

*Success Conversations:
The Co-Creative Process of Career
Asset Management*

PRESENTED BY
MICHAEL HAUBRICH, CFP
APRIL 25, 2009

Career Asset Management in a world of
continuous change and uncertainty

- Update and evolution of the CAM model
- Sustainable career habits
- Case Histories

“Career” as a Financial Asset

- Career = Time+Talent+Potential
- Value for Value Exchange
 - Employment Dimension
 - Community Dimension
 - Family Dimension

Quantitative Valuation of Career Asset

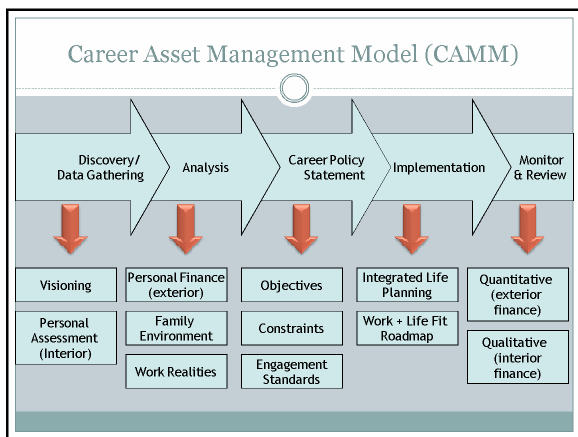
Career Financial Value =

NPV [(Wages + Benefits) Minus
Total Employment Costs]

Human Capital, Asset Allocation, and Life Insurance
Financial Analysts Journal, January/February 2006
Peng Chen, O'ya Roger G. Ibbotson, Madhu A. Mierlisy, and Jean X. Zhu

Qualitative Valuation of Career Asset

- **Career Qualitative Value =**
 - Career Knowledge Value (+,-)
 - Work/ Community Connection (+,-)
 - Experience/Maturity/Wisdom (+,-)
 - Job Satisfaction(+,-)
 - Family(+,-)
 - Self Actualization(+,-)



Messages of the Market Today

- Work Longer/better (changing view of work and retirement)
- Save (Invest) More
- Spend Less (conscious spending)

Human Capital Market Comparison to other Capital Markets

- Velocity
- Liquidity
- Transparency

Workforce Changes

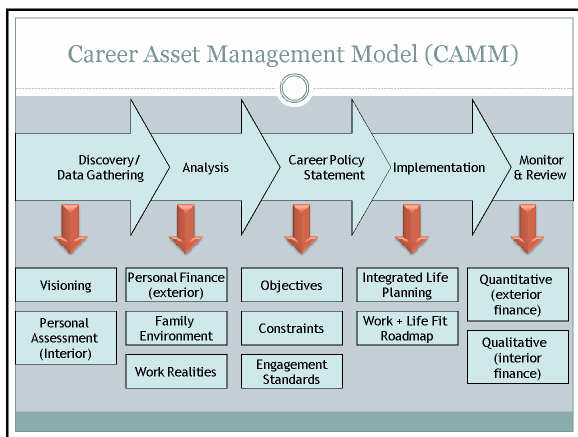
- Project based vs. static employment models
 - Contract
 - Part time, Flex scheduling and job sharing
- Working in Retirement (the New Retirement Paradigm)
 - Staged Retirement
 - Encore Careers (MetLife Survey 2008)

Sustainable Strategies and Tactics

- Life Long Learning
- Benchmarking
- Networking
- Establish a Career Asset Working Capital Fund
 - Velocity, volatility, learning and lifestyle (FMLA) sabbaticals

Case Study: Barb Markoff (Formulaic)

- General Background
- Co-Creative Process
- Outcomes



Case Study Tami Witt: Organic Process

- General Background
- Co-Creative Process
- Outcomes

Another Perspective
Paula Hogan, CFA CFP

Career Asset Management
Life Cycle Investing
Financial Life Planning

Career Sustainability Resources

http://www.toyourwealth.com/sustainability_tools.html

www.careerassetmanagement.com