

What narrative* of an Epic Quest frames a career pivot into the "open frontier" of entrepreneurship?

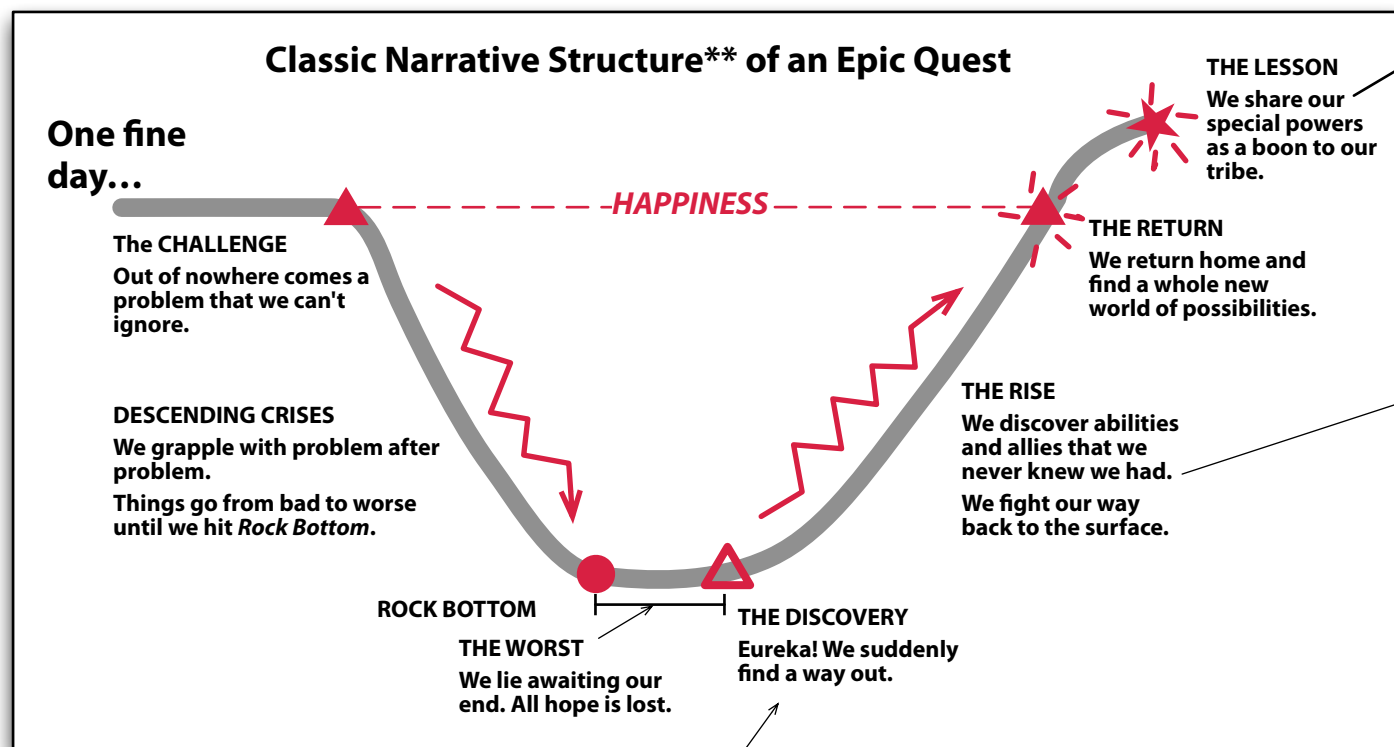
I have a good job

But I see that coming to an end

Innovation disrupts industries.
Software eats the world.
Cloud transforms jobs in indie contracts and distributed-team projects.
Workloads are deconstructed and re-distributed across global networks.
Most careers are hitting dead-ends.
So...I must create the future that I want and deserve, or suffer unpleasant, worsening circumstances.

I see a few options...most going from bad to worse. Uh-oh!

- My options**
- I. FIND ANOTHER JOB**
 - A. Keep trying find a good job
 - B. Go back to school (then see A)
 - II. CREATE A REVENUE-PRODUCING SITUATION**
 - C. Build a "networked practice"
 - D. Become an entrepreneur**
 - III. DOWN-SHIFT IN LIFESTYLE**
 - E. Live off investments
 - F. Retire out and move to Belize



- READY TO SUCCEED IN A**
- A. Business-of-one or Internet side-business (learn by doing)
 - B. Go-go growth enterprise with 20 to 200-person driving to an IPO or M&A
 - C. Scaling >20 person rocket ship
 - D. Micro-business searching for scale
 - C. Investor-funded startup
- ↑ **EASIER** ↓

- STAGES OF STARTUP MANAGEMENT**
1. Character/situation fit
 2. Founder/business fit
 3. Problem/customer fit
 4. Solution/early adopter customer fit
 5. Product/market fit
 6. Operations/opportunity fit
 7. Vision realization/success fit



I set out into the OPEN FRONTIER of Entrepreneurship and Self-Reinvention. Then I discovered a powerful ally.

- My Entrepreneurial options**
- A. Create an at-home Internet "auto-pilot" side business (4-hour Work Week): learn basic entrepreneurship by doing @ a small scale
 - B. Advise or contract to startups, using a "project as an job interview"
 - C. Join or buy into a small family-owned business
 - D. Buy a franchise
 - E. Create or join an innovation-driven (VC funded) enterprise

- Personal Venturing Program of StartupReady.Net**
- A. Who AM I today?**
 - + Skills, aptitudes, work styles, etc.
 - + Personal mission, values, protocols
 - B. What's my optimal character/situation fit?**
 - + Startup You business model
 - + Engagement profile as a knowledge worker, startup contributor, co-founder
 - C. What COMMITMENTS do I have?**
 - + What must I protect or continue to fund?
 - D. Who must I BECOME tomorrow?**
 - + Professional identity and reputation in tacit knowledge networks
 - E. What must I ACCOMPLISH?**
 - + Demonstrations: Projects, revenue streams, social proofs
 - F. What must SKILLS and RELATIONSHIPS must I cultivate and why?**
 - + Relationship pipeline, strategy, narratives, conversations
 - G. What and with whom will I PRACTICE being Startup Ready?**
 - + Habits of minds, skills, business knowledge, startup protocols
 - + Deliberate practice in low-consequence situations with coaching

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MORE @ <http://startupready.net>

*Narrative conveys the moral point of progressing from a naive or unconscious condition to the expanded capabilities of new self identity.

**This visual depiction derived from the book, "Show and Tell" by Dan Roam.