

# How to Create your Own Job!

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According to The Straits Times in Singapore, up to 20 million manufacturing jobs will be lost globally to robots by 2030. The displacement of jobs will not be evenly spread around the world, or within countries, according to the study published by Oxford Economics, a UK-based research firm, in June 2019. Since 2000, some 1.7 million manufacturing jobs have already been lost to robots, including around 400,000 in Europe, 260,000 in the US, and 550,000 in China.

“The robotics revolution is rapidly accelerating, as fast-paced technological advances converge. The result will transform what robots can do over coming decades - and their ability to take over tasks that humans do now,” said Mr James Lambert, Director of Economic Consulting for Asia at Oxford Economics.

He added: “The number of robots is also set to multiply rapidly. We expect the number in use to reach 20 million by 2030 - about 10 times the number now.”

Add this to the triple whammy of the Pandemic, Increasing Protectionism & New Technology (for example, Artificial Intelligence & all things Internet), many more jobs will be lost.

There is a limit to what the Government can do to cushion the weakening job market, said observers, who expect tens of thousands of jobs here to be cut within the 12 months, when the full impact of the COVID-19 pandemic will be felt. Aviation, tourism, retail, hospitality, entertainment, food and beverage, marine and offshore, and construction will be hit hard.

In a job-less world, competition for jobs will be intense. For every job opening, there could be 1,000 competitors.

How do you compete against multiple intelligences, both online & offline, from AI to RI (Remote Intelligence found on various platforms like Upwork & Fiverr)? How will you navigate this VUCA World and win?

Finding a job or switching careers remain a challenge for many job seekers despite opportunities because there is a mismatch of skillsets (digital is norm) and identity preferences (for example, Males prefer not to do pink collar jobs like childcare).

Despite their best efforts, lowering expectations and going for reskilling programs, some job seekers are still far from getting a job. Some even spend thousands on additional qualifications, like an MBA. To them, it seems like a good deal. Get an upsized paper plus a great reason for not working because you are studying. The question is this: “What is your value-add if you are an MBA with no job and no business experience”?

In times like this, think hard before you undertake any academic program, especially when you are unsure about the Return-On-Investment.

## What can you do?

1. Keep up the insanity by doing what you have always done and hoping for different outcomes, even though finances are running low
2. Take on any gig for short term survival
3. Create your own job/opportunity

Option 3 is simple yet the toughest, because it is mindset before skillset. You need to expand your mind and adopt a different worldview. When you have done it, the world can be your oyster.

This is the best time to test if you have what it takes to *Create your Own Job* with your skills and experience. Imagine doing what you are doing now, not as an employee but as an independent professional, not working for one company but for a few clients.

In essence, you become an outsourced partner. Use the following 3-step formula to get ready:

- Get Good
- Get Known
- Get Hired

## Get Good

Let's start with due diligence. Is your current role a direct value adding one, i.e., is it a profit centre that you can track your direct contribution to the business? If it is not, it would be difficult to do the same thing in the market because the perceived value is low. Low perceived value translates into low market demand or low price. For instance, if you are in corporate sales, chances of you performing the same role in the market is definitely higher than an administrative executive, whose competency in paperwork may not be valued as much in the market.

How much can you make? It depends on **how good you are** i.e., your performance track record. Performance comes from your proficient skills. If you are not proficient in any skill, then you better work hard and invest minimum 1,000 hours to get good. There is no free lunch. The only free lunch is in the mouse trap. You know how that ends.

One way to package your expertise and experience is to answer the following 4 questions:

- a. Have you identified and valued your true expertise and inventoried your negotiable personal assets?
- b. What performance skills have you demonstrated in the past that have not only abstract but intrinsic value and importance to a business, or a specific type of business?
- c. What have you accomplished that people would not only respect, but also desire to learn and utilize to gain the same benefits for their companies?
- d. Who would pay handsomely to acquire the valuable expertise that you have identified?

(Source: Adapted from "Getting Everything You Can Out of All You've Got" by Jay Abraham)

The key to success is to find out what the market needs. Then package your skills to address those needs. It does not matter if you have super ninja skills in Microsoft office, unless you can use them to solve a company's problem, like whipping up world-class PowerPoint presentations for an important meeting in double quick time. It is about how you can help companies or individuals do something more, better, faster or cheaper without compromising quality.

### **How competitive are you?**

Google the various freelancing and outsourcing sites like Fiverr, Freelancer and Upwork. Look at their offers and prices, and you will have a better sense of whether you are ready to be a profitable Gig Professional. Do not be disheartened if you find that what you offer is not worth much.

The world is a huge market. There are many fishes in the ocean. All you need is to find the best-fit fishes and fishing ground for you, and you will prosper.

It is always a judgment call when it comes to new product offers. Manage the risks by market testing on a small scale, also known as Minimum Viable Product.

For instance, there was this hype about a national dress some years back. It sounded like a sure win idea, blending commercialism and patriotism. A company was even set up to run it but unfortunately, it did not take off. The company folded. There are examples galore of brilliant ideas and commercial flops across various industries.

***Sell what the market wants, not what you think it wants.***

### **Get Known**

People buy from people that they know, like and trust. It is much easier to get known today with social media, because you can reach thousands in the comfort of your home at a very low cost. However, you must understand human psychology.

When you say you are good, it's advertising. When others say you are good, it is a testimonial. When a trusted celebrity says you are good, you could literally go viral. The operative word here is "trusted" because many celebrities could endorse you for a fee. Trust is a valuable currency in a noisy world. Social proof is the fastest way to get a deal.

You can use paid advertisements on social media to get known but people will be sceptical. There are simply too many advertisements. People usually switch off when they see an advertisement or a sponsored post.

You should not sell on social media. People will simply click away. Instead, share and teach what you know that can improve lives, especially in 3 hot niches: Health, Wealth and Relationships. Do it regularly, consistently, authentically. Over time, you will build a Community because they know you, they like your content and they trust you. That is when **you are known**. You are ready to get

paid because they are ready, willing and able to buy what you offer. Nothing worthwhile is ever achieved without time and effort.

“Wealth = Value × Reach × Time”.

The higher the value of your sharing/offer, the more people you can reach and the longer you can do it, the wealthier you will become. Learn to do it right because social media is the fastest way to reach thousands, if not millions. If you want to try to do too many things, like Facebook, Instagram, YouTube, LinkedIn and all other platforms, you will burn out fast. Stick to one and master it. Focus is how you can get the best results.

***On social media, do not sell. Share & add value, always.***

## **Get Hired**

How to **get hired**? Candidly, it depends more on your brand than your competence. Most people want instant solutions. They want push button solutions. They don't want to do the work. They are too lazy to put in the effort. That's why the #1 bestseller across all industries is the Shiny Object Syndrome (“SOS”).

People think they are good chefs because they bought so many cookbooks. Some business consultants think they can command a premium simply because of the little letters behind their name. Again, they missed the point. Clients pay you for solutions to make their business better. Clients pay you for your competence to solve their problems, not certificates.

Offer solutions that make your clients' lives tangibly better, in time, in earnings, in relationships etc. Once you understand this, you can be paid way more than others who sell features (for example, coaching), not benefits (for example, higher income).

## **People hire People that they Like & Trust.**

If you have no clue what to offer the market, don't worry. You don't need a fantastic offer yourself. You just need an enterprising mind. Go find someone with a fantastic offer. Offer to be their agent. Package them, make it happen and realize your ROI, a truly win-win proposition!

Think BIG and get started with the 3-step model. When you make it, pay it forward. Help others make it too!

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