



# Point of View

Dear Marketplace Friend,

"What did you just say?" you might be asking. Let me repeat myself, from last week's finale:

"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.

"...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?*"

Are you back with me? The question I'm raising involves your life - that's right, your *life* - from now until you move to heaven (*what the earthbound lost call "death"*). It's about far more than just your job; I'm talking about what you'll do with the largest single slice of your time pie; the activity you'll use to fund your overhead (*we call that lifestyle*) and then produce the abundance that you'll use to invest in the Kingdom (*we call that stewardship*, and God is really, really big on that!).



Let me pass along some challenge from my friend Paul: *"Each one should remain in the situation which he was in when God called him. Were you a slave when you were called? Don't let it trouble you - although if you can gain your freedom, do so. For he who was a slave when he was called by the Lord is the Lord's freedman; similarly, he who was a free man when he was called is Christ's slave. You were bought at a price; do not become slaves of men."* (1 Corinthians 7:20-23).

In 1st Century terms, "slaves" were a pretty close match to what we call, today, "employees." It's about people who are held hostage by their costs-of-living, hanging on to their just-enough paychecks, serving at the pleasure of a system that can make them "walk the plank" by "trimming expenses," and throwing them overboard into the waters of the gathering Perfect Storm.

"...although, if you can gain your freedom, do so" was Paul's counsel. What he calls "freedom," I dub "entrepreneurship." In the

1st Century, that involved saving enough to buy yourself out of slavery, and putting yourself into a status that allowed you to do what flowed out of your freedom in - and, under - the Lord Jesus. In the 21st Century, it's about placing yourself into a mindset that allows you to do what flows out of the same freedom. Are you just waiting to see if you're going to be "on the list" when the next executive execution takes place... *or are you going to take the next steps to gaining your freedom?*

Go straight to **Amazon** and order-up your lifeline: it's a copy of Wm. Bridges classic, **Creating You & Co: Learn to think like the CEO of your own career.** Are you worth \$12.67 (paperback), to gain some great consulting input from a pro, to restructure your professional life on God's terms (*using your uniqueness as your prime asset*) and plan to be among the 90% employed - when unemployment hits 10%, as it probably will - who are still producing value?

This string will continue one more week. I want to give you some time to marinate. Read the reviews on **You & Co.** before you pass it off as distraction. If you aren't running your career as if it were your own independent professional services firm - no matter where you are in the org chart pecking order - you are leaving yourself at risk of being *underexploited, undervalued, and underproductive.*

Go ahead. I dare you. Put the "Open" sign in the window of **"You & Co.,"** and plan to stay open " 'til death do us part..."

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)