

ME INCORPORATED

A career on equal terms

The Me Incorporated concept, born in the early 2000s, once described professionals who saw themselves as entrepreneurs within start-ups. Though the term faded after the tech bubble burst, the idea remains powerful: seeing oneself as a solo entrepreneur opens new career perspectives. Skilled professionals are in demand and can choose their path. Instead of applying for jobs, they negotiate employment as a joint venture – a strategic partnership with mutual benefit.

Strategic self-marketing

Thinking like a business means offering a clear value proposition, having a unique edge, and planning for growth. This requires self-reflection and clarity – ideally gained through a personal and professional assessment. Personal branding helps position one's profile credibly and sustainably. In a changing job market, this mindset ensures long-term employability and visibility. The Me Incorporated is not just a metaphor – it's a mindset for those shaping their careers with intention.