

CHAPTER 1:

QUIZ: The Changing Shape of Success: Is it time to HIRE YOURSELF?

The corporate world is changing, with an increasing emphasis on a what-have-you-done-for-me-lately mentality rather than on the career-long loyalty and service that once defined corporate relationships. The days of the “company man” or woman are over, with the average American worker changing employers every 4.4 years.

Truthfully answer each of the following 10 questions by checking Yes or No.

Read on for an assessment.

- Has your job or have the jobs of other workers in your company been eliminated through layoffs or attrition in the past 5 years?
- Have you been asked to forego a scheduled pay raise—or asked to take a pay cut—in the past 5 years?
- Has your workload increased due to corporate staffing decisions that assume you will take on more responsibility for the same compensation?
- Do you feel that your contributions to your employer’s profits and achievements are underappreciated?
- Are you exasperated by a corporate chain of command or work process that impedes your ability to do your job as efficiently or effectively as possible?
- Do you feel that you are being pushed toward retirement (or early retirement) even though you are doing exemplary work?
- Do you long for greater autonomy in your work?
- Does your company make a habit of telling its employees that times are tough and cost-cutting measures must be implemented—while publicly posting multi-million or even billion-dollar profits?
- Do you feel that your strengths and talents are being wasted in your current work environment?
- Are you frustrated with an arbitrary work schedule that is not conducive to a full personal and family life?

Assessment:

Let's be completely honest—no job is perfect, and we all know that. But disappointments, frustrations, and grievances in the workplace add up, and when they reach the tipping point, it's time to seriously consider whether there might be a better use for your time and talents than a job that wears you down and makes you long for a different kind of engagement.

If you answered YES to 3 questions or less: Your job is wearing on you, but it may be that the benefits still outweigh the aggravations. Unless you are strongly motivated to get out of the corporate game by the upside of self-employment, you may be able to continue with the status quo for some time to come.

If you answered YES to 4 or 5 questions: It looks like the clock is running out on what might once have been a satisfying corporate career. Take some time to think about whether you want to remain in an environment that is no longer personally or professionally satisfying. Are you ready to start looking for a new, more independent career option?

If you answered YES to more than 5 questions: The jig is up. Each YES answer indicates a level of job dissatisfaction or job insecurity, but when you're looking at 6 or more of these criteria and seeing your own professional life, it's time to give some serious thought to your other options. Life is too short to spend it doing work that makes you feel underutilized, taken advantage of, or as though you're teetering at the door.

If you are considering a career change—or even thinking about it—I challenge you to weigh franchising alongside all other options. Don't launch yourself down the traditional career path just because you've been down it before.

Ready for a Change?

Let's talk about it.

E-mail me at _____ or call _____.

Pete Gilfillan

Franchise Consultant and Author of *HIRE YOURSELF*

CHAPTER 1:

WORKSHEET: Career Assessment: Where You Are, Where You Want to Be, and How to Start Closing the Gap

One of the biggest obstacles standing between anyone who's ever dreamed of being an entrepreneur and realizing that vision is simple inertia. It's easier to remain where you are than it is to make your way to a new and different place.

How does anyone take that first big step toward a new objective?

Sometimes the trick is to take a long, reflective look at where you are and to create a vividly detailed mental image of where you want to be. All that's left after that is figuring out a way from Point A to Point B. I know it's more complicated than that, of course, but being realistic about both your circumstances and your goals can help you figure out the shortest distance between you and your objectives.

Take a minute to work through this present and future assessment:

Step 1: Choose a recent day in your life at work. Answer the following questions about the experience:

--How did you feel about the place you work on this day?

--Did you enjoy the company of the people who share your workspace?

--Who was in charge?

--Who chose the schedule you worked?

--What tasks did you tackle?

--Who chose the tasks you tackled and the way you went about them?

--Did you feel a sense of accomplishment at the end of your work day?

--Did you feel your day on the job contributed to your long-term financial security?

--Did you feel you were adequately compensated for your contributions?

--Could you see how the efforts of your day were helping you move toward your long-term personal and professional goals?

--Did you feel you were in control of your own destiny?

Step 2: Imagine a day in your professional life 10 years from now. Answer the following questions about the experience as you'd like it to be:

--Where do you work? How do you feel about that place?

--Who do you work with? Do you enjoy the company of those people?

--Who is in charge?

--What tasks do you tackle on an average day?

--Who determines what tasks you will take on and how you will accomplish them?

--Will you feel a sense of accomplishment at the end of the day?

--Does your day on the job contribute to your long term financial security?

--Are you adequately compensated for your contributions?

--Can you see how the efforts of your day are helping you move toward your long-term personal and professional goals?

--Do you feel in control of your own destiny?

Step 3: With your answers to these questions in mind, consider this: What are you doing today to bring yourself closer to the day you envision 10 years from now? If you continue to do the same work in the same place for the foreseeable future, is there any chance your vision for the future will become a reality?

Step 4: Use the chart below to create a path from your answers in Step 1 to your answers in Step 2. What steps can you take to bridge the distance between where you are and where you want to be? Where does franchise ownership fit into your plan?

CURRENT CAREER
Step 1:
Step 2:
Step 3:
Step 4:
Step 5:
IDEAL FUTURE CAREER

Need help assessing the viability of franchising to meet your goals?

Let's talk about it.

E-mail me at _____ or call _____.

Pete Gilfillan

Franchise Consultant and Author of *HIRE YOURSELF*

CHAPTER 1:

FAST FACTS: Why *Now* is the Time to HIRE YOURSELF

At the end of 2014, there were more than 770,000 franchise establishments throughout the United States. (International Franchise Association)

Franchises employ more than 8.5 million workers. (International Franchise Association, U.S. Census Bureau)

Franchise businesses accounted for nearly \$1.3 trillion in annual sales for the 295 industries surveyed by the U.S. Census Bureau.

The International Franchise Association expects franchises to add 247,000 jobs in 2015, making it the fifth year in a row the franchise model outpaces the overall economy.

Want to learn more about franchising opportunities in your area?

Let's talk about it.

E-mail me at _____ or call _____.

Pete Gilfillan

Franchise Consultant and Author of *HIRE YOURSELF*