

## Going "Solo"

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Solopreneurship is fast becoming a response to current sociological trends. More women are re-entering the workplace after child-rearing and are opting for new options than their previous careers or employment. Many boomers and even younger are considering second careers as a way to prolong retirement or ease into it. Others are merely observing the realities of the workplace as no longer supporting long-term careers in that rapid changes are confronting the notion of "job security".

For some of us, we are looking to use the knowledge and skills we have as an opportunity to stretch our personal "possibility" as well as allow our own pace and time management in preserving our sense of harmony in work and family/personal life. Annie Janis, a consultant, offers the following reasons for emerging solopreneurship:

1. We value autonomy and achievement more than "security."
2. We want more than just showing up for a job; our work must be satisfying and feed a passion.
3. Many of us have not only intellectual intelligence but also emotional intelligence, and entrepreneurship allows us to use our skills of getting along with people, gaining trust, and leading.

Knowing the reasons *why* we have chosen another road to explore is important in creating a business vision. Vision allows for "hope, direction and a path to follow" (Alan Seale, Soul Mission, Life Vision). It also helps us re-focus ourselves as we get lost in the pragmatics of business planning, marketing and networking. Our vision must be inherent in all those actions for them to truly be *real* and an expression of who we *are*.

So where does this vision come from? It comes from a sense of knowing what you are meant to *do* and who you are meant to *be*. Imagining your "legacy" often comes when your actions are inspired by genuine interest and love in what you do. It is nurtured in the reactions you see in the eyes of those you love and admire. It is confirmed when you have lost track of time and you are in a present state of *flow*.

The irony in the term "solopreneur" is in its definition of "single", as the true development of your venture lies in the interdependence of your relationships with others. Once you've developed a plan based on the vision of your business, create a team of those who will support its growth: join a networking group or on-line group for support, use a mentor who has experience in the path you are walking, create new relationships that will promote your business and hire a coach to help you develop your vision and support your action plans you have created.

Going "solo" is you really about living the life *you* want on *your* terms and in *your* own unique way.

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