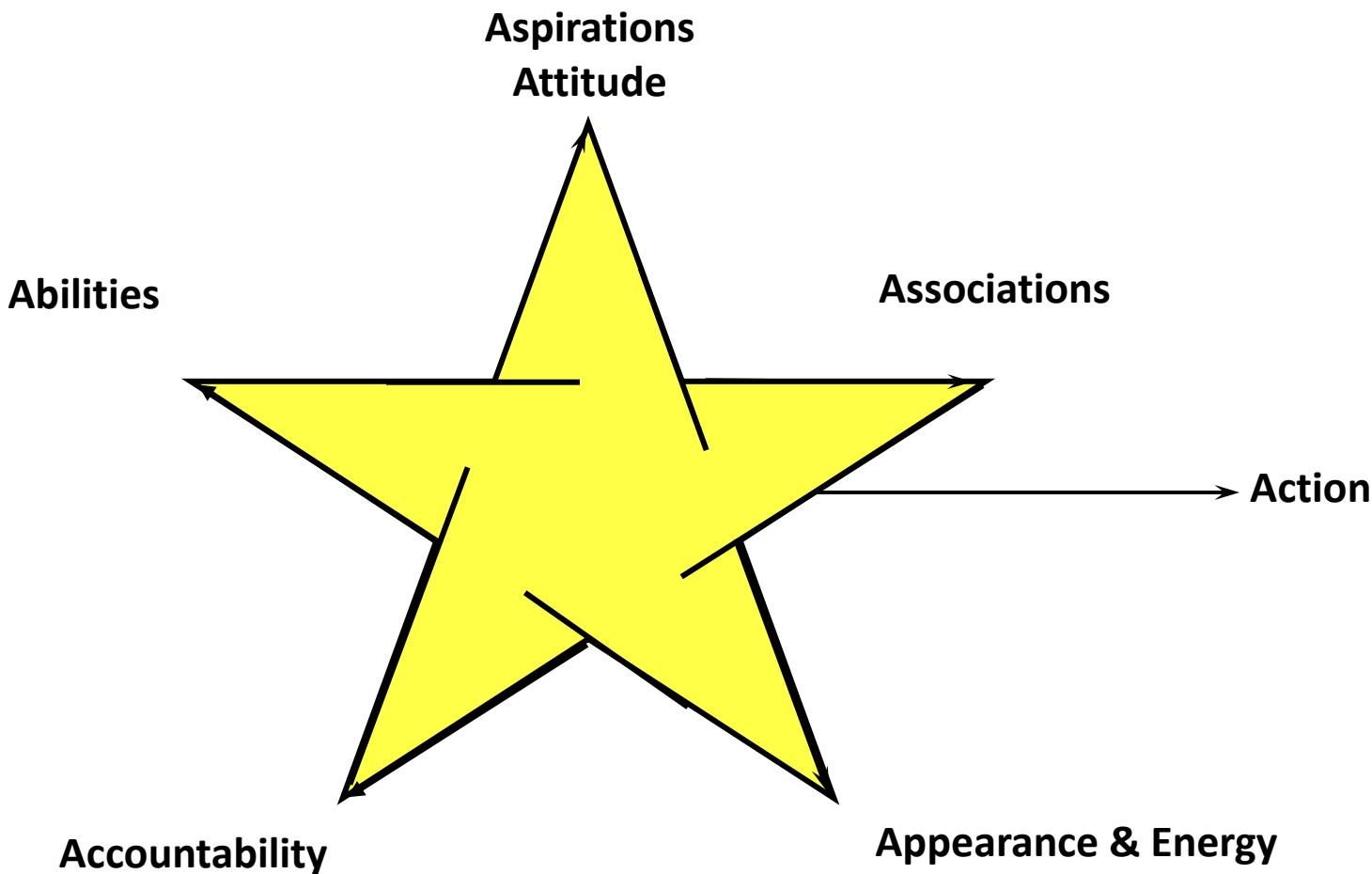


STAR POWER

Thriving in Uncertain Times
Selling "You, Inc."



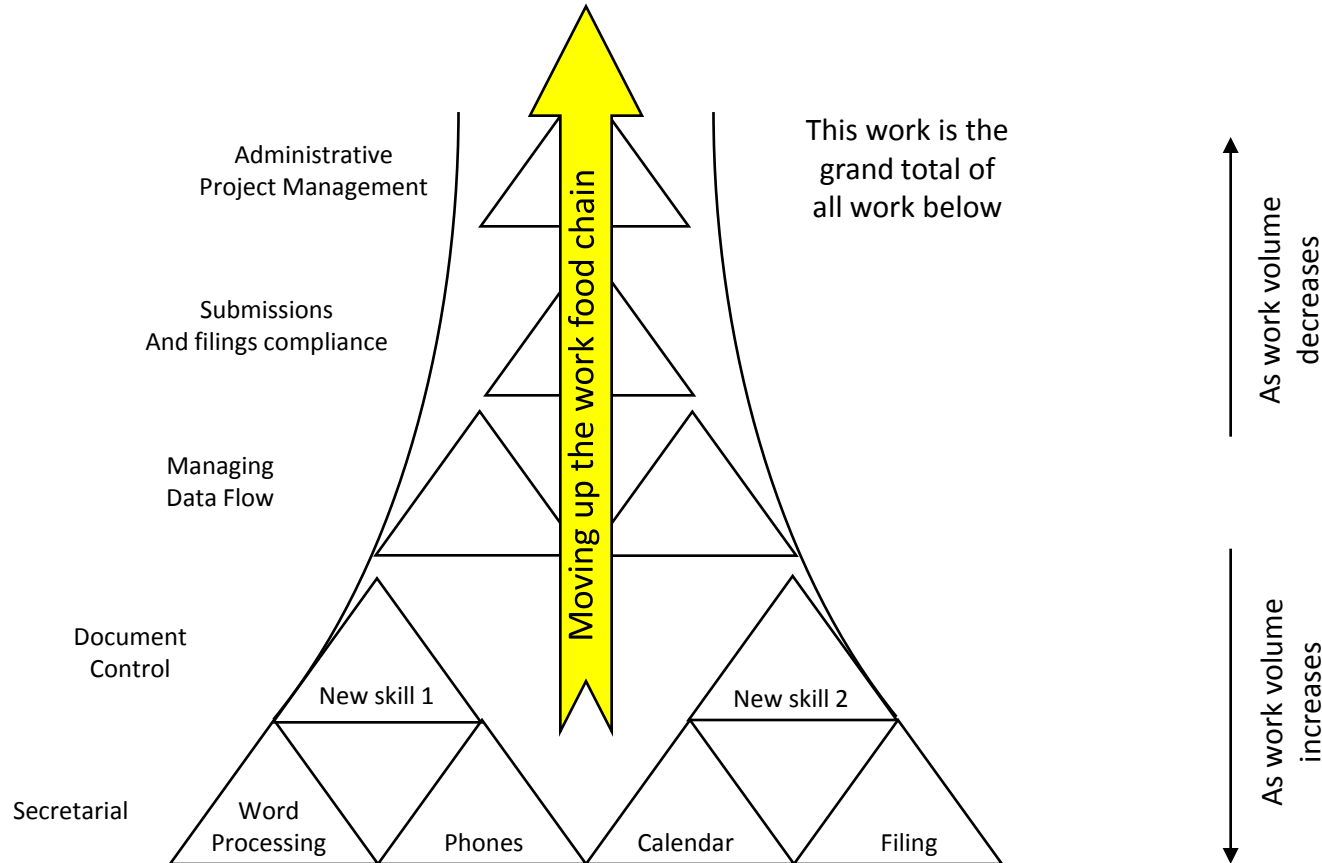


Thriving in Uncertain Times Selling "You, Inc."

Personal Possibility Incubator #1

Use this structure
to think through
your skill set

Path to personal security in a
contracting environment is
through broadening your job.





Thriving in Uncertain Times Selling "You, Inc."

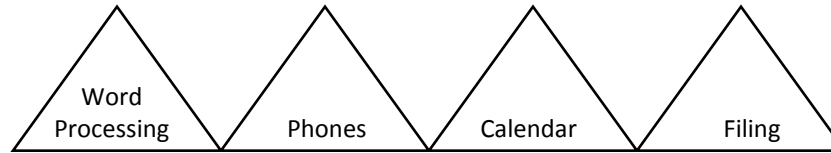
Personal Possibility

Incubator #2

Break out of personal pigeon-holing by reframing yourself through competencies

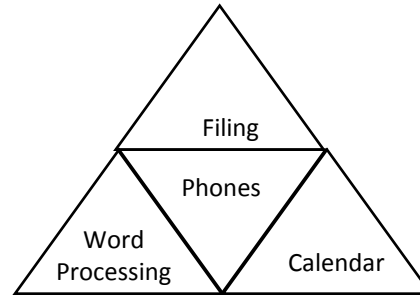
Use this structure to think through re-bundling your skill set

Secretarial =

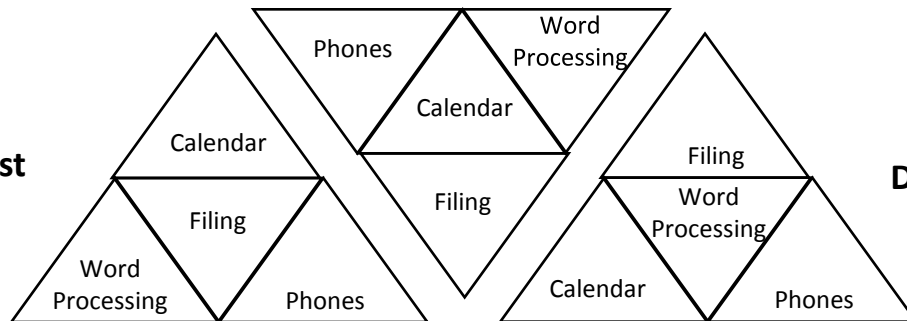


- OR -

Call Center



Data Analyst



Data Processing Center

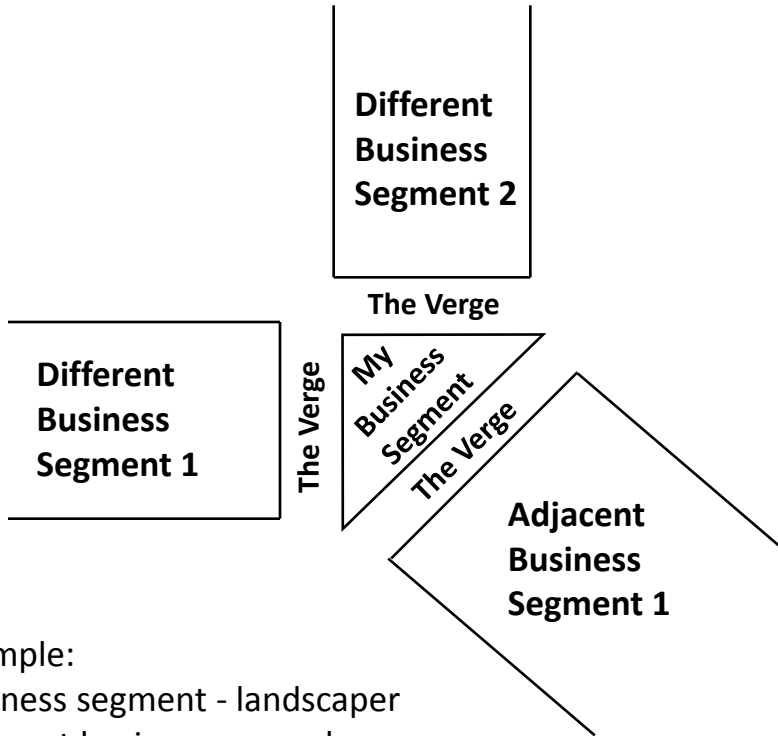
Event Planning



Thriving in Uncertain Times Selling "You, Inc."

Personal Possibility Incubator #3

Finding differentiation at the Verge



Use these graphics to think through

1. Partnerships outside your occupation
2. New combination of skills
3. Intersection of differences

Example:

Business segment - landscaper
 Adjacent business - greenhouses
 Different segment 1 - chemicals
 Different segment 2 - equipment

An aging landscaper could move into greenhouses, lawn chemical sales/safety or field rep for equipment company

Struggling for uniqueness

Fighting for scarce resources



Moving to the edge