



BRISBANE

2018 CONFERENCE
28 - 30 NOV
REIMAGINING THE WORKPLACE
ENTREPRENEURSHIP · TECHNOLOGY · IMPACT

The Technological Revolution - Creating New Career Options in a Gig Based Economy

Sue Elson BBus MIML MAHRI CDAA ASA MPC WV

04:25pm – 5:05pm

Level 5, P Block, Queensland University of Technology QUT Gardens Point Campus
Gardens Point Road, Brisbane, Queensland, Australia, 4000

The Technological Revolution

Creating new career options in a gig based economy

The 'Technological Revolution' shaped by the Gig Economy, or what others have referred to as the Third Industrial Revolution shaped by the Sharing Economy is fundamentally changing the nature of careers for employees, experts and entrepreneurs. Whilst key performance indicators have been used as a benchmark for assessing productivity, key behavioural indicators are shaping people's ability to derive meaningful lives in a rapidly changing society.

Gigsters are the people who have developed a unique range of soft skills, technological competency and powerful lifestyle strategies to cope with the demands of the Gig Economy. They are clear about their values and strengths and self-select their options in the employee, expert and entrepreneur ranges. More importantly, they have developed specific competencies to withstand the challenges of an uncertain future and the variable nature of the opportunities that are available. Like the musicians, artists and tradespeople of the past, they understand the shared responsibility and accountability that is required to be successful.

Join this session to learn:

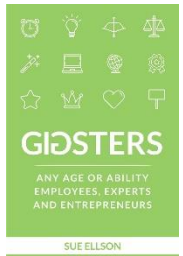
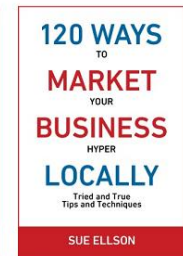
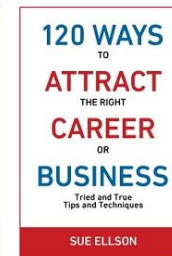
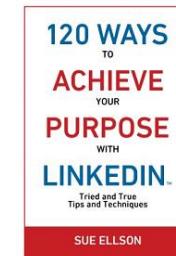
- specific digital tools for sourcing 'gigs' across sectors**
- practical processes to manage multiple online profiles**
- lifestyle strategies for global marketplace**
- personal strategies for maintaining meaning and purpose**

This will be a highly practical session focused on real-world and real-time techniques that can be implemented by participants and clients in 2018 and beyond. There are many exciting opportunities available for people of all ages and abilities in the technological revolution, provided they are empowered with the fundamental strategies to manage the era of disruption.

Sue Ellson BBus MIML MAHRI CDAA ASA MPC WV- Professional



- 1982 Started work at Westpac in Adelaide
- 1987 Started digital literacy and training
- 1994 Moved to Melbourne from Adelaide
- 1994 Consulting – careers, business, marketing, training
- 2001 First website online NewcomersNetwork.com
- 2001 Member of the Australian Institute of Management
- 2003 Joined LinkedIn now 15,000 Connections, 1,000 profile views last 90 days, 1,300 search appearances 7 days
- 2005 Member of the Australian Human Resources Institute
- 2008 Independent LinkedIn Consultant
- 2012 Started Camberwell Network
- 2014 Teaching at the Centre for Adult Education (current)
- 2015 Associate Member of CDAA and Member of Australian Society of Authors
- 2016 Teaching at General Assembly and RMIT Short Courses
- 2016 wrote and self published three books –
120 Ways to Achieve Your Purpose With LinkedIn
120 Ways To Attract The Right Career Or Business
120 Ways to Market Your Business Hyper Locally
- 2017 Teaching at Monash Training and Professional Development
- 2018 Answering questions on Quora.com – Top Writer 2018
- 2018 Member of Career Development Association of Australia (CDAA) and Writers Victoria



Sue Ellson - Voluntary

- 1991 – 1992 Committee Member, Westbourne Park Netball Club
- 1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
- 1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
- 1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers SA Young Banker's Committee
- 1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
- 1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
- 2001 – 2002 Committee Member, Cultural Tourism Industry Group
- 2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
- 2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
- 2003 – 2007 Committee Member Victorian Community Committee for Harmony
- 2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
- 2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
- 2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
- 2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
- 2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
- 2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
- 2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
- 2013 – 2018 Volunteer Foster Carer RSPCA Victoria and Forever Friends
- 2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
- 2001 – now Free Presentations, Training, Events for various organisations and social enterprises Newcomers & Camberwell Networks



Variables

- Technological age – roles are changing
- Multi-economy – disruption – gig, sharing, knowledge, experience economy
 - Multi-national – globalisation, remote working, virtual teams
 - Isolation – screen time, mental health, age and ability
 - Demands – flexible workplaces, diversity, inclusion
 - Careers – employees, experts, entrepreneurs

<http://www.openforum.com.au/jobs-of-the-future-the-new-world-of-work-where-people-are-paid-for-their-value-rather-than-their-time>



#1

Understand a person's highest values

- create a framework for decision making (values not purpose)
- make sure it is realistic and in alignment (context and goals)
- create main label as well as project options (strengths and actions)

<https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>

<http://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>

#2

Reflect and Review



- life is like a box of projects (co-create choices)
- you are your own kind of peculiar (re-think your options)
 - beyond career to lifestyle (re-design your life)

<https://medium.com/@sueellson/surviving-the-gig-economy-new-ways-to-work-edc3860cdaba>

Top 10 skills

in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity



Source: Future of Jobs Report, World Economic Forum

#3 Personal Skills

- also life skills
- often cultural or family of origin based
- influenced by values and ethics
- included or not in education?

<http://reports.weforum.org/future-of-jobs-2016/shareable-infographics>

#4

Soft Skills – Group Activity



- Is it an individual, enterprise, industry or community responsibility?
 - What are the best ways to develop soft skills?
(training, education, on the job, coaching, mentoring, professional development)
- How can we advocate for the ongoing development of soft skills?
(not just STEM, STEAM but include self-efficacy, resilience etc)

#5

Digital Presence and Competency

- a website that works

<https://www.linkedin.com/pulse/what-do-before-you-speak-website-designer-sue-ellson>

- social media and apps that are aligned with your value offering

<https://www.cae.edu.au/news/five-ways-you-can-use-social-media-to-improve-your-career>

- online profiles that expand your digital footprint and attract opportunities

<https://plus.google.com/+SueEllson1>

- Google expects more than a website, it wants social engagement as well

<https://www.socialmedianews.com.au/social-media-statistics>

<https://www.sensis.com.au/about/our-reports/sensis-social-media-report>

<https://posts.withgoogle.com> (verify)

#6

LinkedIn

Benefits of LinkedIn – general information
<https://sueellson.quora.com/The-Benefits-of-LinkedIn>

Business Case for LinkedIn – to convince others
<https://www.linkedin.com/pulse/business-case-linkedin-sue-ellson>

Why You Should Create a Good LinkedIn Profile – to convince yourself!
<https://www.linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson>

Ways to Update Your LinkedIn Profile – showcase now
<https://sueellson.com/presentations/presentations-2018/small-business-festival-linkedin-for-business-consultants-and-freelancers>

#7

LinkedIn Competency

1. Update your LinkedIn Profile URL
2. Update your headline (keywords)
3. Aligned photograph and add videos
4. All Star Profile (complete as many sections as possible)
5. Connect Strategically and maintain relationships
6. Endorse and Give and Receive Recommendations
7. Engage (newsfeed), curate (posts) and create (articles) content
8. Monitor your statistics and results
9. Review and update at least every six months
10. Use it as a research tool and meet people in person

<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>
<https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson>

#8

Lifestyle Strategies



- Values Alignment
 - Money Mastery
 - Ethics and Regulation
 - Community Contribution
- Networks – Social, Personal, Professional
 - Multiple Value Streams
 - Persistence
 - Create Challenges

<https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-under-30-years-age-sue-ellson>

<https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-between-30-50-years-sue-ellson>

<https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-over-50-years-age-sue-ellson>

#9

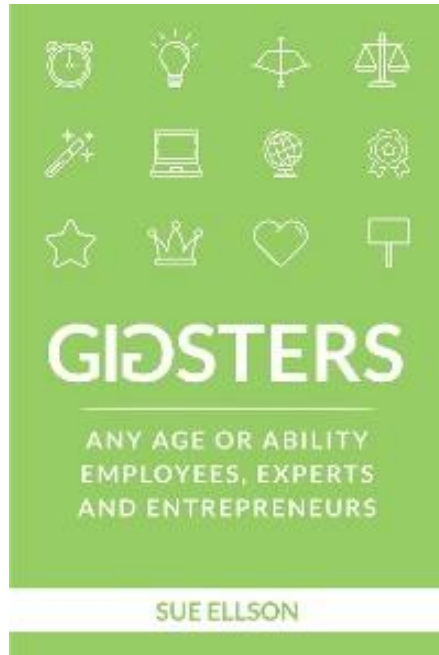
Lifestyle Strategies



Discuss in Pairs

What lifestyle strategies would provide maximum potential for you and your clients?

Write something down that you will do after today



#10 Gigsters

Employees

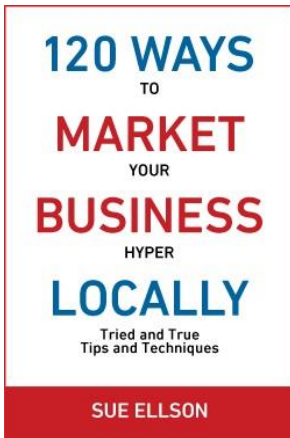
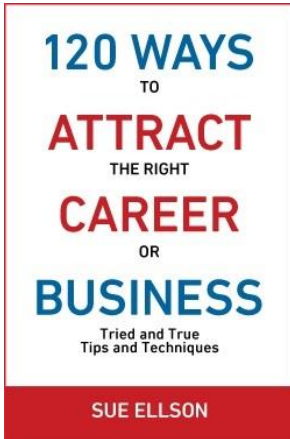
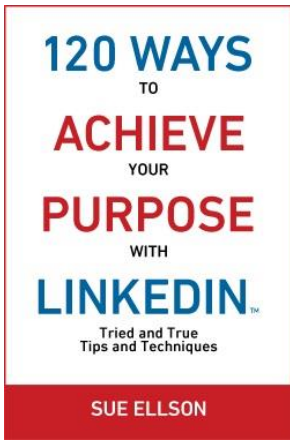
Tenacious Temporary
Intuitive Intrapreneur
Workaholic Warrior
Principled Pragmatic

Experts

Master Magician
Fabulous Freelancer
Nimble Nomad
Suave Specialist

Entrepreneurs

Unashamedly Unemployable
Serial Starter
Side Shuffler
Conscious Crusaders



Questions

Email [sueellson @ sueellson.com](mailto:sueellson@sueellson.com) or
SMS +61 402 243 271 and include your

first name and email address and receive

1. These slides and recording
2. An invitation to connect to Sue Ellson on LinkedIn
3. Top 20 Tips from all three books

120 Ways To Achieve Your Purpose With LinkedIn

120 Ways To Attract The Right Career Or Business

120 Ways To Market Your Business Hyper Locally