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**Small Business
Resource Association**



THE SBRA COMMUNITY READY FOR A CAREER CHANGE? IF SO, WHY?



**By Gary Seibert, CEO,
Small Business Resource Association**

In the “Good Old Days” the typical employee stayed with one company for the majority of their career. Pensions were a major incentive and job security was important. Many people

were born and lived their entire life in the same town. That all started to change as the Baby Boomers entered the scene from 1946 to 1964. New types of industries were popping up all over the country and luring students after graduation from high school and college to leave their hometown and take up roots somewhere else. This trend has continued to build over the past 60 years and has led to a most recent survey conducted by Apollo Technical indicating that the average person today will have 12 jobs during their lifetime.

Are you kidding me? 12 jobs over a typical 40 year working career. That’s a change of career every 3.5 years. How is that possible? Look at what the average employee is saying about their work experience.

I work in a toxic work environment, my employer is not providing any learning opportunity. I do not see any growth path. Salary, bonuses and benefits are terrible. I get no recognition for my positive input. The company is not like it used to be. There is a lack of shared values. I feel disrespected. I need to do something different. This is a culture that I do not want to be part of.

Is this an employee problem or an employer problem?

In 2020, 114 million jobs were changed or lost. By 2021 the United States experienced the greatest new business start-up in history and more than 50% of those were by people over 50 years old. Older people were getting laid off and they were still in the prime earning years of their lives. They needed to make a change in order to survive.

So, here we are in 2022, where are you in your career? Do you LOVE-LOVE-LOVE your job or are you considering a possible career change? I was at a Christian Business men’s and women’s networking event several weeks ago and the speaker, Mark Owens, addressed this topic with 5 stages people go through in considering a job change.

1. **QUESTIONER** —You’re wondering whether you need to make a change, but you’re not yet doing anything about it.

2. **BROWSER**—You’re starting to take action to try to improve your career situation but you’re not yet committed to make the shift.

3. **EXPLORER**—You are committed to a change, but you’re not yet clear on what else you might like to do.

4. **PATHFINDER**—You’re clear on the line of work you want to move into, but you haven’t yet shifted.

5. **SHIFTER**—You’ve successfully shifted into a more fulfilling career that fulfills the void from the employee problems stated above.

At the same time, we have to consider why people stay with their employer, year after year, with no interest in looking elsewhere.

1. **FLEXIBILITY**—Being able to quickly adapt to new circumstances as they arise. Being open minded, developing new skills, planning for the future, having a strong support network.

2. **FAMILY**—Having flexible work hours to be with and support a healthy family life.

3. **RECOGNITION**—Being recognized for a job well done, ideas and suggestions that can better support the company’s growth and profitability.

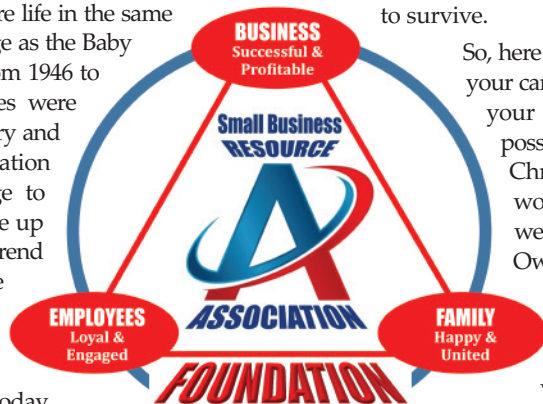
4. **BEING THANKED**—Sometimes a pat on the back and a heartfelt thank you can go a long way.

5. **COMFORTABLE SHARING**—Not being afraid to make a suggestion.

6. **FEELING SAFE**—Being with a **TEAM** that works together, plays together and stays together, no matter what. No one gets left behind.

If you are looking for a change it’s because your needs are not being met. Money is not the end-all for your decision-making process. Money will never satisfy your needs as you will always want or need more. Look at the second list, satisfy those needs and then use the first list to see where you are in the process.

If you think you need to make a change, ask yourself **WHY**. Answer that question and then, and only then, start your search using the second list or you will end up being one of those 12-jobs-in-a-lifetime statistics. If you love your career, it’s not work, it’s what you love doing.



SBRA Business Spotlight



ASSURED ASSISTANCE

Located at 225 N. Kenhorst Blvd. Reading, PA 19607



With Assured Assistance, you can maintain your independent lifestyle and focus on the things that are important to you. We understand, you treasure your home and your independence. Still, sometimes, you just need a little bit of help with a few things. And that's where we can help. Home care is where our heart is.

Services include medication reminders, bathing, grooming, dressing, continence care, personal hygiene, assistance with grooming and dressing, changing bed linens, making meals or meal clean up, calendar checks and preparing for the day's activities/events, errand services/shopping groceries, family respite care, transportation services, companionship and much more.

Call 610-796-4737 or visit www.Assuredassistance.com

SPONSOR A DREAM CHASER



When you sponsor a Dream Chaser you are making an investment in our community. Your support will give Berks County high school students the opportunity to learn and prepare for an entrepreneurial career path.

A recent survey by Junior Achievement showed that 60% of Generation Z high school students aspire to start a business one day. Teenage entrepreneurs are starting businesses, in lieu of college, because of increases in college tuition and growth opportunities in technology.

As Berks County business leaders, we have an opportunity to mentor and educate these Dream Chasers as they take the plunge into the world of business. Small business has been, and always will be, the driving force behind Berks County. We are a hard-working community. We are a diverse community, and traditionally, we are a community that empowers each other.

This summer, The Small Business Resource Association in collaboration with Career Ready Berks is hosting the inaugural Emerging Entrepreneur Academy. This is a 6-week program designed to help high school juniors and seniors experience what it's like to start and operate a small business. The program runs for six weeks; three weeks in the classroom and three weeks of on-site experience with a local business owner.

This hands-on, interactive, real-life learning, delivered by local business partners, is a unique opportunity for both Berks County students and businesses alike.

More successful businesses in Berks County equals more jobs. We have always been a self-sustaining economy. Let's ensure this continues by guiding the aspiring entrepreneurs in our community. It's an investment to sponsor a Dream Chaser and the return on this investment truly is **priceless**.

Please consider aligning your business with one of the future business leaders of Berks County by sponsoring one or more students. We can't thank you enough for your support of this worthy effort!

Help us turn some DREAM CHASERS into DREAM MAKERS!

For more information or inquiries please contact Gary Seibert at gseibert@sbrassociation.com or 484-333-3270

SBRA Monthly Member Shout Out

Members Helping Each Other Grow



NEW SBRA MEMBERS

- Assured Assistance
- Berkshire Investment Group
- Binary IT Solutions
- Blue Ink Notary
- Celebrate Together Event Rentals and Designs
- Colonial Life/BeneChoice
- Irresistible Teams
- Level Financial Partners
- Linda Giorgio Real Estate
- Lush Emerald Landscapes
- N&C Transportation Company LLC
- Presence Bank
- Primerica/PFS Investments
- Rick Fisher Coaching
- Social Enterprise Institute USA
- Sterling Life Solutions, LLC

SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays

information. sharing. motivating.



Free to the public. Get more details and register at <https://www.sbrassociation.com/#EVENTS>

- **Tuesday, June 7th**
– 9:30-10:30 a.m. -
SBRA Workshop
Presented by Berkshire Investment Group
- **Tuesday, June 21st**
– 9:30-10:30 a.m. -
SBRA Workshop
Presented by Members 1st Federal Credit Union

MEMBER MINGLES – NETWORKING

Wednesday, June 29th
5:30-7:00 at JBT Bank

Register: <https://www.sbrassociation.com/#EVENTS>

Learn How the SBRA Can Help Your Business Grow

– Membership Benefits Update
Wednesday, June 29th,
9:00-9:30 a.m. via Zoom

Register: <https://www.sbrassociation.com/#EVENTS>