

## An Entrepreneurial Approach to Your Career

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There is no doubt about it, the world of work is changing! A job for life no longer exists. Finding a job and establishing a career is a very different process to the one that your parents experienced. The job market is a very different place. Given this is the case, in order to manage your career in this 'new' world of work, it may pay to see yourself as being a business or an entrepreneur.

There are countless definitions of the word 'entrepreneur' in books and on the web, all of which share the theme of 'opportunity' and 'risk'. Entrepreneurs are the people who make things happen. They assess the risk involved in an opportunity before deciding whether or not to pursue it. They stay focused and do not waver in their belief in themselves to achieve their goals. Entrepreneurs are always willing to learn, to move out of their comfort zone and develop new skills to enable them to make the most of opportunities that arise. They are not afraid to go out on a limb and try something new, for they know that more often than not short-term sacrifices have long term rewards.

There are many characteristics of the entrepreneur that can be applied to your career, no matter what stage you are at. You may be deciding whether or not to go to university or TAFE, undertake an apprenticeship or join the workforce. Whatever your situation, developing your entrepreneurial side will be beneficial.

### 6 Ways You Can Be More Entrepreneurial In Your Career

- 1. Believe in Yourself.** Entrepreneurs have a strong belief in themselves and what they are doing which plays a big role in their success. Their passion and commitment comes through in everything they do. When it comes to your career, it is important to always believe in yourself and what you are doing, for this will leave an impression on everyone you meet and everything you do.
- 2. Know Your Strengths & Limitations.** Entrepreneurs know their strengths and limitations, and use these to their advantage. When it comes to their limitations they tend to spend time developing in this area, or acknowledge that they can not be good at everything and get someone else to help them out. This is the same for your career. What skills do you have that you enjoy using? What limitations do you have that you need to work on?
- 3. Have a vision and set goals.** Having a vision and setting goals are incredibly important to entrepreneurs and they should be to your career. Without goals and a vision how do know where are you going and how will you know when you get there?

4. **Know What Drives You.** Entrepreneurs are motivated by creating new business and challenges. These people often have an abundance of energy and are extremely motivated, such as Big Kev, “I’m excited”. In your career it is important to ask yourself, “What drives me, what is my passion? “ By matching your passions with your career, you will find increased energy, motivation and satisfaction from your work.
5. **Be Proactive.** Entrepreneurs do not wait for opportunities to find them, they seek them out. Rather than waiting for great jobs to find you, be proactive. In addition to going through agencies and job ads, take control, ask yourself, “where would I like to work?” not “where is there an opening?” Speak to businesses directly telling them about the skills and value you can add.
6. **Identify & Assess Opportunities.** Entrepreneurs spend time reading and talking to people, whilst thinking about what opportunities exists for them. Once an opportunity is identified, it is assessed. Do the same with your career. Rather than accepting a job because it is offered, think about if it right for you or not. Assess each opportunity against what you want from your career. Does it meet your needs and values? Research the business to see that it is what it appears to be. If it does not stack up, walk away. Other opportunities will come up.

In today’s world, change is a constant. Entrepreneurs accept this and will always have a plan or strategy in place to deal with whatever the world throws at them. They are in control. This also applies to your career. No job comes with a guarantee of ongoing employment. Be aware of what is going on in the world around you, and what your skills and abilities are. Be open to developing yourself and take control. It’s your career and your responsibility to make it happen!