

ME INCORPORATED

Employment is not an act of goodwill. For in-demand professionals and managers, it is a joint venture – on equal footing.

The concept of the self-as-entrepreneur emerged during the dot-com boom, when professionals in start-ups began to think and act more entrepreneurially. Today, the idea is more relevant than ever. Those with a strong, in-demand profile operate in the labour market like a business: they assess their position, evaluate fit, and negotiate collaboration. This perspective fundamentally changes the dynamics of a job interview: it is no longer a traditional application, but a mutual assessment of suitability.

Those who see themselves as entrepreneurs of their own career take an active role in shaping it. What is my offering? What differentiates me? How do I develop my profile to remain relevant in the future? These are questions reminiscent of strategic business management. Continuous development becomes a targeted investment – not a compulsory exercise.

Personal branding is the natural consequence of this mindset. Those who think this way do not present themselves as job seekers, but as a business case with a clear positioning.

Articles on the self-as-entrepreneur (all articles)

- Success is overrated
- What is the key question in career development?