

# Why Today's Job Market is Driving People to Entrepreneurship

IFA Presents:



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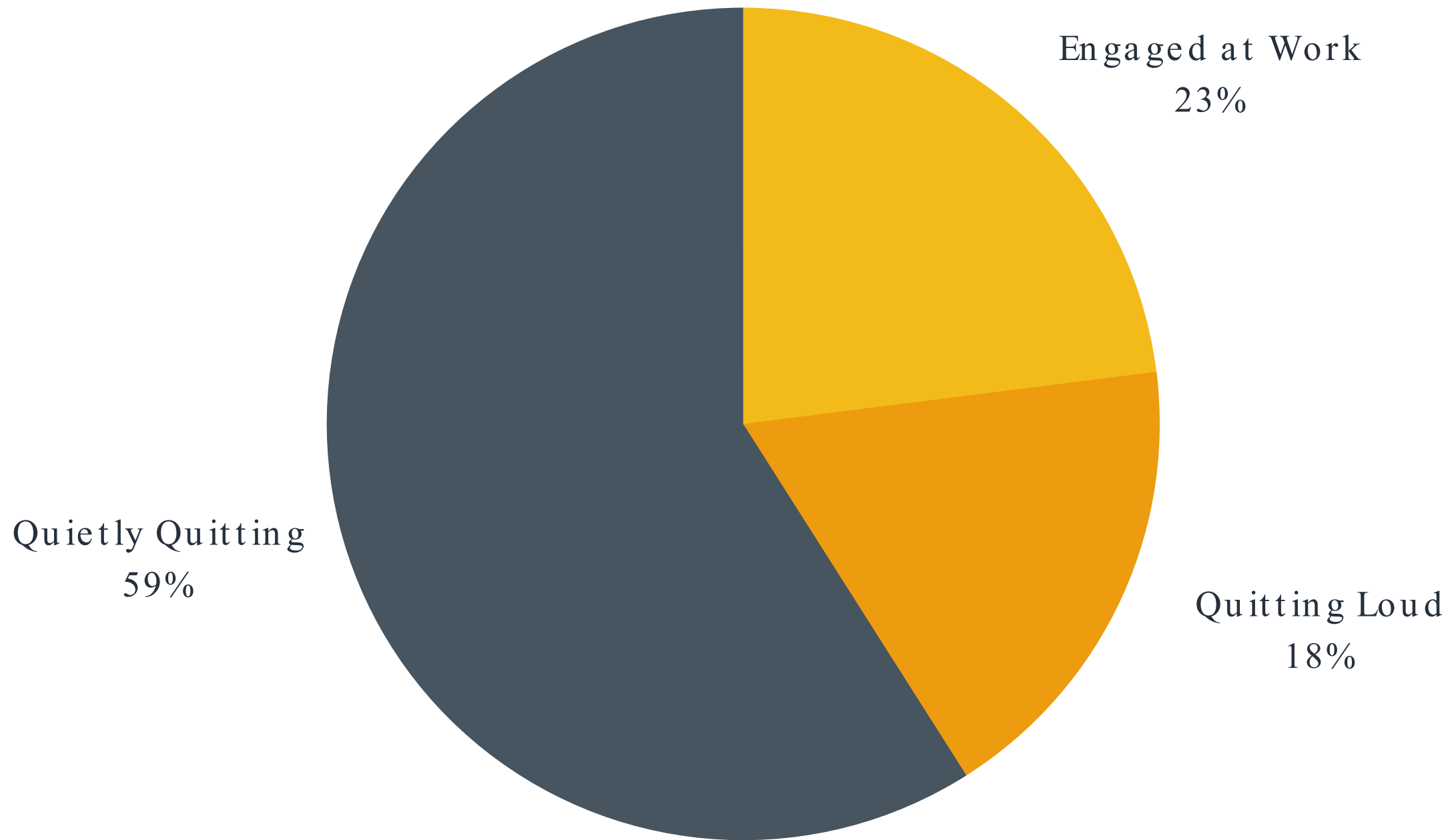


**IFA**

INTERNATIONAL FRANCHISE ASSOCIATION

# The Seeker Market

## Workplace Engagement



We are having a “work-quake”

70% of people are unhappy at work

75% of people will look for a new career this year (100 million people)

No longer looking to “climb” but time to “dig”

They are asking themselves “What do I want now in my life?”

Source: <https://www.gallup.com/workplace/349484/state-of-the-global-workplace.aspx>

# The Seeker Market

## Workplace Engagement

- Of the people who started jobs at age 35-44
  - 26% of jobs will end in less than a year
  - 61% will end in fewer than five years
- Ages 18-54 will have an average of 12.4 jobs!

Source: Bureau of Labor Statistics: <https://www.bls.gov/nls/questions-and-answers>



# The Seeker Market

## Workplace Engagement

### Motivation



WHY DID BUSINESS OWNERS MAKE THE LEAP?

Source: <https://www.guidantfinancial.com/small-business-trends/>

# The Seeker Market

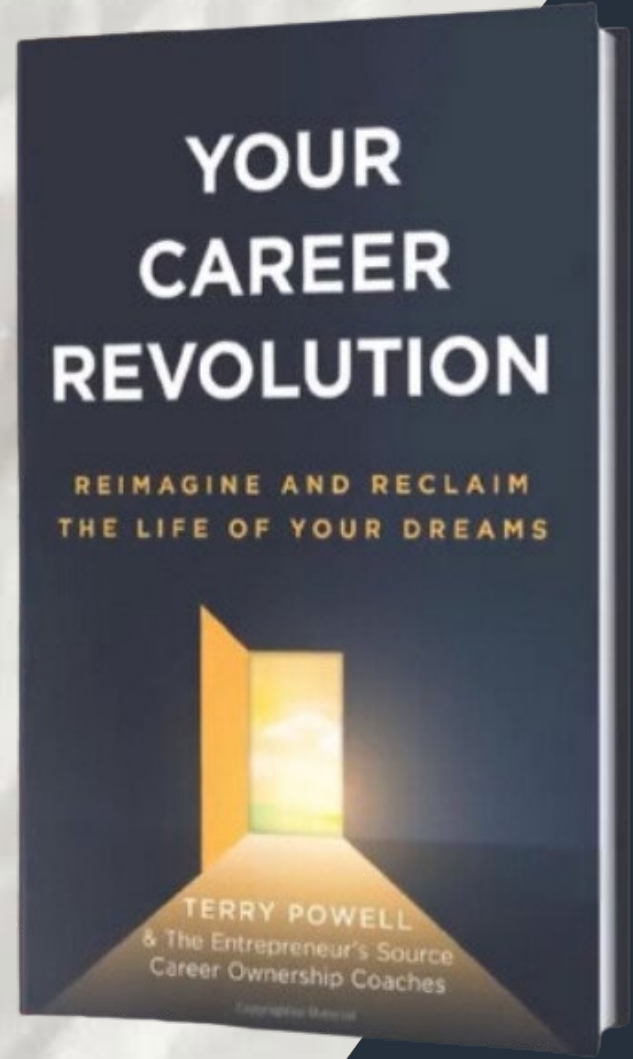
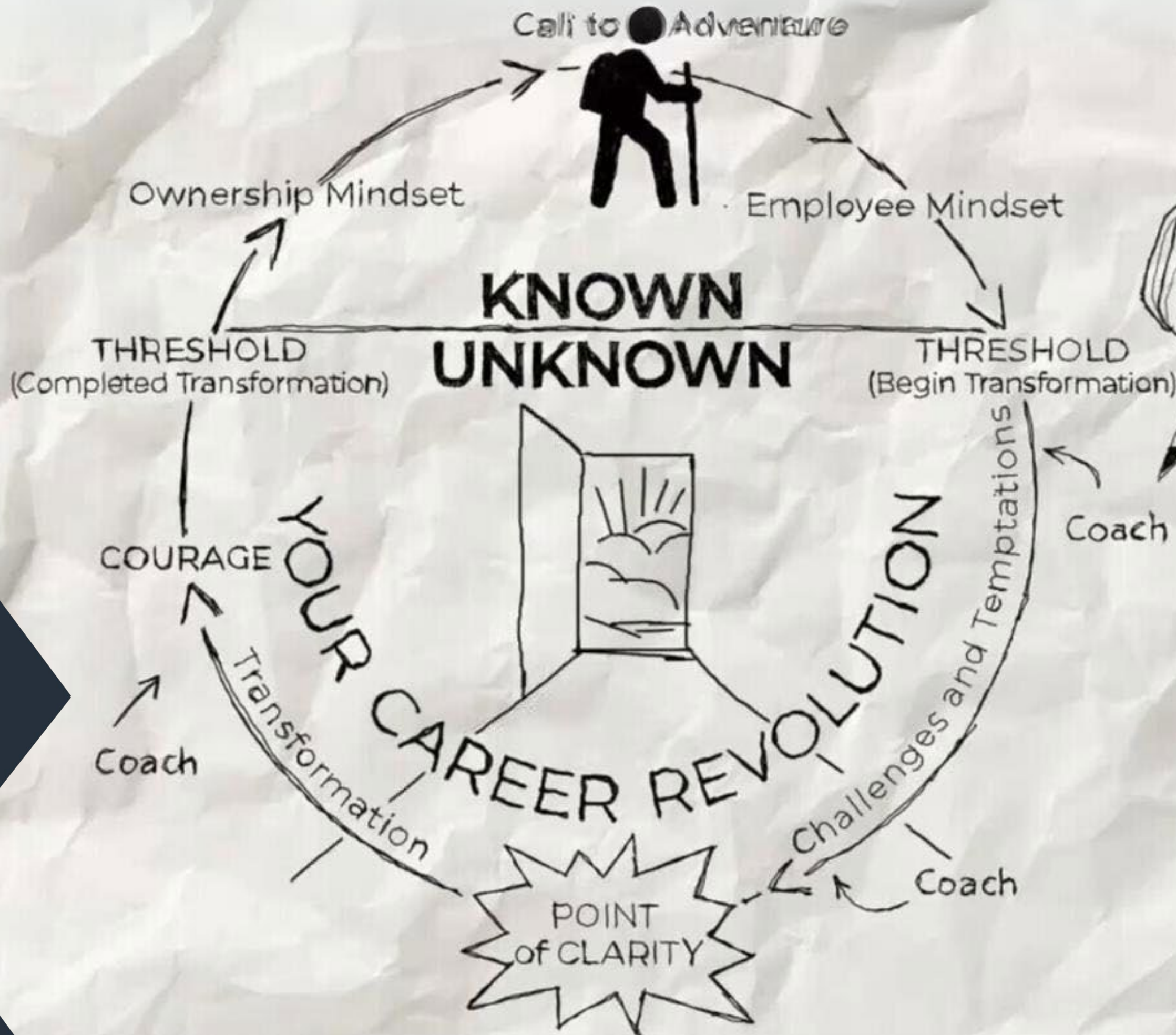
## Workplace Engagement

THE GREAT  
RESIGNATION  
IS NOW THE  
‘BIG REGRET’

### WHY:

- Not able to find a new job
- The new job did not live up to the expectations
- Felt their old position was a better fit than they originally thought

Source: <https://www.guidantfinancial.com/small-business-trends/>



# WHY A SAFE SPACE



Leadership and Relationships lead to:

Opportunity



# Communication is Key

- 1 As a leader
- 2 As an authority
- 3 As being trustworthy



# Employee Empowerment And Employee Experience

- How you communicate
- How your candidates communicate
- How your team communicates



Different does not equal wrong -different equals different



What  
tools or resources  
do you use  
to be better  
communicators?

# DISC

The universal language of observable human behavior

How you respond to problems and challenges

1

2

How you influence others to your point of view

DISC

measures four dimensions of normal behavior:

3

4

How you respond to the pace of the environment

How you respond to rules and procedures set by others



# DISC

Measures four dimensions of normal behavior

**D** How you respond to problems and challenges

**I** How you influence others to your point of view

**S** How you respond to the pace of the environment

**C** How you respond to rules and procedures set by others

Driving	Inspiring	Relaxed	Cautious
Ambitious	Magnetic	Passive	Careful
Pioneering	Enthusiastic	Patient	Exacting
Strong-Willed	Persuasive	Possessive	Systematic
Determined	Convincing	Predictable	Accurate
Competitive	Poised	Consistent	Open-Minded
Decisive	Optimistic	Steady	Balanced Judgment
Venturesome	Trusting	Stable	Diplomatic
<b>Dominance</b>	<b>Influence</b>	<b>Steadiness</b>	<b>Compliance</b>
Calculating	Reflective	Mobile	Firm
Cooperative	Factual	Active	Independent
Hesitant	Calculating	Restless	Self-Willed
Cautious	Skeptical	Impatient	Obstinate
Agreeable	Logical	Pressure-Oriented	Unsystematic
Modest	Suspicious	Eager	Uninhibited
Peaceful	Matter-of-Fact	Flexible	Arbitrary
Unobtrusive	Incisive	Impulsive	Unbending

# UNDERSTANDING MOTIVATION

Knowing  
their  
“WHY”

Will lead  
them to  
“ACTION”

# Driving Forces measures your motivators

your top four driving forces highlight what most powerfully moves you to action.

DRIVING FORCE	Keyword	DRIVING FORCE
<b>INSTINCTIVE</b> Driven by utilizing past experiences, intuition and seeking specific knowledge when necessary.	<b>KNOWLEDGE</b>	<b>INTELLECTUAL</b> Driven by opportunities to learn, acquire knowledge and the discovery of truth.
<b>SELFLESS</b> Driven by completing tasks for the sake of completion, with little expectation of personal return.	<b>UTILITY</b>	<b>RESOURCEFUL</b> Driven by practical results, maximizing both efficiency and returns for their investments of time, talent, energy and resources.
<b>OBJECTIVE</b> Driven by the functionality and objectivity of their surroundings.	<b>SURROUNDINGS</b>	<b>HARMONIOUS</b> Driven by the experience, subjective viewpoints and balance in their surroundings.
<b>INTENTIONAL</b> Driven to assist others for a specific purpose, not just for the sake of being helpful or supportive.	<b>OTHERS</b>	<b>ALTRUISTIC</b> Driven to assist others for the satisfaction of being helpful and supportive.
<b>COLLABORATIVE</b> Driven by being in a supporting role and contributing with little need for individual recognition.	<b>POWER</b>	<b>COMMANDING</b> Driven by status, recognition and control over personal freedom.
<b>RECEPTIVE</b> Driven by new ideas, methods and opportunities that fall outside a defined system for living.	<b>METHODOLOGIES</b>	<b>STRUCTURED</b> Driven by traditional approaches, proven methods and a defined system for living.

# Understanding Communication Styles

Don't treat others the way  
you want to be treated;  
treat them the way they  
want to be treated.

Coach Heather Christie

# What assessments are available?

- DISC
- Driving Force
- KOLBE Strengths
- Gallup Strength Finder
- Predictive Index
- Working Genius







Do you want to be right or ...

Do you want to be successful?

Adapt your communication style to  
create the outcome you desire!

You're in control!





THE **ENTREPRENEUR'S** *e* **SOURCE**®  
*Career Ownership Coaching*®

THANK YOU

For Your Attention