



**My Career is MY  
Business**

**PROFGUILDS**  
Professional Guilds for Knowledge Workers  
*My Career is My Business*  
♦♦ [www.profguilds.com](http://www.profguilds.com) ♦♦

# **My Career is MY Business**

## ***Career Management in the era of globalization***

*Cynthia Typaldos [[cynthia-typaldos.blogspot.com](http://cynthia-typaldos.blogspot.com)]*

*May 5, 2004 prepared for the SVPMA [www.svpma.org](http://www.svpma.org)*



**My Career is MY  
Business**

**PROFGUILDS**  
Professional Guilds for Knowledge Workers  
My Career is My Business  
♦♦ [www.profguilds.com](http://www.profguilds.com) ♦♦

## **Career Management in the era of globalization**

*This presentation is at  
[www.resumeblog.com](http://www.resumeblog.com):  
click on “presentation”*

*The web version has live links*

*The ResumeBlog Core Team*

*Cynthia Typaldos [[cynthia-typaldos.blogspot.com](http://cynthia-typaldos.blogspot.com)]*

*Radi Shourbaji [[radi-shourbaji.blogspot.com](http://radi-shourbaji.blogspot.com)]*

*Sachin Gangupantula [[sachin-gangupantula.blogspot.com](http://sachin-gangupantula.blogspot.com)]*

*Jonathan Prusky [[jonathan-prusky.blogspot.com](http://jonathan-prusky.blogspot.com)]*

*Rob Walikis [[robert-walikis.blogspot.com](http://robert-walikis.blogspot.com)]*

## 21<sup>st</sup> Century Careers are different

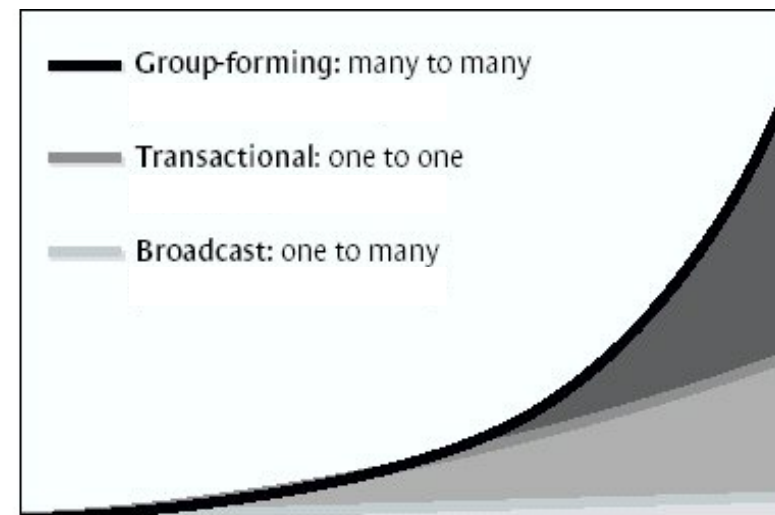
- ◆ Internet and Related Technologies
  - ◆ Empower groups
  - ◆ Create worldwide visibility
  - ◆ Enable finding the best
  
- ◆ Business changes
  - ◆ Global
  - ◆ Project-based
  - ◆ Employees more of a burden than an asset
  - ◆ All of the best people for a project by do not work at the company (“open innovation”)
  
- ◆ Commoditization of Knowledge Workers

# Internet as an Enabler of Groups

## History of Human Communication Tools

- ◆ Speech
- ◆ Writing
- ◆ Alphabet
- ◆ Printing
- ◆ Phone/Telegraph
- ◆ Broadcast
- ◆ Internet

Total Network Value



“The potential is so stupendous that a lot of the value of the web will be realized by facilitating its extraordinary power to form spontaneous groups.”

– *The Economist*,  
*The World in 2001*, December 2000

(n = # of nodes)

Metcalf's Law:  $n^2$

Reed's law:  $2^n$

at n=15:     225 for Metcalfe's Law  
                 32,768 for Reed's Law

# What is Social Software?

Sociologists study social behavior and social networks → how can the internet enable these natural social activities and structure?

“Social Software” is simply a new term for web communities, collaboration tools, and other tools for people to interact with each other

**New tools are evolving/emerging**  
**Blogs are one of these “new” tools**

For further info  
Google on...

“social software”

- ◆ 12,000 links in 6/03
- ◆ 330,000 links now

“social networking”

- ◆ 12,400 links in 6/03
- ◆ 292,000 links now

# Communities are the manifestation of group social interactions

PROFGUILDS

Professional Guilds for Knowledge Workers

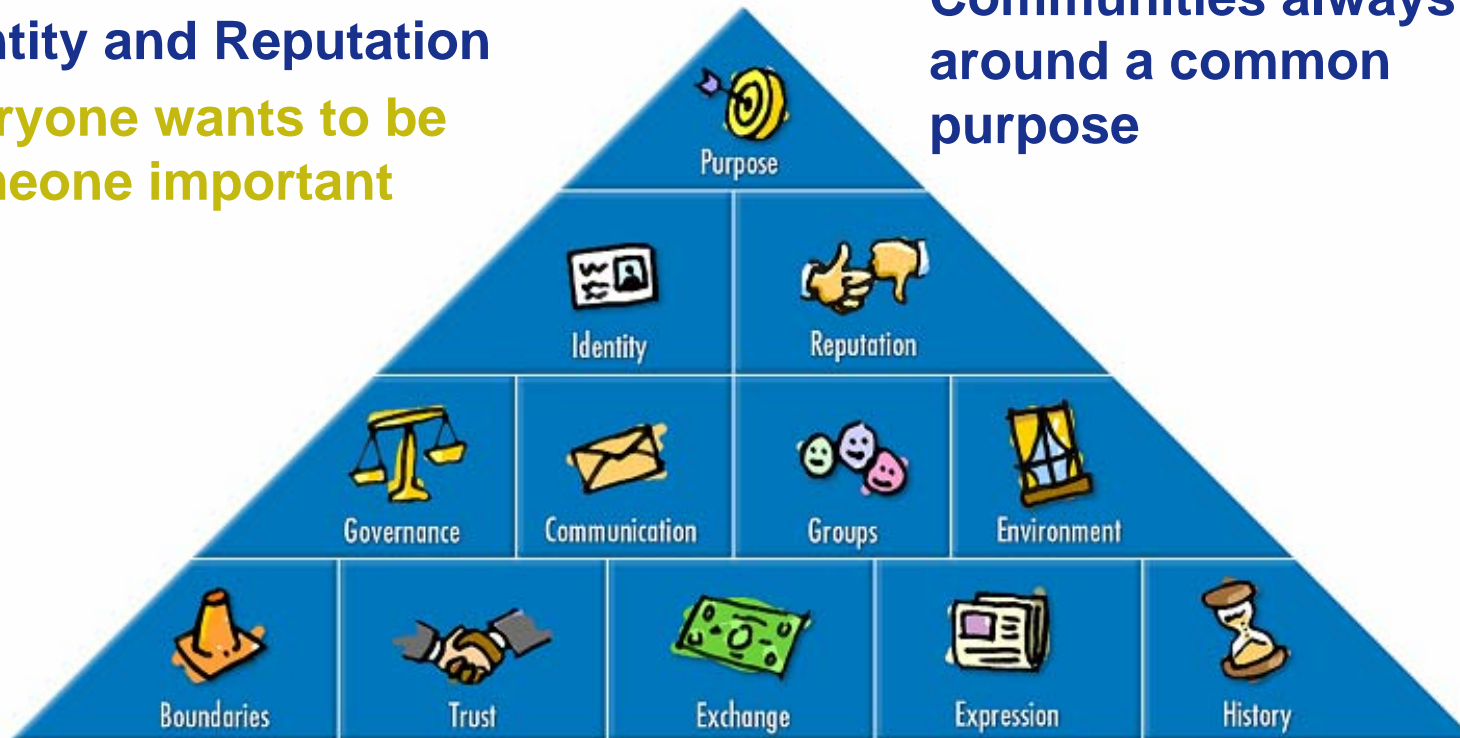
My Career is My Business

♦♦ www.profguilds.com ♦♦

Identity and Reputation

Everyone wants to be someone important

Communities always form around a common purpose



## The 12 Principles of Civilization

## How has the job market changed?

- ◆ Professionals no longer have unwritten lifetime employment agreements with companies
- ◆ No loyalty from companies has generated no loyalty from professionals
- ◆ Rapid market changes require companies to be extremely flexible on hiring/ firing/ contracting/ outsourcing.
- ◆ Pensions are vanishing
- ◆ Hi-tech recession has led many professionals to think of themselves as their own "business" - sometimes they work for a company, sometimes they do contract work, sometimes both and sometimes neither
- ◆ Professionals identify more with their profession than with a company

# The Internet enables professionals to encounter each other

- ◆ across geographical boundaries
- ◆ across company boundaries
- ◆ in regular and constant communications
- ◆ and develop hundreds of working acquaintances
- ◆ to find the best professionals to work with
- ◆ and make contact based on online reputations (everyone has one now, “absence of presence”)
- ◆ thru online communities, blogs, and Googling to gain access to professionals that used to be isolated and hidden inside a corporate structure



# Before Google...

- ◆ Finding the right person for the right job was difficult

But today you still can't be found if you don't have a searchable internet presence

- ◆ Hearsay (references) were a proxy for what can you do (and what have you done)

But blogs, portfolios, speaking engagements, articles, whitepapers, and other reference links tell this even more directly

**We are in the midst of the  
commodization of knowledge work**

- ◆ Large worldwide educated workforce that can work virtually (outsourcing)
- ◆ Internet and digitization of information

**We are in the midst of the  
commodization of knowledge work**

As a knowledge worker, how do you address this?

- ◆ Make yourself easy to find with high visibility
- ◆ Manage your online reputation
- ◆ Develop a specific, deep expertise
- ◆ Be adept at working virtually both alone and with teams

## Example: Innocentive



- About Us
- InnoCentive Challenges
- Using the Website
- My InnoCentive
- Seeker Companies
- News & Press

[About Us](#) | [For Scientists](#) | [Management](#) | [Careers](#) | [Contact](#) | [Language](#)

### welcome

InnoCentive® is an exciting new web-based community matching top scientists to relevant R&D challenges facing leading companies from around the globe. We provide a powerful online forum enabling major companies to reward scientific innovation through financial incentives.

**SEEKERS**   
*I have a problem...*

Around the world, uniquely prepared minds are waiting to solve your toughest scientific problems.   
[Learn More](#)

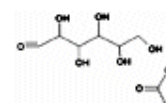
**SOLVERS**   
*I have a solution...*

World class companies are offering financial awards for solutions to their scientific challenges.   
[Learn More](#)

### RECENTLY Awarded Challenges

AWARDED	CHALLENGE
Winner: <a href="#">Andrei Leonov</a> Award Issued on: Oct 21, 2003 <a href="#">Read Bio</a>	<b>INNOCENTIVE 592963</b> Picolinic acid (Derivative 1)

### FEATURED InnoCentive Challenges



[INNOCENTIVE 1594697](#)  
 GEL-FORMING POLYMER  
 DEADLINE: APR 23, 2004  
 \$40,000 USD



[INNOCENTIVE 1820210](#)  
 RETORT STABLE FORM OF VITAMIN C  
 DEADLINE: JUN 26, 2004  
 \$15,000 USD

View More Challenges:

- [chemistry](#)
- [biology](#)

### My InnoCentive

TRACK AND MANAGE YOUR ACCOUNT

User Name Password

## Example: Innocentive

### Awarded Challenges

[VIEW PAST WINNERS](#)

[PRINTABLE VERSION](#)

Below is a list of recent winning Solvers, and to view a more comprehensive list of past winner please press the "View Past Winners" tab at the top of the page.

	AWARDED	CHALLENGE	
	Winner: <a href="#">Konstantin Kudryavtsev</a> Award Issued on: Oct 21, 2003 <a href="#">Read Bio</a>	Oct 21, 2003 INNOCENTIVE 592959 Picolinic acid (Derivative 2)	
	Winner: <a href="#">John Newport</a> Award Issued on: Sep 29, 2003 <a href="#">Read Bio</a>	Sep 29, 2003 INNOCENTIVE 861628 Incomplete Release of Active Ingredient	
	Winner: <a href="#">Daniel Otts</a> Award Issued on: Sep 29, 2003 <a href="#">Read Bio</a>	Sep 29, 2003 INNOCENTIVE 861628 Incomplete Release of Active Ingredient	
	Winner: <a href="#">Sonika Bhatnagar</a> Award Issued on: Sep 17, 2003	Sep 17, 2003 INNOCENTIVE 845875	

# Example: Innocentive



## aleonov (Andrei Leonov )

I was born 1968 in Tashkent (USSR) and studied Chemistry at Sankt-Petersburg State University, Russia. In 1996 I joined the research group of Professor Armin de Meijere (Georg-August University of Goettingen, Germany) and obtained my doctorate (Dr. Rer. Nat.) under the guidance of Professor A. de Meijere in 2000 at the University of Goettingen. Following postdoctoral training under Armin de Meijere at the University of Goettingen (20012003), I obtained a position at the Max-Plank-Institut für Biophysikalische Chemie, Goettingen, in 2003. My current research interest is an elaborating of novel synthetic methodologies as well as different interesting projects from a company KAdemCustomChem.  
Hobbies: sport and reading.

## Example: Top Teams can be virtual

### Can Absence Make a Team Grow Stronger? HBR May 1, 2004

Author(s):

[Ann Majchrzak](#) , [Arvind Malhotra](#) , [Jeffrey Stamps](#) , [Jessica Lipnack](#)

Type: Harvard Business Review Article

Discipline: Organizational behavior & leadership

Description:

Some projects have such diverse requirements that they need a variety of specialists to work on them. But often the best-qualified specialists are scattered around the globe, perhaps at several companies. Remarkably, an extensive benchmarking study reveals, it isn't necessary to bring team members together to get their best work. In fact, they can be even more productive if they stay separated and do all their collaborating virtually. The scores of successful virtual teams the authors examined didn't have many of the psychological and practical obstacles that plagued their more traditional, face-to-face counterparts. Team members felt freer to contribute--especially outside their established areas of expertise. The fact that such groups could not assemble easily actually made their projects go faster, as people did not wait for meetings to make decisions, and individuals, in the comfort of their own offices, had full access to their files and the complementary knowledge of their local colleagues. Reaping those advantages, though, demanded shrewd management of a virtual team's work processes and social dynamics. Rather than depend on videoconferencing or e-mail, which could be unwieldy or exclusionary, successful virtual teams made extensive use of sophisticated online team rooms, where everyone could easily see the state of the work in progress, talk about the work in ongoing threaded discussions, and be reminded of decisions, rationales, and commitments. Differences were most effectively hashed out in teleconferences, which team leaders also used to foster group identity and solidarity.

You can buy just the one article here:

[http://harvardbusinessonline.hbsp.harvard.edu/b01/en/common/item\\_detail.jhtml?id=R0405J](http://harvardbusinessonline.hbsp.harvard.edu/b01/en/common/item_detail.jhtml?id=R0405J)

# “Outsourcing” disappears when...

PROFGUILDS

Professional Guilds for Knowledge Workers

My Career is My Business

♦♦ [www.profguilds.com](http://www.profguilds.com) ♦♦

## ◆ Open Innovation Model

- ◆ There is a “best” person for a job, task, assignment, etc.
- ◆ That person can differentiate him/herself as having the best unique skills and experience
- ◆ That person can easily be found
- ◆ That person can work virtually

## ◆ Pay is then based on experience NOT hours worked

## ◆ Use your internet visibility to

- ◆ Be found (“hang out your shingle”)
- ◆ Define your experience and skills
- ◆ Differentiate yourself
- ◆ Present your career (e.g. ResumeBlogs are not just for the unemployed!)



# The Rise of Professional Guilds

- ◆ Knowledge Professionals could not organize before because they were geographically and company dispersed
- ◆ Contrast this to the typical labor union:
  - ◆ Large numbers of people work in one factory
  - ◆ Job requirements are similar across companies and regions

# What is the purpose of these new professional guilds?

- ◆ Extend professional network by one or two orders of magnitude, this helps in
  - ◆ Job and project seeking & hiring
  - ◆ Coming together to create virtual teams that do consulting/contracting
  - ◆ Sharing of “best practices” and other knowledge
- ◆ Build professional reputation - no longer confined to the small set of work associates
- ◆ Band together for group services, e.g. health insurance

# ProfGuilds' Services

- ◆ Job Postings
- ◆ Member Database (thru ResumeBlogs)
- ◆ Member Visibility & Reputation (thru ResumeBlogs)
- ◆ Experience in working completely virtually (volunteers)
- ◆ Team-based Consulting (coming)
- ◆ Services Barter among members (using "guilders", our new form of currency)

# Knowledge Worker Professional Guilds (ProfGuilds)

- ◆ Extension of the SPM eGroup, a successful career niche (software marketing) website for jobs & networking. Started to fill a real need for a client. [[www.profguilds.com](http://www.profguilds.com)]
- ◆ Careers are now a sequence of projects, not an series of upward promotions thru a hierarchical organization
- ◆ Leverages the new reality for workers - you are your own business, sometimes an employee, sometimes a consultant - and a key factor to success is development and visibility of a career-based identity and reputation
- ◆ 5 current guilds
  - ◆ Software Marketing ProfGuild
  - ◆ Software Engineering ProfGuild
  - ◆ Software Sales ProfGuild
  - ◆ Software ProfGuild-India
  - ◆ More coming...



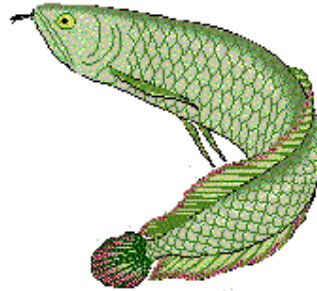
# Who is Cynthia?

PROFGUILDS

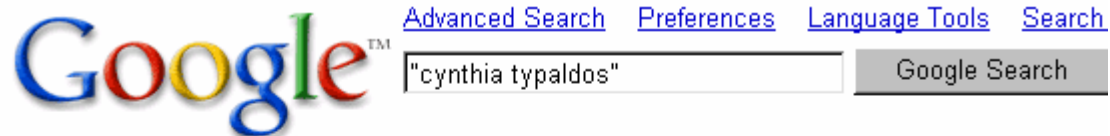
Professional Guilds for Knowledge Workers

My Career is My Business

♦♦ [www.profguilds.com](http://www.profguilds.com) ♦♦



# Google now defines who you are!



## [Typaldos Consulting](#)

... Principal: **Cynthia Typaldos** Recent Experience (last 10 years): Founder/CEO, RealCommunities (acquired by Mongoose Technology). Co ...

[www.typaldos.com/](http://www.typaldos.com/) - 10k - [Cached](#) - [Similar pages](#)

Results 1 - 100 of about 4,250 for "[cynthia typaldos](#)"

- ◆ Survey done in 2003 for SPM members:
  - ◆ 22% have ten business links or more about them on a Google Search of their name
  - ◆ 13% come up **first** in a Google search of their name

# Google defines who you are!

- ◆ **Get Visible!**
  - ◆ ResumeBlog™
  - ◆ regular blog(s)
  - ◆ website
  - ◆ postings in discussion boards (many of which create RSS feeds)
  - ◆ talks and presentations (e.g this one)
  - ◆ articles you have written
  - ◆ articles about you, your company, your ideas
  - ◆ quotes in the press and other sites
  - ◆ presence on the “about” section in various organizations and companies
  - ◆ ? more ?
- ◆ **What about “Absence of Presence”?**



# Why are blogs a good mechanism to use to “hang out your shingle”?

- ◆ Designed to be shared (group blogs or comments)
- ◆ Searched by search engines
- ◆ Trivial to create and ugh, maintain (unlike a website)
- ◆ More blogs because they are easier to create and maintain therefore:
  - ◆ Colleagues will link to your blog
  - ◆ You will link to blogs of colleagues
  - ◆ Links are the lifeblood of the internet and fuel the search engines (sardine-effect)
- ◆ Lots of clever add-on open-source, open-service tools for blogs
- ◆ Further realization of the “self-service” century
  - ◆ Remember the secretary and stenographer?
  - ◆ Finding the right person for a job is now something a hiring manager or a talent scout can do...you don't need an enormous rolodex and 20 years of glad-handing

For the more on this theme go to [www.typaldos.com/accounting](http://www.typaldos.com/accounting)



# ResumeBlogs give you control of your career profile!

## Sample ResumeBlogs

*Cynthia Typaldos [[cynthia-typaldos.blogspot.com](http://cynthia-typaldos.blogspot.com)]*

*Radi Shourbaji [[radi-shourbaji.blogspot.com](http://radi-shourbaji.blogspot.com)]*

*Sachin Gangupantula [[sachin-gangupantula.blogspot.com](http://sachin-gangupantula.blogspot.com)]*

*Jonathan Prusky [[jonathan-prusky.blogspot.com](http://jonathan-prusky.blogspot.com)]*

*Rob Walikis [[robert-walikis.blogspot.com](http://robert-walikis.blogspot.com)]*

# Sticking Together makes it easier to be found!

PROFGUILDS

Professional Guilds for Knowledge Workers

My Career is My Business

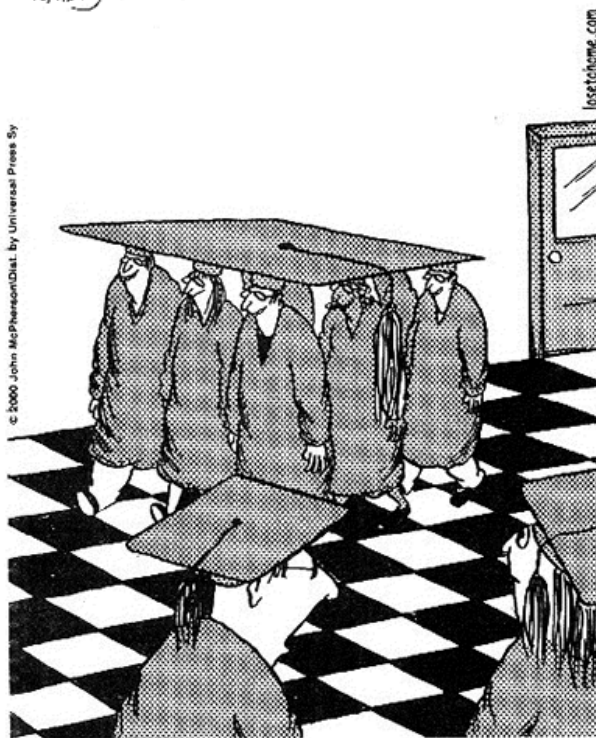
♦♦ www.profguilds.com ♦♦

**CLOSE TO HOME** By John McPherson

McPHERSON

e-mail: CLOSETOHOME@COMPUSERVE.COM 5-13

© 2000 John McPherson/Dist. by Universal Press Sy



"They always were a tight little clique."

SPM Member Search

social software

Google™ Search

#### SPM Colleagues

Adam Fayne  
Adam Gordon  
Adam Licht  
Albert Demery  
Alex Hammer  
Allen Stock  
Alysia Andrikopoulos  
Amit Sawhney  
Amy Swotinsky  
Andrew Durston  
Andrew Flynn  
Andrew Klein  
Andrew Sheh  
Andrew Wheeler  
Annette Williams  
Anson Lee  
Arianne Eskew  
Ash Nallawalla  
Barbara Saunders  
Barry Doctor

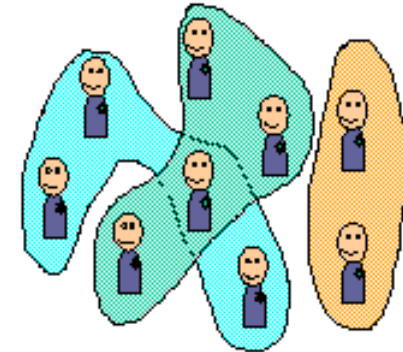


Photo by F. deWaal

# [social software] search results in 23 links (3 examples)

## Cynthia Typaldos

... SPM Colleagues. keywords: resumeblog™ softwaremarketingprofguild rev 03-0929 ...  
Expertise in enterprise software, social software, social networking, internet ...  
[www.cynthia-typaldos.blogspot.com/](http://www.cynthia-typaldos.blogspot.com/) - 26k - [Cached](#) - [Similar pages](#)

## Robert Walikis - Resume Blog

... Software expertise in content management, collaboration / knowledge management and  
social networking tools, as well as their application and use within ...  
[robert-walikis.blogspot.com/](http://robert-walikis.blogspot.com/) - 19k - [Cached](#) - [Similar pages](#)

## Jonathan Prusky ResumeBlog™

... SPM Colleagues. keywords: resumeblog™ softwaremarketingprofguild rev 03-0929-0100  
Archives. ... Managing strategy and design of a social software network system ...  
[www.jonathan-prusky.blogspot.com/](http://www.jonathan-prusky.blogspot.com/) - 29k - [Cached](#) - [Similar pages](#)

# ResumeBlog Feedback

- ◆ AIRS offers two regular classes on:
  - ◆ Googling for Candidates
  - ◆ Guerrilla Job Posting Strategies
- ◆ Microsoft Talent Scout Heather Hamilton (in her blog)

“The fact that the (Resume)blogs are linked is a huge benefit because recruiters that find any one of them are likely to look through a number of them. So it's like taking advantage of the searchability of all those other resume blogs.”

# ResumeBlog Content Tips

- ◆ See my regular blog at

[www.typaldos.blogspot.com](http://www.typaldos.blogspot.com)

Look for the two postings about our  
conversations with the

[Microsoft Senior Talent Scout](#)





Cynthia Typaldos



- [About](#)
- [Connections](#)
- [Activities](#)
- [FAQs](#)
- [Skills](#)
- [Surveys](#)
- [Contact](#)
- [News](#)

Search

Get the latest updates

[Sign up now](#)

Events | [Complete Calendar](#)

Press Releases

4/1/2003

[Membership of SPM reaches 3,500](#)

3/31/2003

[Cynthia achieves 18 months of unemployment](#)

## From my blog ...

**Wednesday, March 12, 2003**

The article about SPM eGroup was published in the New York Times on Sunday 3/9/03. Best place to find it is on our homepage.

I also put together an essay on "Strength of Weak Ties" and how SPM has implemented the theory in a very practical manner. See also the "About" section of SPM for more context.

I am now researching the best way for SPM to become a legal entity. We seem to be a combination of not-for-profit (the verticals), for-profit (the corporate that creates the software and processes and either franchises them to the verticals or sells these services directly, and limited liability partnership (for the consulting practice). I been looking into Daniel Pink's "Free Agent Nation" to get ideas.

posted by at 11:58 AM

To see the rest of my blog, please visit <http://typaldos.blogspot.com>

In The News | [Complete List](#)

**The New York Times**

[A Little Help From Friends of Friends](#)  
3/9/2003

**The Examiner.**

[SF Examiner: Unemployed -- and working](#)  
1/16/2003

**TECHNOLOGY MARKETING**

[Technology Marketing: Marketing Marketers](#)  
1/16/2003

[Experience](#) | [Markets](#) | [Companies](#) | [Products](#) | [Tools](#)

## Quotes from Cynthia's Colleagues

*"Cynthia's understanding of social software is incredible. She knows that people are more than network nodes and can advise, create, and implement relevant, ROI delivering, social networking software for the enterprise and consumer markets."*

## Buffy Typaldos

Chihuahua-Beagle Dog

## White Papers

Whitepaper 1

Whitepaper 2

Whitepaper 3

[Click here](#) to read more.

## Presentations

Presentation 1

Presentation 2

Presentation 3

[Click here](#) to read more.

# Additional Information

PROFGUILDS

Professional Guilds for Knowledge Workers

My Career is My Business

◆◆ [www.profguilds.com](http://www.profguilds.com) ◆◆



# Further Reading on the Rise of Professional Guilds and Open Innovation

- ◆ [Free Agents in the OldeWorld](#): The future of work in Free Agent Nation may look strangely like the past, says MIT's Thomas Malone. Prithee: Art thou ready to join a guild?, Fast Company, May 2001
- ◆ [Retreat of the Firm and the Rise of Guilds](#): The Employment Relationship in an Age of Virtual Business, by Robert Laubacher and Thomas W. Malone, MIT. This paper appears in [Inventing the Organizations of the 21st Century](#), a volume of articles edited by Professors Malone and Laubacher and their colleague Michael Scott Morton
- ◆ [Free Agent Nation](#), Dan Pink
- ◆ [Work in the New Economy](#): Flexible Labor Markets in Silicon Valley, by Chris Benner, Manuel Castells, Preface
- ◆ [The Open-Innovation Model](#), Henry W. Chesbrough, MIT Sloan Mgmt Review, Spring 2003
- ◆ [Open Innovation](#): The New Imperative for Creating and Profiting from Technology, by Henry William Chesbrough
- ◆ [Open Innovation](#): Interview with Henry Chesbrough, April 2003, Corante
- ◆ [The Future of Work: An 'Apprentice'-style Office?:](#) David Kirkpatrick  
Get ready to choose your own boss. MIT visionary Tom Malone sees big changes coming to the workplace, FORTUNE 4/14/2004 (see quote on next slide)
- ◆ [Can Absence Make a Team Grow Stronger?](#), HBR, May 1, 2004, [Ann Majchrzak](#), [Arvind Malhotra](#), [Jeffrey Stamps](#), [Jessica Lipnack](#)
- ◆ [Big-League R&D Gets Its Own eBay](#), Fortune, April 19, 2004, David Kirkpatrick



# Prof. Malone on “guilds”

“External markets--meaning the rise of outsourcing and offshoring, contract work, consulting, freelancing, and temps--are Malone's third model. He concedes that we all have to do a lot to adapt to this trend. While outsourcing generates tremendous economic efficiencies for the company, it can leave the worker in the lurch. Malone, perhaps idealistically, believes we will see the rise of what he calls "guilds" to provide the good things employers typically provide today--"job security, a place to socialize, a sense of identity, a place to learn." Where could such guilds come from? Unions, perhaps. But temporary help agencies are another example. And Malone says that companies themselves may start to see their own role this way: "Maybe we could come to view a company not as the entity that tells people what to do and how and what products to make, but rather as a home for a community of entrepreneurial, flexible workers who are themselves responsible for figuring out what to do and how to do it, but get many types of support from the company." That actually sounds a lot like Semco, whose sort-of leader, Ricardo Semler, recently published a fascinating book himself, entitled *The Seven-Day Weekend: Changing the Way Work Works.*”

**The Future of Work: An 'Apprentice'-style Office?: David Kirkpatrick**

Get ready to choose your own boss. MIT visionary Tom Malone sees big changes coming to the workplace, FORTUNE 4/14/2004 (see quote on next slide)