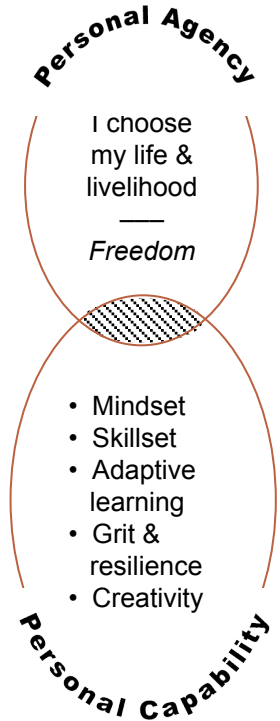


# THRIVING IN THE NEW ERA

EXTERNAL CONTEXT: •Environment •Economy •Culture/Values •Technology •Globalization •Policy



**WORK OPTIONS...**

*Legal Classifications*      *Support Structure*

Company Job	Bundled
<ul style="list-style-type: none"> <li>• Exempt – Professional &amp; managerial</li> <li>• Non-exempt – full time &amp; part time</li> </ul>	<ul style="list-style-type: none"> <li>• Structured work, services, experiences, protections, benefits, retirement, etc. (full or partial)</li> </ul>
Independent “Contractors”	Unbundled
<ul style="list-style-type: none"> <li>• Vendors</li> <li>• Freelancers</li> <li>• On-demand platform</li> <li>• Seasonal workers</li> </ul>	<ul style="list-style-type: none"> <li>• Finance, taxes</li> <li>• Benefits</li> <li>• Equipment/facilities</li> <li>• Project discovery</li> <li>• Training/learning</li> <li>• Scheduling/organizing</li> <li>• Identity</li> <li>• Community/colleagues</li> </ul>
Independent Entrepreneurs	
Build Organization – <ul style="list-style-type: none"> <li>• To last</li> <li>• To sell</li> </ul>	<ul style="list-style-type: none"> <li>• Debt</li> <li>• Equity</li> <li>• Legal</li> <li>• Capitalization</li> </ul>

**WORK CHOICE...**

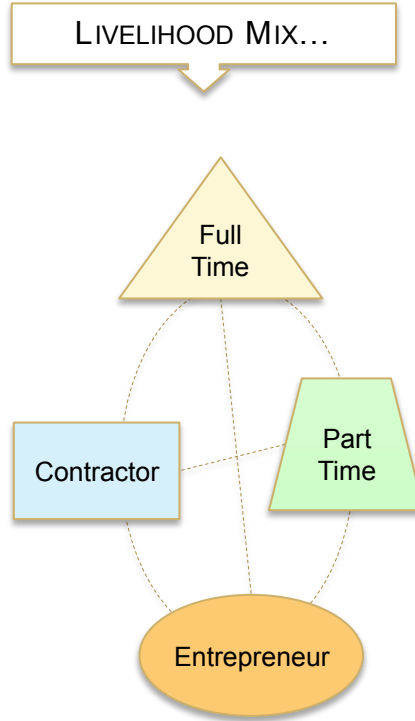
Value =  $\frac{\text{Benefit}}{\text{Price}}$

**Benefit Factors**

Tangible:	Intangible:
<ul style="list-style-type: none"> <li>• \$</li> <li>• Schedule</li> <li>• Time               <ul style="list-style-type: none"> <li>– Short</li> <li>– Long</li> </ul> </li> <li>• Skills fit</li> </ul>	<ul style="list-style-type: none"> <li>• Freedom</li> <li>• Flexibility</li> <li>• Easy</li> <li>• Delight</li> <li>• Environment</li> <li>• Capabilities</li> <li>• Identity</li> <li>• Risk</li> <li>• Growth</li> </ul>

**Price Factors**

- Investment
- Resources
- Trade-offs



Trends & Changes ... Continual Gathering of Insights