



BE TRUE TO YOURSELF • FOLLOW YOUR HEART • LIVE YOUR DREAMS!

*Creative Career Making™:
Designing Your Unique Path to Thrive in the Gig Economy*

Grow Your Gig Garden

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➤ What is Creative Career Making™?

An alternative approach to starting and growing careers that honours a person's multi-dimensional self, normalizes more than one job or role, flows and fits with natural seasons and rhythms, and re-defines success in terms of financial rewards, personal sustainability and social impact.

➤ What is the Gig Economy?

Gig = skill-based assignments or need-based tasks

The term "gig economy" was first coined by journalist Tina Brown in 2009. She wrote about the trend of workers pursuing "a bunch of free-floating projects, consultancies and part-time bits and pieces while they transacted in a digital marketplace.

➤ What is Grow Your Gig Garden?

Where does the term "job hunt" come from? Avoid thinking like a hunter! Think like a farmer or gardener instead.

A dynamic self-reflection tool and strategic career development framework that anchors you in the holistic and sustainable mindset of approaching your career as a "gig garden" with its own unique varieties of flowers and foliage, seasons and rhythms.

The Grow Your Gig Garden is an approach that:

- Roots you in meaningfully synergistic and sustainable relationships as the foundation of career success;
- Guides you in nurturing long-term connections with friends and family, clients, colleagues and community at large;
- Allows space and fluidity for both growth, gestation and transition;
- Normalizes focusing on more than one career area, skill or industry at a time;
- Provides safety and security of seasoned/experienced skillsets while making room for stretch and challenge periods for new competencies;

Guide to Using Grow Your Gig Garden to Create a Thriving Career

There are 2 Main Parts to the Framework:

- The four (4) "quadrants" or seasons, representing a career area, skillset or industry
- The four (4) concentric "circles of connection" starting with a 'heart' in the middle then moving outwards corresponding to the degree of intimacy and frequency of connection and reaching all four career areas

Step 1 Complete the Career Seasons/Quadrants

This tool allows for up to four career areas, but don't worry if you don't have four. You can start simply with just two. I invite you to begin with the "Fall" season. For each season, identify the career area, industry or skillset. Then, write down one short-term goal (3-9 months) and one long-term goal (9-18 months).

The Career Seasons Explained

Fall ~ "Fall Back"

This is a career area that you have full competency in, likely have many years experience (at least 10 years) in, that you can "fall back on" when survival calls. You know the industry well and your connections are solid. You have confidence can get a job or a gig easily in this area, if needed. If you had a choice, however, you would not be working in this career area or industry, or maybe you have outgrown it. But it can be a reliable source of income for you in a pinch.

Keywords: Easy, Reliable, Grounding, Secure, Stable, Survival

Winter ~ "Womb"

This is a career area that is a seed of an idea, a new skill or competency that you would like to develop or learn more about. It is new territory and is a tender bud, and thus requires your time and attention in order to fully grow. This could be a "secret desire", "dream job" or something you've always wanted to do but have not had an opportunity. This can also be a creative project or entrepreneurial venture that you have been holding in your heart and mind and have not birthed and that you want to nurture and develop.

Keywords: Dream, Desire, New, Creative, Seed, Gestate, Protect

Spring ~ "Stretch"

This is a career area that you want to grow into that is just outside of your comfort zone. You feel a burning passion building inside. You may have a few years' experience (3-5 years) and you're looking to upskill or strengthen your competency, or stretch yourself to innovate the industry in some way. You feel ready to take on a new challenge or make a lateral or vertical career move. You want more leadership and responsibility, or perhaps enroll in continuing education or professional development to stay current and relevant.

Keywords: Passion, Growth, Development, Challenge, Responsibility, Leadership

Summer ~ "Seasoned"

This is your comfort zone. This is a career area that you may be working in currently, have near-full competency, about 5-7 years experience, and you are in your groove. The work feels just the right fit and in flow, you are in a near-ideal workplace situation, and your clients and colleagues respect and appreciate you. You feel confident, secure and fulfilled. Life is good!

Keywords: Comfort, Confidence, Competent, Fit, Flow, Respect & Appreciation

Step 2 Complete the "Circles of Connection"

The Circles of Connection represent the relationships, which in your Gig Garden represents the "roots" or foundation of career success. You may have heard the adage "your network is your net worth" which points to the wisdom of relying on our personal and professional connections for resources, support, advice and opportunities during times of career growth, change or transition.

The Circles of Connection Categories Explained

1st Level - Inner Circle (Heart Centre)

These are your "home", family members, friends, current colleagues, clients, mentors, etc. who are near and dear to you; you have a connection characterized by mutual trust and respect and support. They have your back, no matter what. You connect regularly and meaningfully with these people on a daily, weekly or monthly basis.

2nd Level - Leaders, Helpers & Pollinators

These are people in your network who are leaders, influencers, industry movers and shakers, helpers and connectors ("pollinators") with whom you share mutual respect and appreciation for each other's body of work. It's important that you stay in touch with them for they have key knowledge, resources and connections that could be beneficial to your career and vice versa. It is recommended that you keep in close touch with them and have coffee dates at least once a quarter.

3rd Level - Seasonals

These are people in your network whom you may have met in a specific context, whether a job, a contract or a gig and it's possible you have not had contact with them in years, but they are in your LinkedIn Connections. They are relevant for a reason and a season, but there is no compelling reason to stay in touch with them on a regular basis. You may reach out to them if you have a need or a question about their industry once every few years. Regardless, it's important to keep these contacts "in your radar" and remember them during birthdays and holidays. A warm and professional greeting once a year will do; if you feel so inclined, a "catch-up" once a year is also a good idea.

4th Level - Challengers & Weeds

We all have people in our network that are simply taking up space. They may be great at one time but you have grown apart or have outgrown each other, or simply lost touch. They may be people who consistently ask for your help or take from you without giving in return (energy or resource vampires); or they may be people who are simply too 'challenging' for you to keep in your space. You may have had to work with them at one point and you had to find a way to cope and get along, but now it is no longer necessary to have them in your life. Any relationship that is not mutually beneficial and reciprocal must be consciously removed from your "garden" in order for you to thrive fully in your creative career making.

Winter ~ "Womb"

Spring ~ "Stretch"

Weeds

Seasonals

Helpers + Pollinators

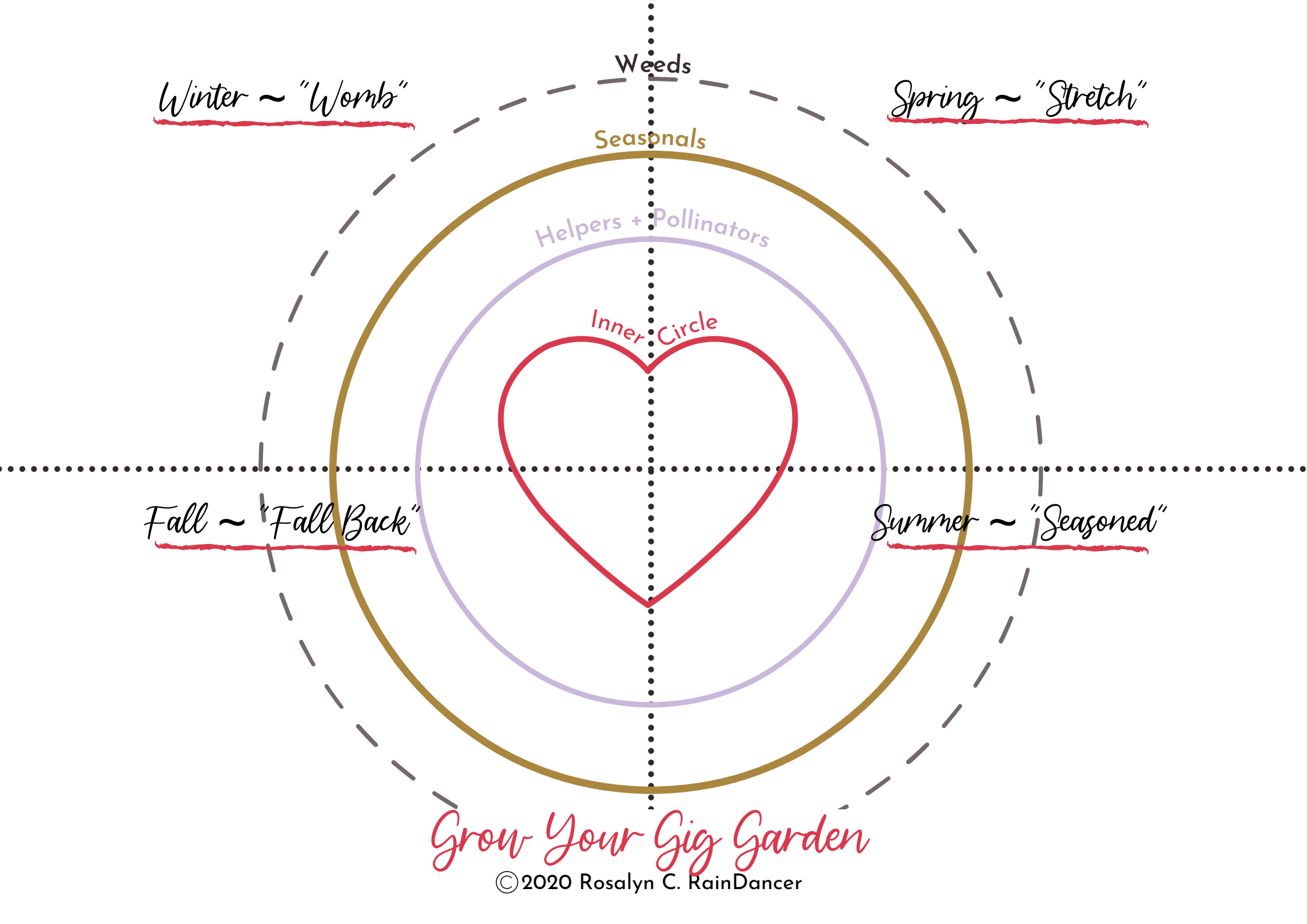
Inner Circle

Fall ~ "Fall Back"

Summer ~ "Seasoned"

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ABOUT (AND A LOVE NOTE FROM) YOUR CREATOR & FACILITATOR:



Rosalyn C. RainDancer

*Innovative Marketing
Strategist, Success Coach,
Transformational Events
Curator*

I was born and raised in a metropolitan city surrounded by a cluster of Islands in South East Asia. Growing up in a family of immigrant entrepreneurs, I inherited the old-fashioned values of strong work ethic, ironclad resilience, and an indomitable spirit of overcoming anything that could stand in the way of achieving success.

I started my first business when I was 16 years old when I taught myself how to make websites when the Internet just started to become accessible to the public. I used the money I earned making websites to pay for my university education. Since then, I've been both employee and entrepreneur, contractor and freelancer, consultant and (co-)founder, right-hand-woman and #ladyboss, president of a non-profit board and an assistant at a temporary warehouse sale, and everything-in-between. I've worked in multiple industries, spanning various sectors, anywhere from 10-90 days, 1-3 years or 5 years. I've also enjoyed several personal sabbaticals and purposeful retreats lasting between 2 weeks to 2 years.

My two-decade-long, non-traditional, gig-based entrepreneurial journey has taken me to the heights of pioneering innovative, game-changing projects and ventures and having the external markers of success (the money, the corner office, the high-society peers, etc.). My journey has also been a School of Hard Knocks that included a series of adversities and hardships that taught me true success is not about the destination but who you become in the process.

Most recently, my biggest transition has been evolving my previous coaching business of five years into a transformational lifestyle brand (forthcoming!) integrating fresh new offerings from my extensive experience in marketing, coaching and events. With this hybrid model, I'm able to have my own clients, take on projects and contracts with existing companies and organizations, as well as grow a personal brand platform that can house my entire body of work. Whatever challenge you're experiencing in your career, I've either been through it or seen it in the clients I've worked with and supported them through it. I can't wait to meet you at the workshop! I'm here so that you don't have to do it alone.