



# PARTICIPANT WORKBOOK HANDOUT

## MODULE 1

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## Module One: Introduction—Creating Opportunity vs. Chasing Jobs

Please take a moment to reflect upon, identify and note any feelings you might be having:

- Confident, but realize I should prepare or act now (time is on my side)
- Dread “the process”
- Baffled by the unknown, not sure where to start or what to expect
- Helpless, feeling at the mercy of traditional HR and job boards
- Resentful, sensing the process lacks dignity or mutual respect (I feel demeaned)
- Futile, I am sending out resumes without any results (limited to no response)
- Frustrated, that I cannot find anything that excites me (I do not like current options)
- Uncertain, I cannot rely on recruiters and headhunters
- Out of control, without a plan
- Powerless
- Depressed and anxious
- Anger, shame, or guilt about the circumstances surrounding this transition
- Alone, surrounded by people who may want to help, but aren’t
- Helpless and / or hopeless
- Stuck

### Marketplace Myths

Read the following and ask yourself how frequently you have encountered these conclusions as described by the media, perhaps so much that you too now *actually believe* them...

- Resumes represent meaningful documentation
- There is a talent shortage
- Traditional HR understands the work that needs to be done
- HR does the hiring
- Job descriptions tell the whole story
- The primary reason people are hired is because they are talented
- Retrofitting who you are as a person for a paycheck is satisfying
- Job boards are a viable route to opportunity
- Real offers are based on your last salary, a W2, or someone else’s salary survey
- Your ability to create value and impact is determined by age
- Behavioral interviews have meaning
- Networking, connections and relationships are all the same thing



**What is your “definition of success”?** For some, it is all about money, ambition or promotion. For others it is about stability, the flexibility to work when you want, ability to travel anytime, security or the freedom of working for yourself. If it is early in your career, you may want your first “real job”. When one of our participants answered the questions just listed, he realized that while he had been a highly paid executive, moving forward he didn’t have the same definition of success that he’d had earlier in his career. In fact, he desired a job that gave him flexibility to spend more time with his grandkids and not travel so much. His definition of success had changed, as it was no longer driven by money or prestige. But he needed time to reflect on what this meant to his search.

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**Exercise 1: Where Have You Been and What Were Your Motives for Change?**

If you are struggling to understand the career path or decisions you have made to this point, we suggest taking a piece of graph paper and making a simple timeline of the most recent companies you’ve worked for, with job titles. Under each company you worked for and job held, make a plus and minus column. Write everything you can recall about what you liked about the job, what skills you used that were “positive”, perhaps awards you achieved, and also list items or issues that were negative.

#1		#2
Company: <u>Name of Company</u>		Company: <u>Example Company</u>
Title at Job: <u>Your Job Title</u>		Title at Job: <u>Accounting Manager</u>

  

	+	-		+	-	
Things I liked:			Motive to move to next job-	Used core skills		Found it monotonous
Skills Used		Things I did not like:	-Was it for money?	Received certification and accolades		Low pay
Culture		Skills Used	-Promotion?	Leadership was great		No promotion opportunity
Tasks Done		Culture	-To get new skills?			
		Tasks Done	-Geography?			
			-Culture?			
			-Lifestyle?			

#1 Company: _____ Title at Job: _____		#2 Company: _____ Title at Job: _____		#3 Company: _____ Title at Job: _____
Motive to move to next job		Motive to move to next job		

Exercise 1 Worksheet: Use additional paper if needed

### Exercise 2: Hiring Practices

Over your entire career or experience of skill development, how many times and by whom have you been hired:

From a referral or other relational connection?

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“Cold” through a job posting with no referral or contact at the company?

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Know this: You are 20x more likely to get the job when you apply with a referral. If you do not have a referral, your competitor will!

### Exercise 3: Economy Of One In Your Life

In your small group or on your own, ask yourself or discuss with another:

How do I naturally tend to communicate?

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How do I organize my time?

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Based on what I now understand, what is my biggest obstacle to success? How comfortable am I with the process of creating documentation? Of holding myself accountable to goals?

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From what I know now, what will Economy Of One look like in my life? How does it change or challenge what I am doing or mindsets I've held to be true?

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What might be an obstacle to my success?

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### Assignments for Next Session

- Review and complete Exercises 1-3 in Module 1
- Review terms that you are unsure of in our terminology guide
- Identify any unresolved questions you have, but don't let these stop you. Do what you can.
- Make a list of potential accountability partners and bring it to class next week, or follow up with your assigned group. If you want to join a group, sign up for our newsletter at [EconomyOfOne.com](http://EconomyOfOne.com). Groups are forming now.

*You are not alone.* You are the solution. **You are an Economy of One!**

## Extra Credit:

### CREATE YOUR BRAND

#### Exercise 1: Your Favorite Brand

Think of one brand you feel loyal to.

What values does it represent to you?

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What emotions do you feel when you think of the brand or its products?

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#### Exercise 2: Identify Client Brands

Consider the companies or types of clients you would like to have hire you.

What are the elements of their brand?

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What kinds of products, services and values do their brands represent?

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How do their brands align with your vision for your *Economy of One*?

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**Exercise 3: Social Skills**

How are your social skills? Ask your accountability partner to be straightforward and challenge you in this. Where can you improve? (One idea: up your game in thanking people for helping you network!)

One thing you do well socially:

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One thing you can improve:

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**Exercise 4: Your Online Brand**

What does your online presence say about your brand and your network?

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### Exercise 5: Create Your Brand

Use what you learned last week and include: values, skills, passions, vision and the main purpose and value you create. “This is who I present to the world.”

What central promise do you want to make through your brand to potential clients or employers?

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What value do you want to create for others?

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### Exercise 6: Implement Your Brand

List three steps to take this week to better convey your brand in your everyday life:

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3.

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Summarize your brand in ten words or less. This is your Personal Brand Tagline:

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## Exercise 7: Test Your Brand

With a partner, test your brand. In one minute, describe who you are and what you do and then share your tagline.

Partners, share three ways their style and demeanor affirm or undermine their brand. Be kind, honest and constructive!

## Accountability Meeting Agenda

### **:00 Review**

- Major events
- Homework (contact five people for opportunities)

### **:15 Discuss**

- Your personal brand
- Ways to implement it (Ex. 6)
- Feedback from others (Ex. 7)

### **:35 Homework**

- Implement your personal brand
- Deadline:
- How you will score success:
- Contact five people for opportunities
- Deadline:
- How you will score success:

### **:55 Scoring and closing encouragement**

- Score your efforts from this past week
- End with encouragement

## Assignments for Next Session

- Meet with your accountability partner
- Implement your personal brand
- Put your Tagline where you will see it daily
- Contact five people for opportunities
- Bring your contact list to class next week

## Participant Survey

Circle stars to rate the following components. Feel free to add comments.

☆☆☆☆☆

PowerPoint presentations

☆☆☆☆☆

Participant Workbook

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*The Economy of One* reading materials

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Homework assignments (putting CODE into practice)

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Accountability Partner experience

**What did we do best?**

**What can we do to improve?**

**How have your results in looking for work changed since starting CODE?**

**How has your perspective about yourself and your career changed?**