

**FREE EBOOK**

# **Why You Need to STOP Working *Harder* and Start Working Smarter NOW!**



**Career Success in Today's World**

**Brian McAleer**

# ***READ THIS FIRST...***

Hello,

If you've downloaded this free report, first of all let me say Thank You. And well done for taking the action and considering the decision to stop working so hard... and begin working smart! But, what do I mean by this?

Firstly, let me clarify this is not about figuring out how to work less, or do little work for more pay (but if you want to and you can work out how to, don't let me stop you). But when your income increases, your responsibility and accountability increase with it, even if that means you do less of the ground work (as you have others working for you to do it) you still need to do *some* work.

Secondly, I am not criticising hard work as some kind of lost fool's game. Far from it. Hard work is necessary at times, and in many ways has built the world we now live in and all the comforts and conveniences we enjoy.

But the world is changing...



Hard work doesn't always pay off the way it used to. We have seen a massive change in the economy in this past decade alone, with millions of people out of work, hundreds of thousands of business and corporations collapsing, and one reason why...

The world continues to operate with a 20th century model of work, but this is the 21st century, in case you missed that...?

Here is what the 20th century approach to working was designed to offer and expect from us, and is still evident in about 90% of the worlds working population today.



# *Working Harder*

## **The 20th Century Employee-Career Model**

- Work in a job for someone else

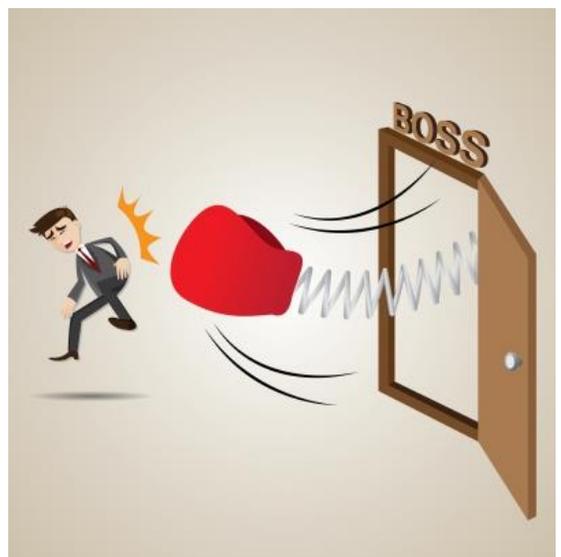
This was the only perceivable way of gaining employment for most people. Unless you were handed a company or worked your way to the top, you entered your working life as an employee and you saw yourself leaving as an employee 40 years later.

- Work for the success of your boss and/or company

You would keep that job if you did it well, and would be looked after in some ways, if you went that extra mile to make your boss or your company successful. In short, “Kiss the bosses arse; get looked after” or “Make a profit for the company, and get a bonus”, or something along those lines.

- Be paid a wage determined by your level/class/grade

It was common place to be paid a low wage in your first job, especially if you were a teenager, but even as you started a career in an industry, you would be subjected to a certain pay grade, which may increase slightly each year the longer you stayed at the same workplace, or if you got a higher qualification, or ascended into a higher role in management. But in the back of your mind, you always felt like you weren't being paid enough.



# *Working Harder*

## **The 20th Century Employee-Career Model**

- Show up and trade your time to earn money

If you got the job and stayed in the job, that's only because you showed up for the job...and kept showing up to *appear* as if you were doing your job. Clock on at 9am, clock off at 5pm was the mantra for most of the working world as the 20th century kicked into high gear. Do that from Monday to Friday and count the hours away until the weekend would arrive.

- Work your way up the ladder... *slowly*

It was always possible to ascend in the working world, either from lots of hard work over time, years in waiting or being a little bit sneaky to get there the quick (if not completely ethical or legal) way. Sometimes, that ascension was only available to you if the person above you moved up or left their role. In other cases you had to wait a number of years, or achieve a certain level of output or productivity before you were even considered for a promotion.

- One source of income; stop working – stop getting paid!

So as time went by, you got better at your job and made a little more money each year. The income may have been good and you started to get a grip on your finances; being able to save, pay off some bills, go on holiday, get that new car, and rack up more debt 😊 But then if you were unexpectedly let go or fired, and even with some savings behind you, once the worked stopped the income stopped. Without a job, there was no income, and then the shit would really hit the fan.



# Working Harder

## The 20th Century Employee-Career Model

- Wait to do what someone says you're *allowed* to do

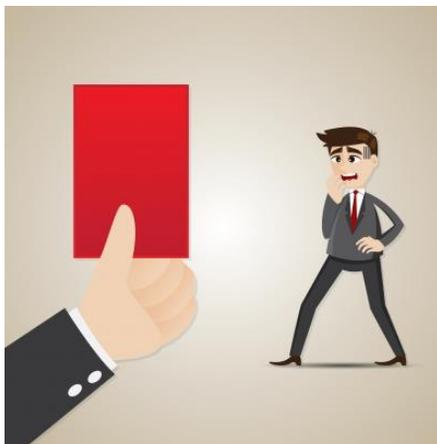
In the early days of the 20th century working world, most employees would wait to be told what to do. That shifted in the late 20th century, where if you were standing around waiting to be told what to do, you wouldn't last long. Even though incentive grew and our work ethics improved, there was plenty you weren't *allowed* to do, based on either your role or who you were working for.

- Work in a job / industry that is subjected to the economies ups and downs

Some jobs were always stable no matter what happened in the world. Even if the pay was low and the work wasn't glamorous, a janitor would never run out of toilets to clean or windows to wash. But with the world constantly changing and reinventing itself, many businesses and companies built their work on a single idea or product, and every idea can be improved upon and every product has a shelf life. Meaning, some companies could be out of business overnight, taking your job down with them.

- Work to survive

And as the 20th century came to a close and evolved into the 21st century, we all continued to go to work in our jobs like normal. But as the needs of the world changed, technologies improved and economies collapsed, we began to discover our previous approach to work, just wouldn't cut it anymore. You would be expected to work harder, longer hours, with your pay only slowly going up (or even down in some cases) as the cost of living skyrocketed like never before.



# ***So you're probably working hard... what are you getting for it?***

## **The perceived benefits of this**

There's no denying that working full time for a stable employer offers a strong sense of security. And it's this sense of security and its power of convincing us we're safe, comfortable and employable that appeals to the majority of the working population. But as recent times have shown, even the most stable companies can collapse in no time at all, and rid their dependable employees of their much prized comfort.

## **The actual limitations of this**

There are good jobs out there that pay well and are personally and professionally rewarding, absolutely. I've worked in a few myself... but unfortunately they never last. Where you are in any position is no longer sustainable for you and you alone. There are millions of people looking for work and eyeing off a job just like yours, waiting in line for that opportunity. It's when we get too comfortable in any job, someone or something comes along to knock us off our perch and make us work harder or succumb to our preferred comfort and leave that job. And so the cycle of comfort and discomfort at work begins.

## **Why people quit work, job hop and struggle to find career satisfaction**

One word: Change. The fear of change or more so, the perceived fear of change. When something or someone comes along to challenge our way of work. When the boss tells you funding has been cut and positions will go. When your industry experiences a low point or fierce competition. When you are expected to do more work in the same amount of time with less resources and no increase in pay. These are common aspects of career frustration, which lead many people to seek that "better" job or the perfect career. But sadly, it doesn't exist. Every job, no matter how good it seems, has its imperfections and we can rarely control what they are or when they show up. But this unpredictability is enough to cause people to seek other jobs under the delusion doing so will make them happy. Jobs were not designed to make you happy so get over that!

**The 20<sup>th</sup> Century Career Model is dying. Don't depend on it!**

**So... what happened?**

**The Age of the Entrepreneur happened.**

**Welcome to Career Success in the 21st Century.**

**Forget one job or one industry for life.**

**Don't rely on one sole income.**

**Expect to be replaced, retrenched or rejected several times.**

**But don't be afraid, because a new and exciting opportunity now calls you...**



# Working Smarter

## The 21<sup>st</sup> Century Entrepreneurial Model



# ***So you're considering working smarter... here's what you WILL get for that!***

## **The perceived fears of this**

Starting a business is risky, wouldn't you agree? And it's tough. Did you know that 60% of businesses fail in the first 3 years? Why is this? It can be for a number of factors, including a lack of vision, not setting a strong enough foundation to build upon and poor financial choices and investments.

## **The actual results of this**

But you don't have to be in this group of struggling businesses owners, failed startups and broke entrepreneurs. The truth is, the world needs more Entrepreneurs, new businesses and is rewarding the startup enterprises like never before. In fact, in 2015/2016 the Australian Government initiated the Innovation and Science Agenda; offering financial assistance to Entrepreneurs and Small Business Owners to take your ideas to the market successfully. The government has seen this is the key to driving Australia's economy forward.

## **Why people are leaving the traditional work force for this pursuit, loving it and never looking back**

Another notable change in the 21st century world of work, is that a job in the traditional sense, just isn't enough anymore. It lacks variety, it lacks opportunity and it lacks money. Yes it's true some jobs do pay well, but at the end of the day you're still trading your time for money, and not getting paid what you know you're really worth. And with the world now shopping, socialising, doing business and *living* online, the opportunities are endless to start and run a business completely via the internet, be found by anyone and do business with anyone in the world – anytime. I'll take that over a Monday to Friday 9 to 5 job of filing and board meetings any day!

In summary, here's how working harder compares to Working Smarter...

# Which category are you currently in?

## Working Harder vs...

## Working Smarter

Work in a job for someone else

Work on your own business for yourself

Working for the success of your boss and/or company

Work for YOUR own success

Be paid a wage determined by your level/class/grade

Be paid what you want determined by what you declare you're worth

Show up and trade your time to earn money

Trade money for your time and have money work for you

Work your way up the ladder...*slowly*

Make your own ladder and sit at the top

One source of income; stop working – stop getting paid

Multiple sources of income; stop working and still get paid

Wait to do what someone says you're *allowed* to do

Decide what you want to do and go and do it

Work in a job / industry that is subjected to the economies ups and downs

Work for yourself be benefiting from the economy, no matter what's going on

Work to survive

Work to Thrive!

**What working smarter looks like to you specifically, I cannot say.**

**Only you can.**

**In closing, consider these questions...**

**Q: What will define your working life?**

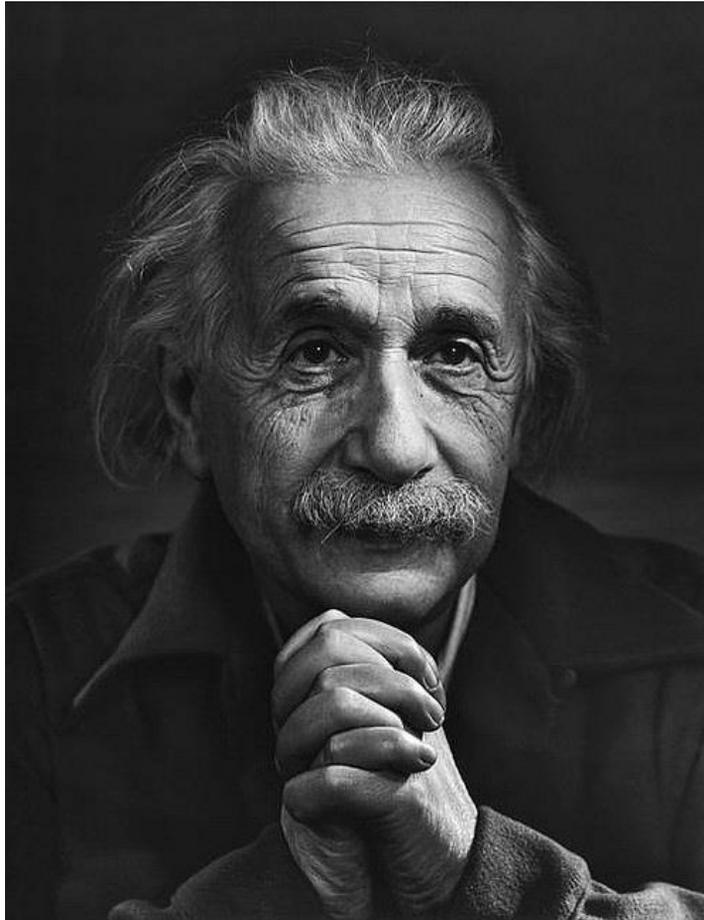
**Q: How will you contribute?**

**Q: What will be your legacy?**

***To Your Success!***



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Head Coach / Director  
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***“Problems cannot be solved with the same thinking  
that created them”***

**- Albert Einstein**



**Brian McAleer Coaching Services**

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