

IS THERE A SERIAL CAREER IN YOUR FUTURE?

By Marshall
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If you are at all like many of the, shall we say, more mature people that I counsel, the rocking chair on the porch retirement scenario does not yet look very attractive. We still have energy and ideas and haven't lost too many of our marbles (though our children might dispute this). Whether you are planning to retire on schedule or early, and regardless of your present age, now is the time to start preparing for post retirement employment; for your serial career.

Start with the Grand Design

Retirement can be the time to do what you have always wanted to do. Consider new directions, start a small business; a franchise operation or hang up your shingle as a consultant in your area of expertise. Is there an opportunity to change professions; to real estate or insurance brokerage perhaps? What about writing?

It's Self-Assessment Time!

Think of the diverse skills, (languages, planning, communicating, interpersonal) knowledge, (cultures, economics, commodities, contracts, market information and market intelligence) and experience (surviving a posting to XXX XXXXX, etc., etc.) that you bring to the market place.

Look back over your career at the responsibilities and especially the achievements of which you are particularly proud. This exercise can tell you where your real strengths lie and what kind of work you find exciting. Don't forget to include personal interests and experiences when doing your self-assessment. Do you have a hobby that could become your vocation for example?

Resume Writing

You are now ready to create a resume, based on the insights from

your self-assessment. Emphasize those special career achievements, your strengths, and skills and experience in your specific areas of interest.

Self-Marketing

You have had plenty of experience marketing Canadian products and Canada throughout your career. Now, consider yourself as the product and develop a marketing strategy and a plan. This will require homework on your part to gather market intelligence, just as you would do for any product.

Network to Success

The most likely avenue to a serial career is through the network of contacts that you have developed over the years. Apprise your network of your plans for the future and seek their guidance. You will be surprised at the interesting and innovative ideas and productive contacts that they may have.

Sources

You will find examples of resumes in many books available in your library and in the business section of bookstores. *"Parting Company"*, Morin, W.J. and Cabera, James C., Harcourt Brace, has examples of resumes and also expands on the ideas presented here. For those who are just starting to focus on the "Grand Design", I recommend Stephen R. Covey's, *"The Seven Habits of Highly Effective People"*, Simon and Schuster.

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