

How to Reinvent Work – The Age of Entrepreneurship

Maynard Brusman

Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma - which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.

- **Steve Jobs** US computer engineer & industrialist (1955 - 2011)

Reinventing Work

My namesake Maynard G. Krebs is the "beatnik" sidekick of the title character in the U.S. television sitcom *The Many Loves of Dobie Gillis*. The beatnik's preceded the "hippie" period in the freedom loving 1960's.



The Krebs character, portrayed by actor Bob Denver, begins as a stereotypical beatnik, with a goatee, "hip" (slang) language, and a generally unkempt, bohemian appearance. His abhorrence of conventional social forms is signified by comical reactions to three words: "work", "marriage", and "police".

For example, whenever the word "work" is mentioned, even in passing, he yelps "Work?!" and jumps with fear or even faints. He serves as a foil to the well-groomed, well-dressed, strait-laced Dobie, and the contrast between the two friends provides much of the humor of the series.

Gradually, he becomes less of the stereotypical beatnik and more a free soul who "does his own thing," as he might say—including collecting tinfoil or petrified frogs, seeing the old Endicott Building get torn down and watching the movie *The Monster That Devoured Cleveland*. In one episode, he invites Dobie to accompany him to a double-feature of the film and its sequel, *Son of the Monster that Devoured Cleveland*.

Maynard may be described as the prototype of the late-1960s hippie. Many of the later episodes focus on Maynard, with Dobie more of an observer, but always as narrator. The series lasted four years (1959–1963), but its popularity extended into the 1990s and 2000s as channels like Nick at Nite and Me-TV re-broadcast it for new generations.

Maynard's middle name is Walter. Named for his aunt, the "G" is silent, he would explain. In contrast to Maynard, I love my work. But I share his love of autonomy and independence. We both cherish thinking differently and freedom. I am passionate about helping my executive/career coaching clients flourish in the current age of entrepreneurship.

The Age of Entrepreneurship

Job security has gone out the window! The future is not the same anymore. Getting ahead in a volatile and unpredictable economy means engaging in a self-makeover with new social media and highly developed emotional intelligence skills. Don't fear change – embrace it!

Enlightened career changers in these continually volatile times are aware of the need for resilience, and reinventing themselves to thrive and flourish in the new economy. Now career changers must rebound and take the next steps for a sustainable future. They must refocus, get inspired and be creative to align their purpose and passion with the ever-changing needs of the marketplace.

You need the courage and reassurance that the right actions will help you reach your goals. Success awaits those who remain optimistic and creatively pursue new and rewarding career directions.

I was recently working with one of my San Francisco Bay Area executive coaching clients. We talked about his focusing on discovering a better sense of self including his core values and identity. He was energized and motivated to ignite his entrepreneurial spirit.

Most importantly we focused on his discovering a sense of purpose...what was truly important to him. He pondered on the following powerful questions. Who am I and what are my core values? What is most meaningful in my life? What am I trying to do with my life? Do I feel fulfilled in my life? Do I use my talents to the fullest extent? Am I realizing my dreams?

Powerful Questions

My executive/career coaching client put the following powerful questions on a Post-it attached to his computer monitor. The questions served as a daily reminder to him that positively reinventing yourself can bring happiness and career fulfillment.

- If it was impossible to fail, what would be different in my career?
- What type of job/career would create meaning in my life?
- What type of company would be the best fit for me?

- What kind of company culture would ignite my passion?
- What type of boss/co-workers/team would I like to have?
- How would I create work/life balance?
- Would I be happier as an entrepreneur starting my own business?
- How much money do I need?

Transform How You Work

Stressful commutes, rigid schedules, and a top-down chain of command at still too many companies create disengaged employees. Employees, especially top talent, are seeking jobs that complement their lives better. That means that employers need to start listening to their people's needs and reconsider the traditional 9-5 arrangement.

Sustainable leaders encourage employees to work remotely, and determine their own schedules. They are assessed on performance, not company loyalty.

Our idea of "work" which our "beatnik" friend Maynard feared is being transformed. "Work" is going to be more like making a movie in the future - more of a project than a lengthy contract. Flexibility will be a key competency in the age of the entrepreneur. The transformation of work and changing of the mind-set of employers is well under way.

People are taking more control of their work schedules and choosing to work remotely. The desire to telecommute is increasing. People are not moving or relocating as much. They're telling companies that they will work more remotely and will come to the office when they need to. And with technology making it easier, it's more so an option today than it was before.

Top talent is looking for more options in their lives. Employers that offer flexibility in work schedules really appeal to such top talent. This is not just about working from home, but they want to be managed based on their performance. Entrepreneurs love to get out of bed every day to change the way the world works.

We have a lot of unhappy employees in companies. Employers are wondering what happened to employee loyalty and employees are wondering what happened to the companies that lasted and gave them a job for life.

The sweet spot in an entrepreneur's mindset is the belief that you are the author of your destiny - that can be working for yourself or working for a company. Some people that are super achievers who want to take the biggest risk and start their own companies. But that's not the goal of most people. However, you can take that entrepreneurial mind-set into whatever company you go to work with and achieve success.

If you want success in your career, you must have confidence in your ability to creatively solve problems, practice independent thinking and decision-making and be determined to find the answers. Don't give up! Start with a thorough assessment of your values, skills, interests and abilities. Focus your efforts on your areas of interests and abilities, and develop an action plan by specifying goals and objectives. It is only by focusing on your strengths that you can truly obtain fulfillment and success in your career. A professional executive/ career coach can provide objective feedback to help keep you motivated and on-track.

Are you working in a professional services firm or other organization where executive coaches provide leadership development to grow emotionally intelligent leaders? Does your organization provide executive coaching for leaders who need to reinvent themselves? Enlightened leaders tap into their emotional intelligence and social intelligence skills to create a more fulfilling future.

One of the most powerful questions you can ask yourself is “Do I have the confidence to reinvent myself and grow?” Emotionally intelligent and socially intelligent organizations provide executive coaching as part of their transformational peak performance leadership development program.

Working with a seasoned executive coach and leadership consultant trained in emotional intelligence and incorporating assessments such as the Bar-On EQ-I, CPI 260 and Denison Culture Survey can help you reinvent yourself. You can become a leader who models emotional intelligence and social intelligence, and who inspires people to become fully engaged with the vision, mission and strategy of your company or law firm.

Your work is to discover your work, and then, with all your heart, to give yourself to it. – Buddha

Working Resources is a San Francisco Bay Area Executive Coaching Firm Helping Innovative Companies Assess, Select, Coach and Retain Emotionally Intelligent Leaders; Strategic Talent Management; Leadership Development; Competency Modeling; Succession Management; and Leadership & Team Building Retreats

Dr. Maynard Brusman

Consulting Psychologist and Executive Coach

About Dr. Maynard Brusman

Dr. Maynard Brusman is a consulting psychologist, executive coach and trusted advisor to senior leadership teams. He is the president of Working Resources, a leadership consulting and executive coaching firm. We specialize in helping San Francisco Bay Area companies and law firms assess, select, coach, and retain

emotionally intelligent leaders. Maynard is a highly sought-after speaker and workshop leader. He facilitates leadership retreats in Northern California and Costa Rica. The Society for Advancement of Consulting (SAC) awarded Dr. Maynard Brusman "Board Approved" designations in the specialties of Executive Coaching and Leadership Development.

For more information, please go to <http://www.workingresources.com>, write to mbrusman@workingresources.com, or call 415-546-1252.

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