



# Point of View

Dear Marketplace Friend,

I can hear Kiefer Sutherland's voice-over, as the new installments of 24 are offered. Let me do my own version: **"Previously, on Point of View:** *Next week, I'm going to present to you a proposal for your very own Christian-American Dream. (All the other ethnic groups get their own hyphenated special group; shouldn't we?) If you don't have a plan for your future, someone up-ladder will come up with one for you! Between now and next Monday, think about it: **what do you really want your best life to be?**"*

My deliverable was delayed; I needed to put Brian Henry's health challenge in priority status. As a result, we've had four great guys - with O+ blood types - connect with Brian to talk about the possibility of providing a kidney (he only needs one!). *God, please direct the process...*

So... what am I advocating, as the "Christian-American Dream?" If the old "three legged stool" of Social Security, company pension and personal savings is getting rickety, what is our alternative? Here it is: *add another leg.* Create a fourth source of funding in the model: *plan to work another 10 years after you end your current career...*

Right now, the public press (newspapers, magazines, journals) is singing a gloom tune: with the government's new purchases of



pork, priced in the trillions and financed for future generations, the funds to "rescue" Social Security are now on the Endangered Species list. Company pensions? As a genre, they have morphed into 401(k)s and are held hostage by the Dow. Private funds? Americans don't save; those who do have followed the advice of the "professionals" and now have retirement funds that have gone MIA (missing in action). Soo... the headlines are saying "you'll have to work instead of retire..." Listen to Chris Farrell, writing in Business Week: *"The recession is making clear what we've suspected for a long time. The concept of not working and embracing leisure for the last third of one's life isn't practical for most people."*

On this one, I'm "pro-choice." Instead of, "you'll have to work" - postured as an against-your-will alternative, I'll make the case that "you'll choose to work," which changes the whole scenario...

What are your dreams for your future? If your only answer(s) have involved the *leisure as a way of life* model - touted by financial planning voices and timeshare developers - you haven't really given this your best thinking. Here's the self-talk of those people holding the martini glasses out on the balcony of those destination properties: "You have plenty of good things laid up for many years. Take life easy; eat, drink and be merry." (Luke 12:19) With those words, Jesus isn't giving advice for the good life; he's quoting a man we know as the "Rich Fool," who amassed a "retirement fund" that was designed - in his self-view - to relieve him from *duty* and release him for *decadence*. Winner on earth; loser in heaven...

Right now, the cards at the career table are being re-dealt. People who have depended on organizations or institutions for their security are now working without a net. Trusting anyone else to manage your career future is a fool's strategy; it's the **Age of the Entrepreneur**, from this point forward.

Next week's installment of **PoV** will take that theme to the next level. If you've leaned on *tenure* as your trump card, you're at greatest risk. If you're ready to replace *tenure* with *tenacity*, we've got something to talk about.

Here's a teaser: *entrepreneurs don't retire*. If you're doing what you love to do, doing what you do best, doing what your recipient values, doing it on your own terms... *why would you ever want to stop cold and disappear into irrelevance?*

I'd suggest you check your spam filters and make sure that your firewalls are open to

next week's installment. Your future may depend upon it...

Bob Shank

*Bob Shank is Founder and Chief Mentoring Officer of The Master's Program (TMP).*

To read prior issues of the Point of View visit: [www.mastersprogram.net](http://www.mastersprogram.net)

To learn more about TMP visit: [www.mastersprogram.org](http://www.mastersprogram.org)

RSVP for a TMP Executive Briefing: [www.mastersprogram.org/Briefing.aspx](http://www.mastersprogram.org/Briefing.aspx)