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LEADERS & SUCCESS

Career Trends Signal Opportunity For Bright-Side Type

By [Sonja Carberry](#), For Investor's Business Daily

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The business landscape is always shifting. Savvy pros stay a step ahead. How to capitalize on job trends:

- **Zero in.** The Renaissance-style executive — that proficient pro with the big title and wide responsibilities — might be going to the wayside. So says "The New World of Work" co-author Terri Maxwell. One reason? "The world is changing faster than our ability to learn," making it hard to keep up, she told IBD.

More firms are tapping virtualpreneurs — freelancers who take on precise tasks and deliver top results for a cadre of corporate clients. The trend in a nutshell: Rather than hire one full-time person to do 10 things — some better than others — companies might pay five experts to deliver top work on tightly focused tasks.

- **Find your forte.** The plus of being a leader in a specific skill set? "If you're really passionate about it, you're going to give it everything you've got," Maxwell said.

Employers benefit from cherry-picking the smartest minds.

"Talent strategy becomes a competitive weapon," she said.

- **Locate brains.** Big Data — how firms collect and analyze huge amounts of information — will spur 1.9 million U.S. information technology jobs by 2015, according to research firm Gartner.

That spells opportunity for Jon Bischke, CEO of [Entelo](#). His startup helps corporate recruiters identify talented types who might be ready to make a move.

"We ultimately help our customers find people," he said.

- **Follow footprints.** Clues signaling worker restlessness: "You may be all of sudden changing your Web profiles" to spiff them up, said Bischke. And "if a company's stock price is down, some percentage (of employees) will likely be looking for something new."

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Entelo mines social media sites and employer data for those signs. Top recruiters do too, but "it's really time-consuming and tedious," Bischke said. "The way we operate is very similar to a search engine."

Entelo offers two levels of services. An **Apple (AAPL)** iTunes-style approach lets clients look through the inventory of likely candidates; a **Pandora (P)**-type spin sends recruiters specific talent suggestions.

• **Watch your tracks.** Bischke's word of advice to workers: "Your resume is no longer your resume. Your social activity out on the Web is becoming your new resume."

• **Explore the fringe.** Look where the ball is going, not where it's been. So advises **Randy Gage**, author of "Risky Is the New Safe."

He cites artificial intelligence and virtual reality as technologies on the move — and driving future career growth.

"The best jobs of 2020, they haven't even been invented yet," Gage said.

• **Stay open.** Gage tells skeptics to flash back a decade, when a **Facebook (FB)** would have been considered a college student's hobby, not a potential corporate giant.

"I could have given you 1,000 reasons at the time why it wouldn't work," he said.

Avoid dismissing the unfamiliar, and "don't buy into other people's negative beliefs," Gage said.

Entrepreneurs who consider possibilities — even the seemingly outlandish? "Those are going to be the most prosperous people in the world," Gage said.

• **Exert curiosity.** How to find that sweet spot?

Explore.

Ocean-floor real estate development and settling outer space might seem farfetched.

But in 10 years, people might be asking: "Who owns the moon?" Gage said. "It's always about asking the right questions. This is where prosperity lies."

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