The ‘Me’ Enterprise

A Blueprint for Leadership in the 21st Century
“Lifetime employment”... the Elephant in the room....
Once Upon a Time

- GDP growth – 8-10%
- 5 Year plans
- Stable economy
- Physical world
- Fewer competitors
- Relatively low cost
- Lifetime Employment
The Last Decade

Employers Cut Costs

- Outsourcing
- Mergers
- Acquisitions
- Re-structuring
- Downsizing

Employees Lost

- Lost Benefits
- Lost Jobs
- Lost Wages
- Lost Careers
- Lost Leverage
The Shrinking Cycles of Disruption

Horse Drawn Buggy to Automobile: Forty Years

VHS Technology to Compact Discs: Twenty Years

Film Cameras to Digital Cameras: Ten Years

Records, Tapes and Music Stores to Digitized Audio and Mp3 Players: Five Years

Enterprise Apps to Mobile Apps: Two Years
The Age of Digitization-Today

• World’s largest taxi Company (Uber)
• World’s largest accommodations provider (AirBnb)
• World’s most popular media platform (Facebook)
• World’s largest movie house (Netflix)
• World’s largest software companies (Google, Apple, Facebook)
• World’s most valuable retailer (Alibaba)
• World’s fastest growing banks (Kickstarter, Applepay)
Industry Boundaries Redefined
Changing Corporate Landscape

- Unpredictable economic conditions
- Greater demands from stakeholders
- Must compete globally
- Intense digitization
- Increasingly complex
- Always morphing
- Increasingly ambiguous
- Maze of regulations-risks-activism
- Perpetually stressed
Changing Leadership Landscape

- Global-Virtual
- Entrepreneurial
- Results driven
- Transient
- Technology driven
- Perpetual learning and adapting
- Foster high risk/high rewards
- Employees more knowledgeable than bosses
Anything that can be vaporized will be. Any part of a company’s operation that can be turned into information or replaced by software, will be. That’s a certainty.”

Robert Terceck

Are you at Risk?
The Shrinking Cycles of Employment

1940’s - 1970’s: Forty Years

1970’s - 1980’s: Twenty Years

1980’s - 1990’s: Ten Years

1990’s - 2000’s: Five Years

2000’s - 2010’s: Three Years

2010’s - 2020’s: 12-18 Mo’s
Are You Prepared?

“Digitization is here to stay... your job isn’t!”
Technologies to Watch for in the Next Generation Enterprise
The New Workforce

From Permanent... to Temporary

From Jobs... to Projects

From Employee... to Contractor

From Job Security... to Job Auditions

From Seniority based... to Knowledge based
The New Employee

Behaves less like an employee and more like an entrepreneur

Dedicated to delivering value

Views his/her employer less like an employer and more like a customer

Highly technical

Highly customer focused

Self Managed

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The ‘Me’ Enterprise:
The new social contract between employer and employee in the 21st century.
The ‘Me’ Enterprise Blueprint

Blueprint for the ‘Me’ Enterprise
The ‘Me’ Enterprise Blueprint in Action

Guiding Principles:
- Dissatisfaction
- Performance
- Business Ethics
- Customer Focus
- Technology
- Collaboration
- Confrontation
- Style
- Giving Back
- Work/Life Balance
- Personal Brand

Mission
- M = PC2
- Principles
- Connections
- Capabilities
  - Technology
  - Style
  - Teach

Deliverables
- Results
- Innovations
- Permanency
- Value

Investment
- Invest in Self
- Leverage Other

Outcome
- Employer/Employee Collaboration
- Lifetime Employability

Promote
- Assess
- Define
- Invest
- Promote
- Repeat

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Take Aways

- I with We
- Customers are the only value
- Technology DNA
- Perform or Perish
- Substance with Style
- Transient times
- Giving Back
- Work/Life Balance
- $M(PB) = PC^2$
The New Paradigm

From ‘lifetime employment’ to ‘lifetime employability’
A continuous state of preparedness for new opportunities in the face of increasing levels of risks and disruption, exemplified by:

- Awareness of emerging sources of disruptions
- Emphasis on creating, selling and delivering value
- Transferable skills to different market environments
- High competence in new and emerging technologies
- Lifelong learner
- Ownership for career success... ‘I am on my own.’
Creating A Culture of ‘Lifetime Employability’

- Re-Set Expectations – ‘You are on your own!’
- Encourage ‘Me Enterprise’ behaviors and attitudes
- Invest heavily in core skills, technology
- Soft Skills responsibility of the employee
- Assign roles that maximize core skills
- Foster Autonomy with Accountability
- Nurture individualized Blueprint of The ME enterprise

Lifetime Employability
The Benefits of ‘Lifetime Employability’

- Enjoy the work
- Less political
- Higher business ethics
- Better for customers
- Better for business
- Meaningful dialogue
- Less guilt
The ‘Me’ Enterprise Call to Action

• **For Business Leaders** – Provide a platform for having a constructive dialogue with employees re: taking ownership of their own futures; and the concept of ‘lifetime employability’ vs. ‘lifetime employment’.

• **For Emerging Leaders** – Create a blueprint for how to develop skills, attributes and attitudes to assume responsibility for their own careers and to survive and thrive.

• **For Students** – Develop an understanding of the new social contract between employer and employee, and a framework from which to compete in the digitized work environment.
Leveraging ME Enterprise

From a we-enterprise to a me-enterprise

In the new world, every employee believes he/she is an entrepreneur. They take charge, they manage their career aspirations by understanding and playing to their strengths, and capitalize on opportunities for growth. To enable this, organizations must provide a positive, employee-centric environment that allows individuals to be themselves.

Under Careers at Persistent, we’ve developed various initiatives to realize this goal.

Driving growth through personal counseling

Persistent’s professional career guidance initiatives encourage employees to have interactive sessions with mentors and seniors. This pathway for self-discovery anchels employees in the middle waltz between their career aspirations, their strengths, and their current professional responsibilities.

Careers at Persistent draws inspiration from the book ‘Emergence of the ‘Me’ Enterprise’, wherein authors Ashok B. Shah and S. Ross Kelly encourage every employee to behave like a CEO and take control of their own career trajectories.
Preparing for Lifetime Employability
Go Big or Go Home

Developing Your A-Z quotients

Emergence of the ‘Me” Enterprise