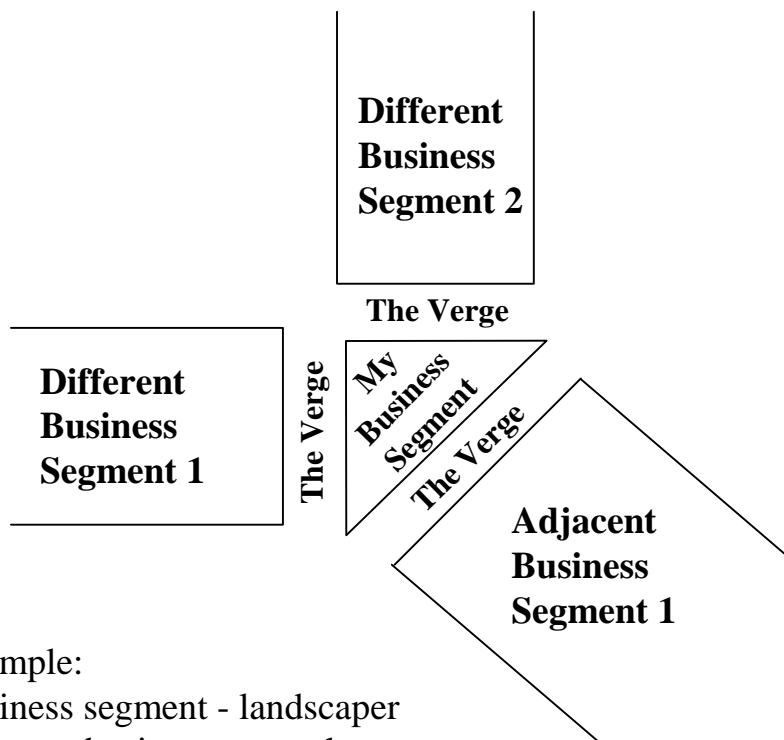




Thriving in Uncertain Times Selling "You, Inc."

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

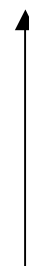
An aging landscaper could move into greenhouses, lawn chemical sales/safety or field rep for equipment company

Struggling for uniqueness

Fighting for scarce resources



Moving to the edge





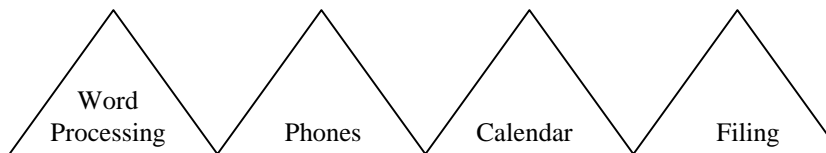
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Personal Possibility

Incubator #2

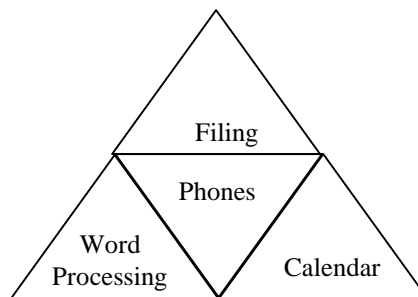
Break out of personal pigeon-holing by reframing yourself through competencies

Secretarial =

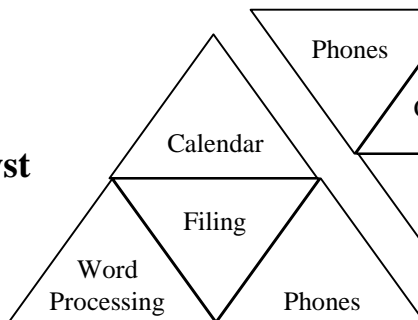


- OR -

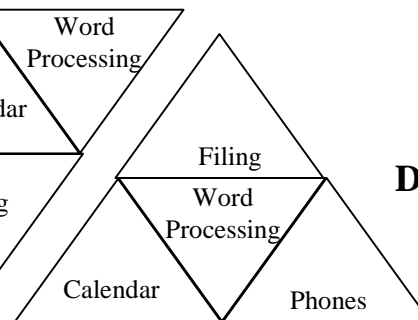
Call Center



Data Analyst



Data Processing Center



Event Planning

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



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.

