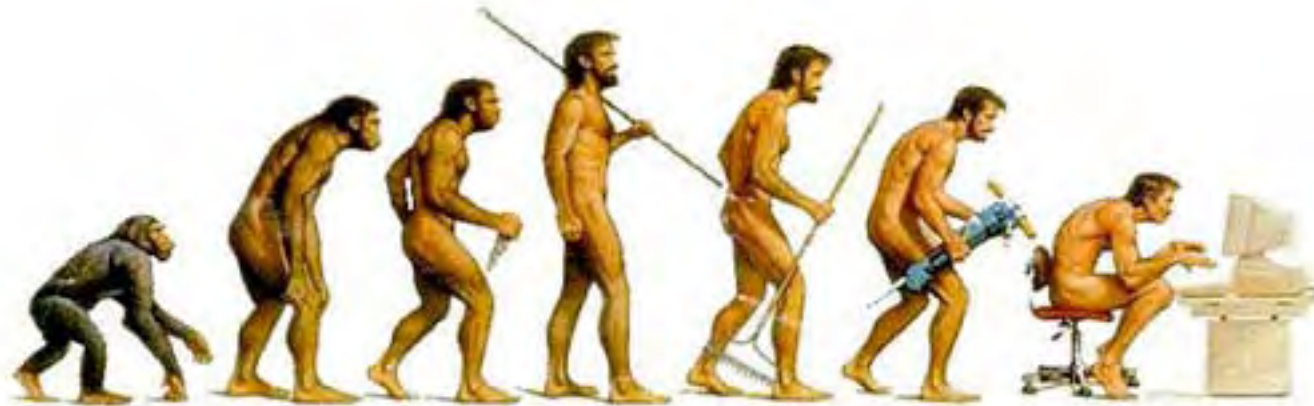


# Portfolio Careers – An opportunity to take a fresh look at how you work

Dr Barrie Hopson

something, somewhere went terribly wrong....



# Portfolio Careers for Accountants!



*"We are neither hunters nor gatherers. We are accountants."*



Lisa Milner

# Karen Moxom

Management accountant

Runs NLP International

Publish Rapport Magazine for ANLP

Landlord


On the committee for the International  
NLP Research Conference

Trustee for the NLP in Education Trust

On the School PTA and a Governor



# The Facts

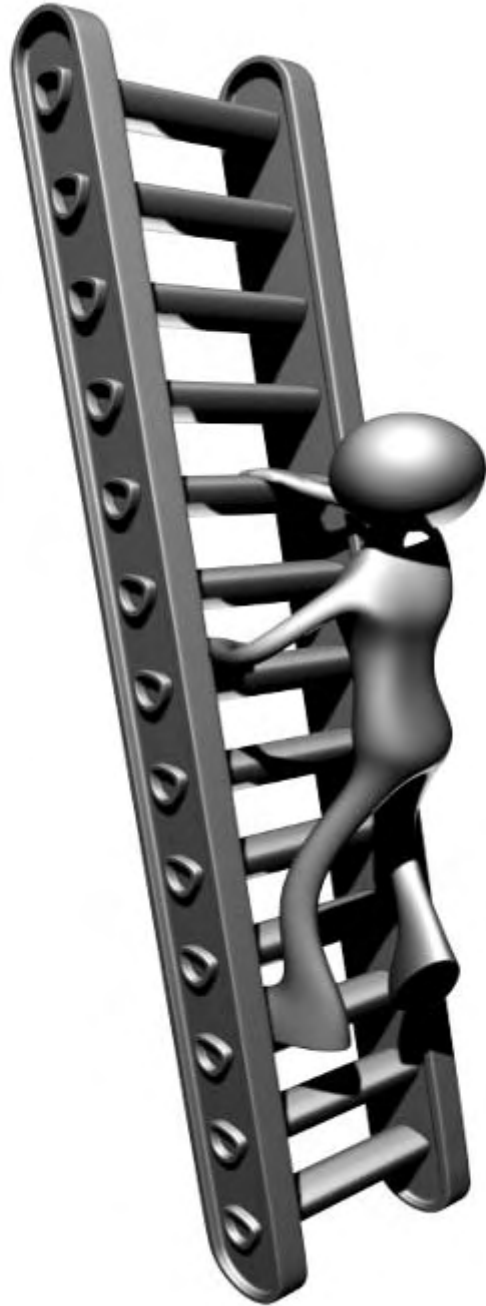


**1.2 million have two or more jobs.** 65 per cent work in this way out of choice and not necessity.

**4 million are self-employed.**



# Single Track Career



# Serial Career





# Portfolio Career





# Who do I want to be today?



# **Portfolio Working ...**

**Can be a combination of traditional employment, contract work, temporary jobs, freelancing and self-employment.**

**It can be a great way of developing your personal and professional 'brand'.**

**Many people have discovered they can **earn more** from two or three part-time jobs than from one full-time job...**

A person's hands are visible at the top, holding the handle of a silver, hard-shell suitcase. The suitcase is the central focus and has four lines of bold, italicized black text printed on its front. The background is plain white.

***Would you like to find work:***

***that uses all your skills and  
passions***

***that can help you experience a  
great work/life blend***

***that is flexible enough so you can  
thrive in difficult economic times***

# Pluses

Independence

Freedom to decide when to work

Blend of paid/non-paid work

Relative freedom from corporate agendas and politics

Using your unique combination of strengths & passions

Personal growth and fulfillment

Constant change

Excitement and unpredictability



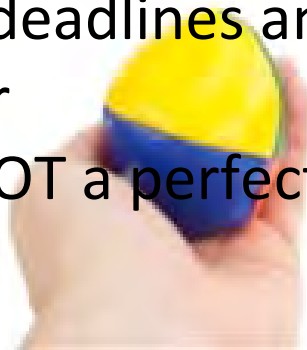
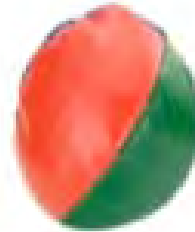


# Minuses

- Managing and organising time
- Marketing yourself
- Real financial risks
- Reluctance to turn down work
- Accepting less desirable work
- Lack of a regular routine
- Possible feelings of isolation
- Greater pressure on family

# So are you suited?

- ✓ an excellent time manager and organiser
- ✓ able to work well under pressure
- ✓ little separation between your work and the rest of your life
- ✓ a risk taker
- ✓ self directed
- ✓ high energy
- ✓ assertive
- ✓ comfortable being your own boss
- ✓ not hung up on financial security
- ✓ a networker and marketer
- ✓ can work to deadlines and who learns from their mistakes
- ✓ a self-starter
- ✓ preferably NOT a perfectionist







Trish Cowie





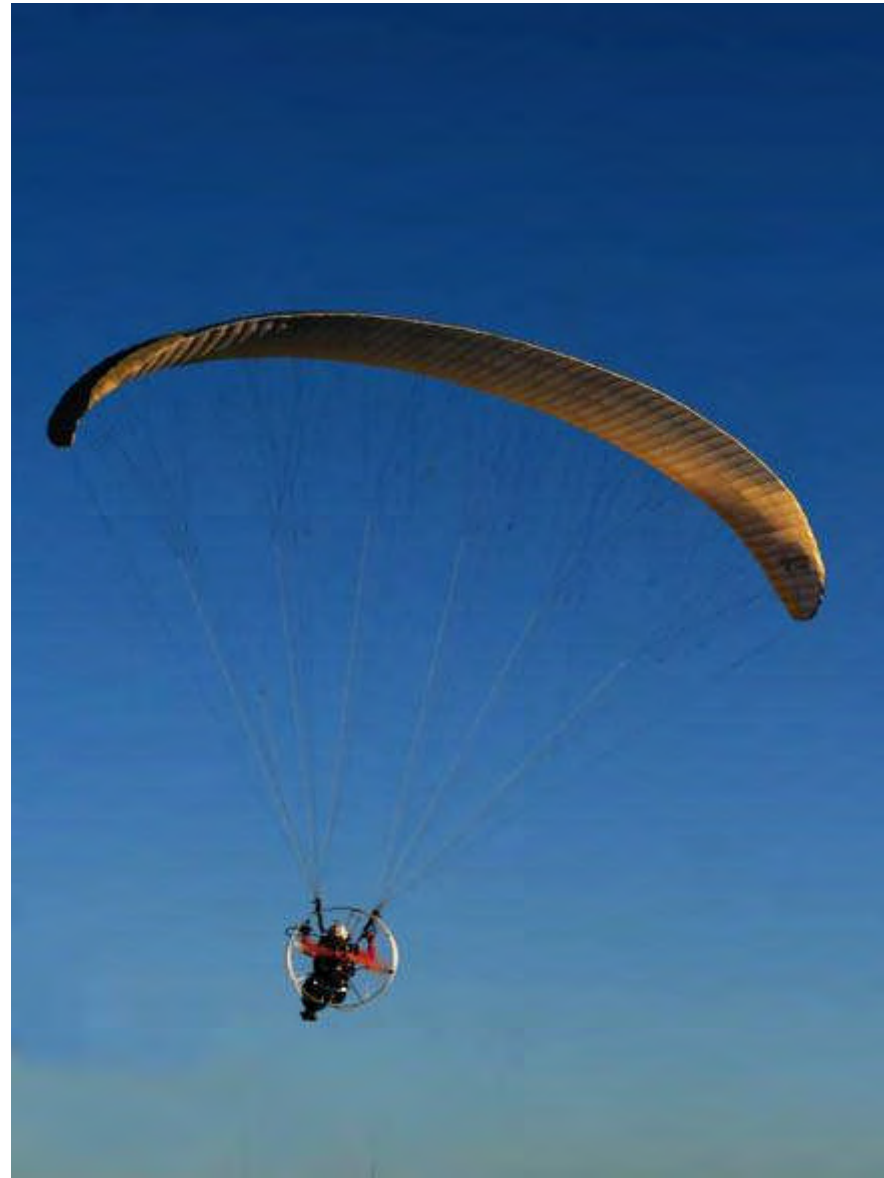
You want it all – you can have it all  
There is another way.....

## **Are you ever too old?**

Most 55+ want to keep  
working beyond 60

49% want to work flexibly  
part time

19% want full time flexible  
work





## Employers

A recent report reveals that 70% of employers are looking to recruit over 55's, while 31% are actively hiring people who are already of pensionable age

## **Working life begins at 50**



# 10 Steps to Creating a Portfolio Career

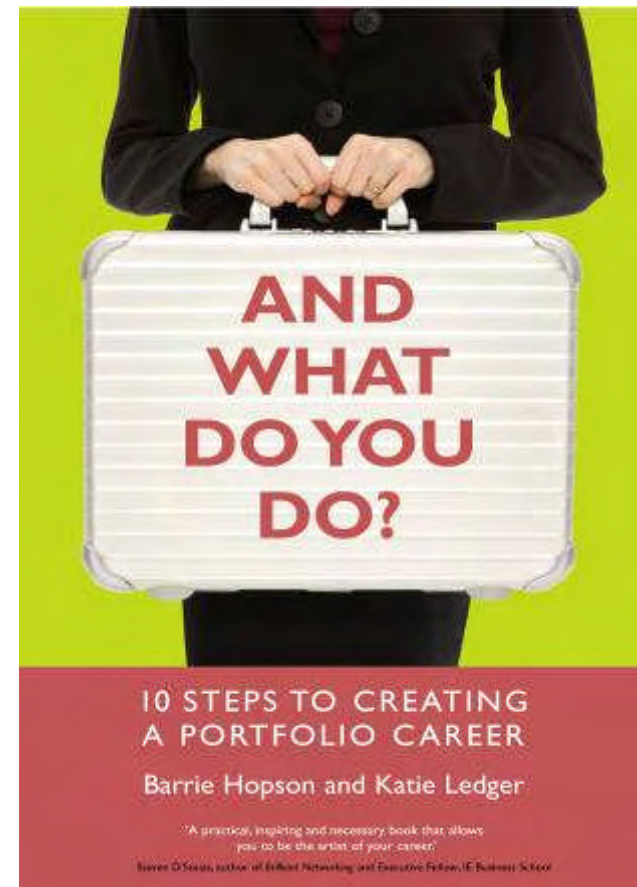
Are you suited?

How would you fund it?

Motivated skills

Brand

Networking



# 4 F's

- Fulfillment
- Flexicurity
- Freedom
- Financials



# Fulfillment

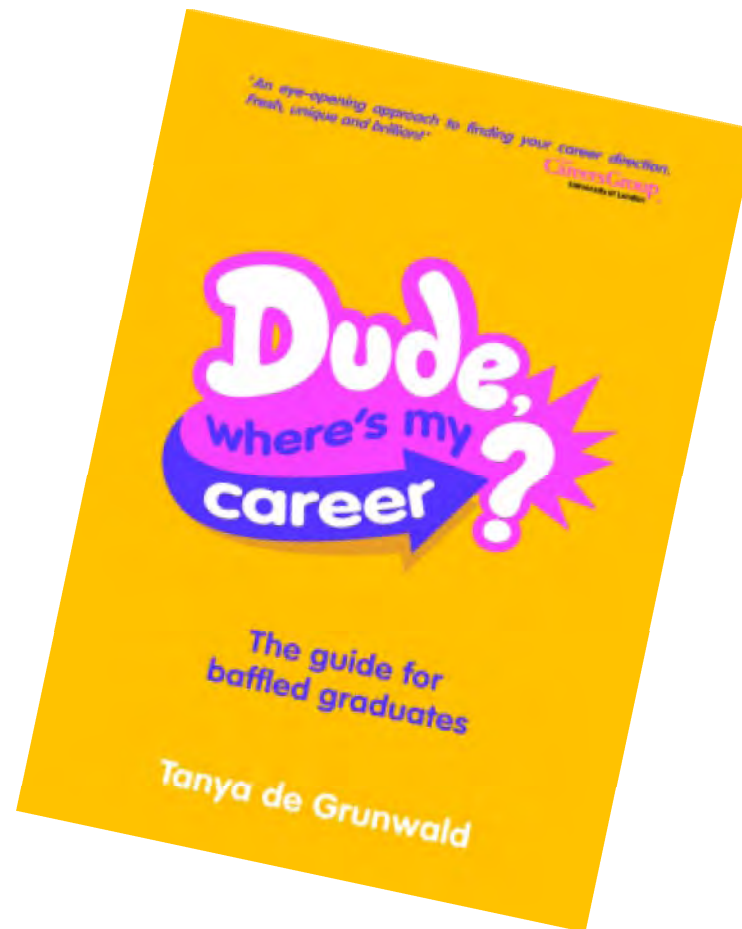


I want to feel alive  
more than three  
weeks a year...

@hugh



‘why have one boring job for life when you can have several cool jobs for the time being’



,



# Flexicurity





# Every job is temporary



*‘Corporations once built to last like pyramids are now more like tents... You can’t design your life around a temporary organisation’ Peter Drucker*

# Freedom

To be the architect of your own future



# Financing

Get someone else to pay you while you develop it

Save 3–6 months' money to see you through the set-up phase

Work a part-time job to 'pay the mortgage' while using the remaining time to create your portfolio

'Leap, and the net will appear'

# Finding your motivated skills



## Achievements

- Did well
- Enjoyed
- Proud

# My motivated skills



- **Performing**
- **Selling**
- **Networking**
- **Motivating & leading**
- **Giving credit to others**



# Creating your own brand



# Marketing your brand after 50

Motivated skills and values

First impression?

Marketing materials

Demo your new learning

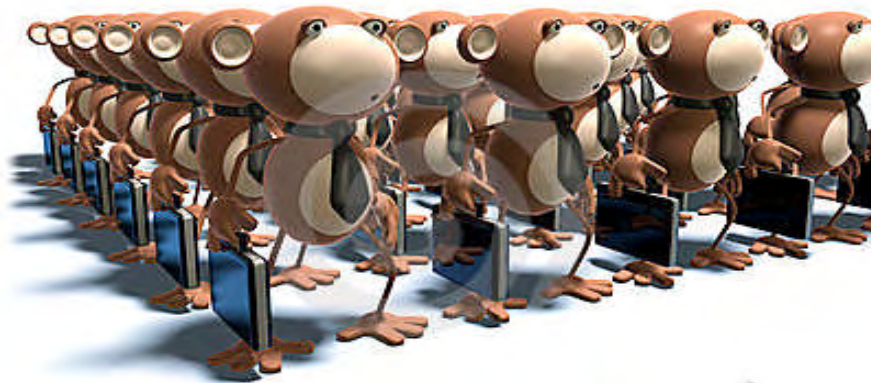
New technology

Build a network before you need it





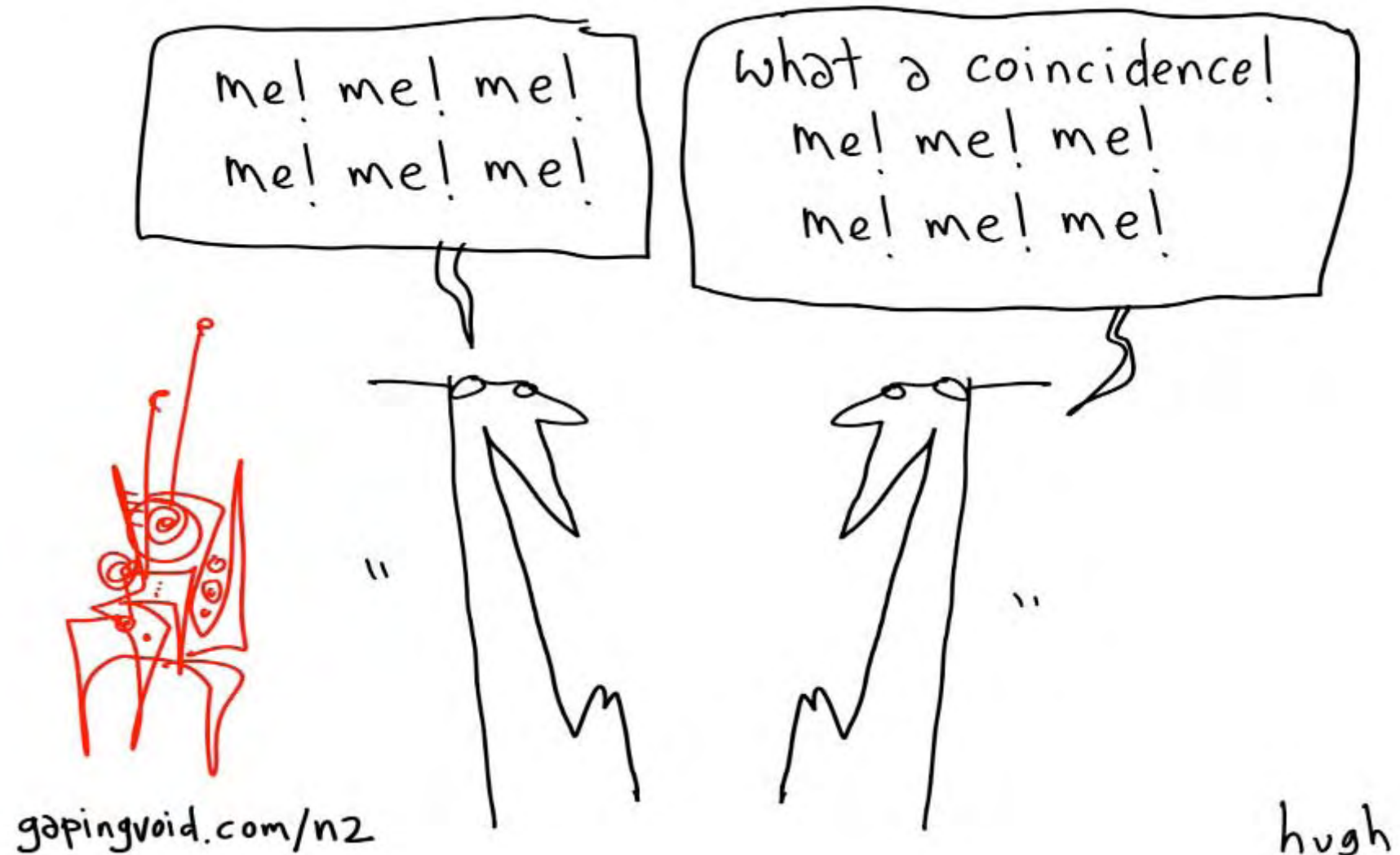
# Networking



[dreamstime.com](http://dreamstime.com)



# Face to Face Networking



# What do I say?

***‘Why are you here today?’***

***‘And what are you working on at the moment?’***

***‘Hi my name is Barrie. This is my first time at this event. Have you been to any of these before?’***

***How do you know so and so?***

# So what do I do?

*When someone tells you their name – try to use it as soon as possible*

*If a name is tricky to pronounce ask the person how to say it*

*Groups form early – so arrive on time/early*

*When you connect people say something about them as well as their name*

*Listen carefully and ask thoughtful questions but try not to interrogate*

*Find out what you can do for them*

**Yes but .....**

**In the final analysis don't you also  
have to have some luck?**





**Isn't it sometimes just too late to  
radically change the way we work?**

**Don't I have to have more experience  
before starting portfolio working?**





***' Life's Journey is not to arrive at the grave safely in a well preserved body,  
but rather to skid in sideways, totally worn out, shouting  
' Holy shit... What a Ride!!'***





**“Use-by dates don’t apply to people!”**

# the **RAINBOW** years

the **pluses** of being **50+**

From the authors of the best-selling classic

**BUILD YOUR OWN RAINBOW**

**Barrie Hopson and Mike Scally**

supported by an interactive website  
[www.fiftyforward.co.uk](http://www.fiftyforward.co.uk)

