ▶ What is your experience of nontraditional work (full or part time)?
  - ▶ I have worked this way
  - ▶ I know a friend, relative, or client who has worked this way
  - ▶ I have worked this way and I know a friend, relative, or client who has
  - ▶ I have not worked this way nor do I know a friend, relative, or client who has



Source: McKinsey Global Institute, October 2016

## Perspective of Organizations in Canada



Source: Randstad Canada, Workforce 2025, Survey in July & August 2016

## Polling Slide

- ▶ What % of millennials say there is more job security in owning your own business than in working for someone else
  - ▶ 0-25%
  - ▶ 25-50%
  - ▶ 50-75%
  - ▶ 75-100%

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## Millennials' Views About Entrepreneurship

**61%**  
**OF MILLENNIALS**

SAY THAT THERE IS MORE JOB SECURITY IN OWNING YOUR OWN BUSINESS THAN IN WORKING FOR SOMEONE ELSE

**62%**  
**OF MILLENNIALS**

HAVE A DREAM BUSINESS IN MIND THAT THEY WOULD LOVE TO START

**49%**  
**OF MILLENNIALS**

INTEND TO START THEIR OWN BUSINESS IN THE NEXT 3 YEARS

**MORE THAN**  
**13**  
**MILLION**  
**MILLENNIALS**

BELIEVE THE #1 REASON THAT KEEPS THEM FROM STARTING A BUSINESS IS NOT KNOWING HOW TO RUN ONE OR WHERE TO GO FOR HELP

Source: America's Small Business Development Centers and the Center for Generational Kinetics, May 2017

## Evolving Work Environment

**New Relationships  
to Work and Organizations**

**Economic Uncertainty/  
Growing Inequality**



**Computing  
& Communication  
Tools**

**Globalization**

**Access to  
Health Care  
Safety Net**

## Comparing Nontraditional and Conventional Careers

Source: Ron Elsdon,  
*How to Build a  
Nontraditional Career  
Path: Embracing  
Economic Disruption*  
(Praeger, 2014).



## Balance Favoring Nontraditional Career Path

- High satisfaction
- Growth
- Personal alignment



- Stagnant wages
- Growing pay inequity
- Reduced long term benefits
- Low levels of employee engagement

Source: Ron Elsdon, *How to Build a Nontraditional Career Path: Embracing Economic Disruption* (Praeger, 2014).

## Example of a Nontraditional Career



Source: Ron Elsdon, *How to Build a Nontraditional Career Path: Embracing Economic Disruption* (Praeger, 2014).



## How My Path Unfolded ...



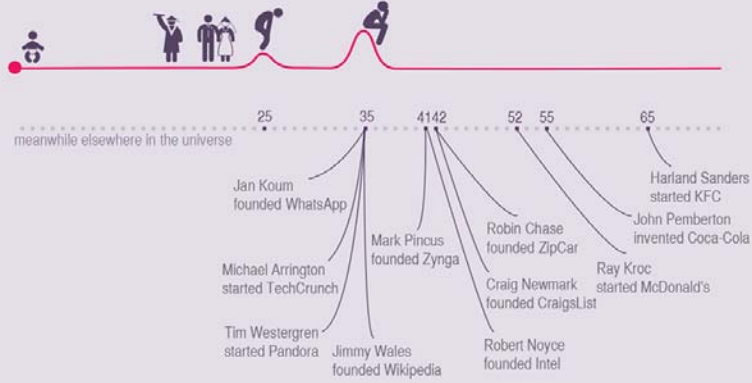
Source: Ron Elsdon, *How to Build a Nontraditional Career Path: Embracing Economic Disruption* (Praeger, 2014).

## When Can You Start Along this Path?

# TOO LATE TO START?

by Anna Vital

quarter-life crisis mid-life crisis



IT'S NEVER TOO LATE.

F&F Funders and Founders

## Benefits and Challenges

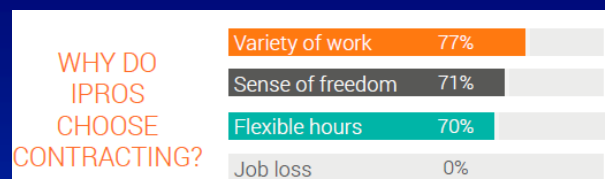


## What Might Be Some of the Benefits of a Nontraditional Career?

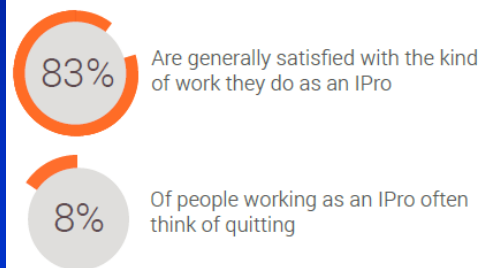
- ▶ Autonomy
- ▶ Alignment with interests
- ▶ Contribution
- ▶ Financially attractive
- ▶ Improved risk/reward profile
- ▶ Personal meaning

Source: Ron Elsdon, *How to Build a Nontraditional Career Path: Embracing Economic Disruption* (Praeger, 2014).

## IPro Index

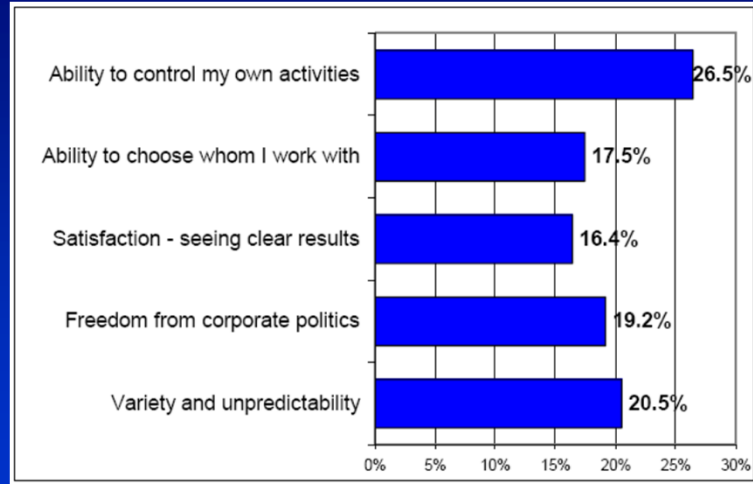


### IPRO'S SENSE OF SATISFACTION IS CLEAR:



IPro Index 2015, Melbourne, Australia: Entity Solutions sponsored study conducted by Monash University

## What Have You Found Most Rewarding About an Independent Career?



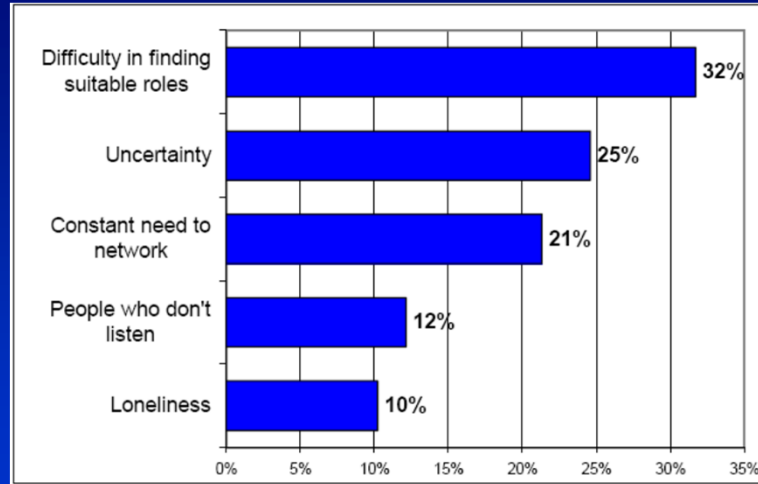
Source: Independent Directors Advisory Service, 2003 Survey of 213 U.K. Executives

## What Might Be Some of the Challenges of a Nontraditional Career?

- ▶ Breadth of skills needed
- ▶ Launch time
- ▶ Uncertainty
- ▶ Access to benefits
- ▶ Isolation

Source: Ron Elsdon, *How to Build a Nontraditional Career Path: Embracing Economic Disruption* (Praeger, 2014).

## And the Challenges?



Source: Independent Director Directors Advisory Service, 2003 Survey of 213 U.K. Executives

## Building Self-Understanding



Source: Ron Elsdon, *How to Build a Nontraditional Career Path: Embracing Economic Disruption* (Praeger, 2014).

# Purpose

## Personal Fulfillment

Give Back

Lower Risk

Financial Reward



Create a Legacy

Source: Ron Elsdon, *How to Build a Nontraditional Career Path: Embracing Economic Disruption* (Praeger, 2014).

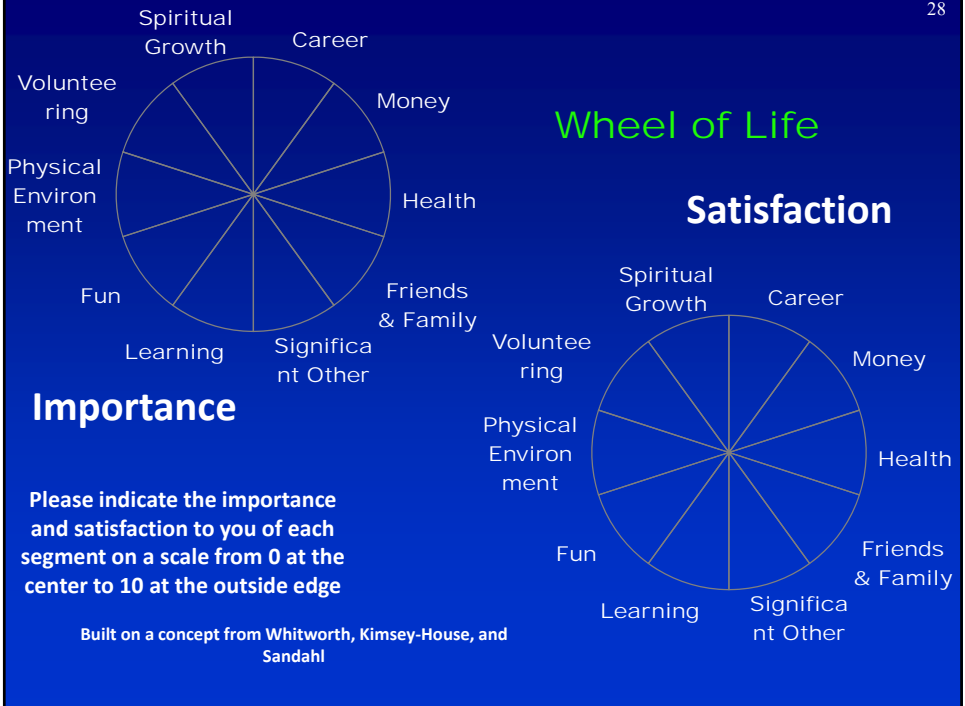
# Wheel of Life

## Satisfaction

## Importance

Please indicate the importance and satisfaction to you of each segment on a scale from 0 at the center to 10 at the outside edge

Built on a concept from Whitworth, Kimsey-House, and Sandahl



## Career Path Values

**Content expertise**

**Service**

**Leadership**

**Money**

**Autonomy**

**Challenge**

**Security/  
Stability**

**Work/life  
integration**



Source: Edgar H. Schein and John Van Maanen,  
*Career Anchors Self-Assessment* (Wiley, 2013)

## Interests (Based on Holland Framework)

<p><b>Realistic (R)</b> Practical, Hands-on, e.g. Mechanical Construction, Farming, Operating Laboratory Equipment</p>	<p><b>Investigative (I)</b> Research, Analyzing &amp; Synthesizing Information as in Science, Engineering, Mathematics, or Social Science</p>
<p><b>Conventional (C)</b> Focus on Detail and Accuracy, Well-Defined, Structured, e.g. Office Management, Accounting</p>	<p><b>Artistic (A)</b> Creative Activities, e.g. Visual Art, Architecture, Writing, Dance</p>
<p><b>Enterprising (E)</b> Business and Leadership, in Private or Public Sector, or Entrepreneurial Setting</p>	<p><b>Social (S)</b> Helping Professions, Using Interpersonal Skills, e.g. Counseling</p>

Can take personal interest assessment using  
o\*net interest profiler at [www.mynextmove.org/explore/ip](http://www.mynextmove.org/explore/ip)

## Personality Preferences (Based on Myers-Briggs Type Indicator)

**Interaction with others (E) or work alone (I)**

**Tangible/practical (S) or conceptual (N)**

**Subjective decisions (F) or more analytical (T)**

**Structure & repetition (J) or spontaneity (P)**

ISTJ	ISFJ	INFJ	INTJ
ISTP	ISFP	INFP	INTP
ESTP	ESFP	ENFP	ENTP
ESTJ	ESFJ	ENFJ	ENTJ

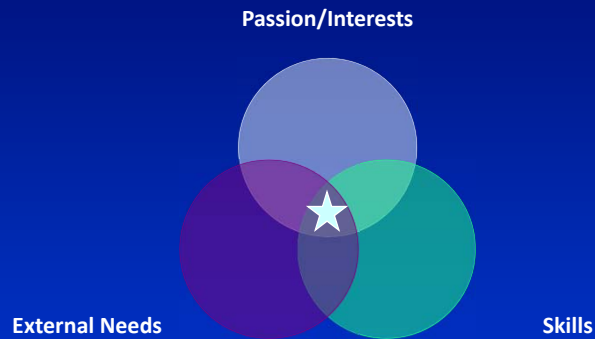
## Experiences and Aspirations

- ▶ Life experiences
- ▶ Working environments
- ▶ Ideal day
- ▶ Questions for the future





## Sweet Spot for a Nontraditional Career



Source: Ron Elsdon, *How to Build a Nontraditional Career Path: Embracing Economic Disruption* (Praeger, 2014).

## Questions to Consider

- ▶ How can I best select and structure nontraditional career components to honor my values?
- ▶ What do my personality preferences and interests mean for nontraditional career components I might enjoy?
- ▶ What has worked well for me in past positions and what has been a challenge? What might this imply for future nontraditional career components?
- ▶ What do my aspirations for the future suggest for nontraditional career components?





Next Session: Making the Path Sustainable

For follow up questions please contact Ron Elsdon at  
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