



NEW DIRECTIONS

SMART NEW WAYS TO MAKE MONEY

From start-up trends to work hubs to jobs with extras, we look at new opportunities to earn an income

Nine-to-five is no longer the norm – office life as we know it is changing, and in this five-page special, we look at new work areas.

The first is becoming an “intrapreneur”, which means staying in a large corporation but acting as an entrepreneur. Such people are good at making ideas a reality.

The second huge trend is flexible working, and flexi-types combine a salaried job with freelance work, or

have very flexible hours with one employer or work on a portfolio of projects.

Fancy starting a business or going freelance but want to be able to network and share ideas? Work hubs are places where you can rent space and share ideas with like-minded people (p131).

Finally, there are new trends in start-ups. For many women, like Dominique Tillen, whose story is on p132, the idea comes from their own experience of family life.

Could you be an intrapreneur?

Do you long to have more autonomy in your work, be more creative with new projects, but are scared to leave the day job to start up on your own? You no longer have to. Big companies are cottoning on to the fact that if they allow their employees more freedom to create their perfect career, they can hang on to them and benefit from their new ideas and skills. And, if the ideas work, it could mean a bonus or promotion. It's called being an “intrapreneur”, in other words, an “in house” entrepreneur.

“Businesses hate losing good staff,” says brand expert Faye Smith from training consultancy KeepYourFork.co.uk. “They’ve realised that by giving people the opportunity to step off the treadmill and develop ideas, products and skills, they get job satisfaction as well as loyalty to the company. The business gets great ideas and more out of their staff.”

Meet our intrapreneurs

'I was looking for a new challenge but I didn't want to leave the firm'

ADELINE GINN, 45, is married with two children. She is the General Counsel at Angel Trains, a rolling stock supplier. Within her role she created Women in Rail, an industry group focused on supporting women and promoting the diverse roles available within the rail industry.

MY BACKGROUND I started off as a criminal barrister, but transport is in my blood and I took conversion exams to be a solicitor in 1998 so that I could work for a transport company. My father was a sea pilot and I've always loved modes of travel. I've worked for Angel Trains since 1999, and love it. Trains and transport have such a dry image, but once you're inside the industry, it's so different. Every aspect, from the mechanics of driving a train to understanding how crucial transport and logistics are within our economy, is fascinating.

MY INTRAPRENEUR IDEA Having worked here for such a long time, I was looking for a new challenge. I didn't want to leave the company, but knew I needed to progress my role. About two years ago, I was chatting to my CEO on a train on the way to a conference. He asked me about diversity within the industry and why women were often put off joining. I mentioned that there was no women's networking or support group within the industry and that might be part of the problem. We discussed options and I suggested starting Women in Rail. It was exactly the challenge I had been looking for.

WHAT HAPPENED NEXT My CEO told me he'd support me and give me some work hours to dedicate to it. I started a small group on LinkedIn, then organised a couple of networking events. Gradually word spread and we started a Twitter account. We now have 1,500 members and we want to turn the group into a charity. We're creating a corporate membership scheme (it's free to ordinary members) to raise more funds. We run self-confidence, flexible working and networking workshops, and last year launched a mentoring programme to encourage men and women to mentor other women and young graduates in the industry.

LIFE AS AN INTRAPRENEUR I really love my "day" job, but this is my passion. It makes my job so rewarding and has meant that I can help others and develop my career without leaving the company that gave me this opportunity.

'My company allows me to wear as many "hats" as I like'

KINDA JACKSON, 36, is divorced with two children. She works for MSL Group, a global PR company, and lives in London.

MY BACKGROUND I started off as a receptionist for a web-building company at the age of 17. I fell in love with all things tech and quickly moved up the ladder into digital production. I joined MSL four years ago, as a digital director, and didn't really know what PR was at first. I learned as I went along and loved it. My "main" job was to manage a portfolio of clients, but I was absolutely buzzing with ideas about other areas of the company. When you boil it down, PR is all about storytelling. As soon as I grasped that, I realised I wanted to do much more than just straight marketing. I'm passionate about film and video, and do a lot in my spare time.

MY INTRAPRENEUR IDEA Rather than squash my enthusiasm, my bosses allowed me to make a number of films for our clients, with amazing results. I also blog about my favourite viral marketing campaigns. I've also come up with ideas for clients, such as new apps to optimise their business.

This is all outside of my normal brief, but I couldn't work any other way, and I'm lucky that I work for such a progressive company that

allows me to wear as many "hats" as I like, as long as it benefits the business. Rather than leave the security of my job and set up on my own, I get to develop and use different skills so I'm never bored.

MY TIPS Be organised – I have to be very strict with my time as I do go that extra mile and work long hours, but it's worth it to know I'm doing a good job and developing my career at the same time. Work "horizontally" across lots of disciplines – this expands your knowledge, rather than just "vertically" climbing the career ladder. >>

How do you ask your boss for an intrapreneurship?

Brand expert Faye Smith says:

1 Have a clear idea of what you want to do and what you can offer before approaching your boss.

2 Don't ask for the world at first – start small, working just a couple of hours a week on your idea.

3 Meet your boss halfway and put in a few hours of your own time to make it work.

4 Is your boss worried about it going ahead? Ask for a trial period and give the company as little to lose as possible.

5 If it works, don't be afraid to push ahead and ask for the arrangement to be permanent.

