2. *The future is* more **entrepreneurial, global, equitable, and flexible**.

Instead of working for one company, we’ll **work for several** at a time. Instead of waiting for a boss to tell us what to do, we’ll see **opportunities and act** on them by forming businesses around working toward solutions. Our coworkers will live around the **world**. And **women will lead** more of it.

Basically, in the future we’ll have so many more options.

3. *Many Emp* In this presentation I will tell you about the **trends** indicating that a lot of this is already happening now, the **tech**nology and **lobby**ing efforts that are changing the nature of work, and the **cultur**al and **business** reasons why people are making this come true.

4. *Trend* We see freelancing rising in fields changing due to technology such as **journalism**. This trend is expected to continue to rise. The Freelancers Union calculates that **30%** of the US workforce are not full time employees.

5. *Tech* When I was a freshman in college, I really wanted a **laptop**. I got one, then everything required the internet. In those days, laptops didn’t have Ethernet cards, so I had to go to the basement lab at ASU. Now not only do I have a laptop with wifi, I can create docs while I walk down street talking into email.

Web **platforms** have been developed to help companies find freelancers from around the world and to help freelancers find work. And freelancers can hire other freelancers to help them with aspects of projects they aren’t expert on. These sites are very complex, showing snapshots of what the freelancers are working on during the hours they charge and taking care of the billing.

6. *Laws* Doctors used to be **business to consumer**, but 40 years ago congress passed a law to require employers to offer managed health care. Now insurance companies are in the way, and it’s business to business. Since healthcare providers are selling to big business now, their fees have skyrocketed to the point where people can’t afford it.

Unions used to be by profession or by employer, but the Freelancers Union was recently formed to lobby congress on behalf of freelancers, such as less expensive **healthcare** and **tax laws** that are more favorable to the self employed.

7. *Business* Freelancers have more freedom to work with who they want. Livelihood doesn’t depend on one boss or one company that doesn’t have your best interest at heart.

Experts can charge more per hour because the companies don’t have to pay for their insurance or vacation. They build their reputation and career based on their niche knowledge.

The employer doesn’t have to spend as much resources making sure they find the right employee. Plus, if they don’t need someone with that skill full time they can get the help without having to figure out how to keep everyone busy with appropriate tasks.

8. *Culture* People don’t like bosses. You’re stuck with your boss. A professor of mine told us the most important decisions in life are picking your parents and **picking your boss**. In those days, that was funnier because you didn’t have the freedom to pick boss. You worked for the same company for thirty years. Now people are more mobile.

Freelancing is more **flexible**. You’re not expected to be in a specific office at a specific time.

9. *STARTUPS* In addition to working for more employers, people are coming up with their own **ideas** for things that need to be done and building businesses around that. And freelancing and startups are **not mutually exclusive**. A lot of people support their projects through freelancing, and selling your expert time, especially software development, is often very closely related to people’s startup projects and they two business modes compliment each other.

When I was in grad school I saw a **flier** advertising for people with ideas to give money to. Venture capital existed, but wasn’t as common. I didn’t know what that was about. I wondered why they didn’t just hire people who came to them with good ideas, then they’d own the product like every other R&D company. In a lot of ways, venture capital it’s the same thing. It’s structured differently legally, but venture capital firms do own their people in a lot of the same ways that companies own their employees. It’s different because the people seeking investment still own a large portion of the company they’re building. So, since the people working on the project also have ownership and risk, they’re willing to work harder, and people are willing to invest, more than employees.

10. *Trend* A lot of people start their own business every year. Big businesses are losing jobs, where **small businesses are creating the most jobs**. A lot of these are tech companies.

11. *Tech* When I was in grad school people didn’t do web startups because it took forever to **download a picture**. There wasn’t a whole lot you could do on the web. Now we have livestreaming and there’s so many options to reach people, communicate, & do business.

We don’t need as much infrastructure to start business. Don’t need an office, we can communicate online. It used to be just phone.

A lot of businesses to help people start businesses. A lot of that is hokey. But there’s a lot of free resources and help.

Presell your product before it’s created. Not only a financial resource, but a market research resource.

12. *Law* Last year I horned in on this photo. The tall guy in the back is Senator Ron Wyden. He led an effort to prevent **SOPA** from passing. Basically, SOPA would have shut down YouTube and other sites that have user generated content. Basically, all sites. I didn’t help with the lobbying efforts, but a local group got people to contact their congresspersons. I was supportive of their efforts, so when they invited people to meet Senator Wyden, I went.

There was an article in post this week about **patent trolls**. Patent trolls patent technology and processes that are pretty much standard business practices, such as the use of QR codes in stores, then sue large and small businesses that use them. Most of those patents shouldn’t be granted. Groups are getting together to lobby to prevent frivolous patents and patent cases from putting people out of business and to nullify those patents. I occasionally get meetup announcements for talks about patent trolls and efforts to lobby against their activities.

Big businesses aren’t more efficient – layers of management.

13. *Business* Small businesses can go after the markets that are too small for big business to put their **inefficient management layers** on top of.

All of the companies I’ve ever worked at, we didn’t need upper management. We did our own thing and management wasn’t aware of what we were accomplishing, unless our boss’s boss made a fuss over it. A company of five people could have done the work just as well.

You’re more **intellectually and emotionally invested** when it’s your creation, rather than something a boss tells you to make, especially when the owner of the company doesn’t even know someone is doing the work.

Over the past 20 years a lot of big box stores have taken over **retail. Two guys in DC** are raising money from local community to renovate real estate so they can rent it out to local businesses. So that the community owns the community, not a mega retailer in some other state.

14. *Culture* Younger generations are experiencing impact through social media, without waiting for **permission** from The Man to create what they see a need for.

My old lady friends joke about the 30 year old boys existing within their **own economy** by selling their startup products and hourly services to each other, and they’re not aware of all the more experienced mentors around them because they’re still in their frat world. Kind of like when we were in high school and ignored adults so we could pay attention to our social lives.

When I was in my 20’s, the only option we had was to work for The Man. In fact, we thought we were important if we were hired by the **biggest company**. We worked for 60 year old white men, making things they wanted, that nobody else ever saw. We didn’t have meetup and we didn’t have twitter.

Work culture is now more **social**. Young people work with other young people and with social media, they can see how people react and get feedback.

There’s a lot of **hope**. Young people see what their peers all around the world are creating and are excited about the impact they can make as they work on their passions.

15.

16. *Trend* When I was a kid, I didn’t know anyone from a foreign country. We had one foreign **exchange student** in my high school. It’s becoming more common for people to move away from country of birth. And it’s easier to keep in touch when they’re away.

The internet makes it easy to meet people from other countries. When I was looking for someone to chat with about how people in Afghanistan communicate with cell phones and over the internet, I went into an online **gaming forum** and found someone from Afghanistan pretty quickly, who referred me to more people in Afghanistan.

17. *Tech* Google glass, see things in field of vision. Phones are terrible interfaces. You have to look down and you only see a few inches of information.

When the display is in your field of vision, that will present some interesting interface **design** opportunities. You’ll have a book discussion or meeting in your **living room** and see an image of each person, almost as though they were in the room with you, but they’re actually in other cities or other countries.

18/17. *Culture* Because of communication and outsourcing technologies, **everyone** can hire people overseas to help them out, not just major companies.

19. *Law* Citizenship less important with freelancers. Exchanging money isn’t a big deal when credit cards take care of it. But when everyone uses the same currency, it makes trade easier.

20. *Business* Work is something you do. And if you do it right, it’s **who you are**. It’s not where you go, and it doesn’t have to be dependent upon who or what you live near.

If you sell things globally, it’s good to have people from that **culture on your team** so you understand your customer’s needs.

21. *CrowdPub* I’m creating a way for authors and experts to give livestreaming talks in their own **portals** while selling their books and merchandise. People will be able to chat with **others** who have similar literary and professional interests. When it’s holograms, it will be like going to a conference, book club, or meetup.

22. This is whom I did not buy my stickers from.

23. These faceless breasts were on a site that a 50 year old woman was pitching.

24. *Job* Here’s a job posting, a separate one for male and female developers. “**Your** girlfriend doesn’t understand why you’re learning programming.” “Women write sexy code… **They** like to talk. Female programmers get along with customers and take care of code like a pair of new shoes.”

25. *Vacuum* At a presentation by a major silicon valley tech company that you use every day, they used this graphic when talking about the **future of television**. In a room of 60 people, there were 7 women and 7 blacks. I asked if they would’ve shown a picture of a black person **serving a tray** to a white person. Of course they wouldn’t. So why did they show a picture of a woman vacuuming while the man reads and watches TV? I’ll tell you why. Because women are **still the servants** of society.

26. *Babies* Women are tolerated, but not welcome in many current organizations. Many employers make it so it’s **not worthwhile** for women to come in to work. This is why you see many professional women become stay at home moms. It’s humiliating to go to work. Because they’re treated like they only want to gossip, do their nails, and take care of their shoes. They’re left out of the loop on serious work issues.

Women are also sexist against themselves. It’s been drilled into us by TV and suburbs that their real job is to be the mom and a job is a cute phase they’re going through before they have kids. Once women are in a home where they’re trapped inside because nobody else will care for the children, they are stuck until those children grow up. Then it’s too late because they haven’t been keeping up on skills.

I took **typing** in high school so I could work in an office. In college, an engineer suggested I take my typing speed off my resume so as not to encourage employers to ask me to do their typing, I wondered, what else was I supposed to do at a job. Many women don’t have a way see all the options we have.

27. But this is why I have hope. Millenials are making it worthwhile to come in to work. New media shows so many more options for what to do with your life. Having a **global purpose**, making an impact.

Work will become more social as the lines between **work and hobby** change and our work selves and social selves are allowed to be the same.

The best form of **activism** is to start a small business. Because you’re taking the opportunity to do something better than large corporations, that look out for the customer more, and take business away from companies that pollute the environment or abuse people in third world countries.

Get together with colleagues to come up with solutions to worlds problems.