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NEXT STEP

WHY PASSION IN ENTREPRENEURSHIP IS GROSSLY MISUNDERSTOOD

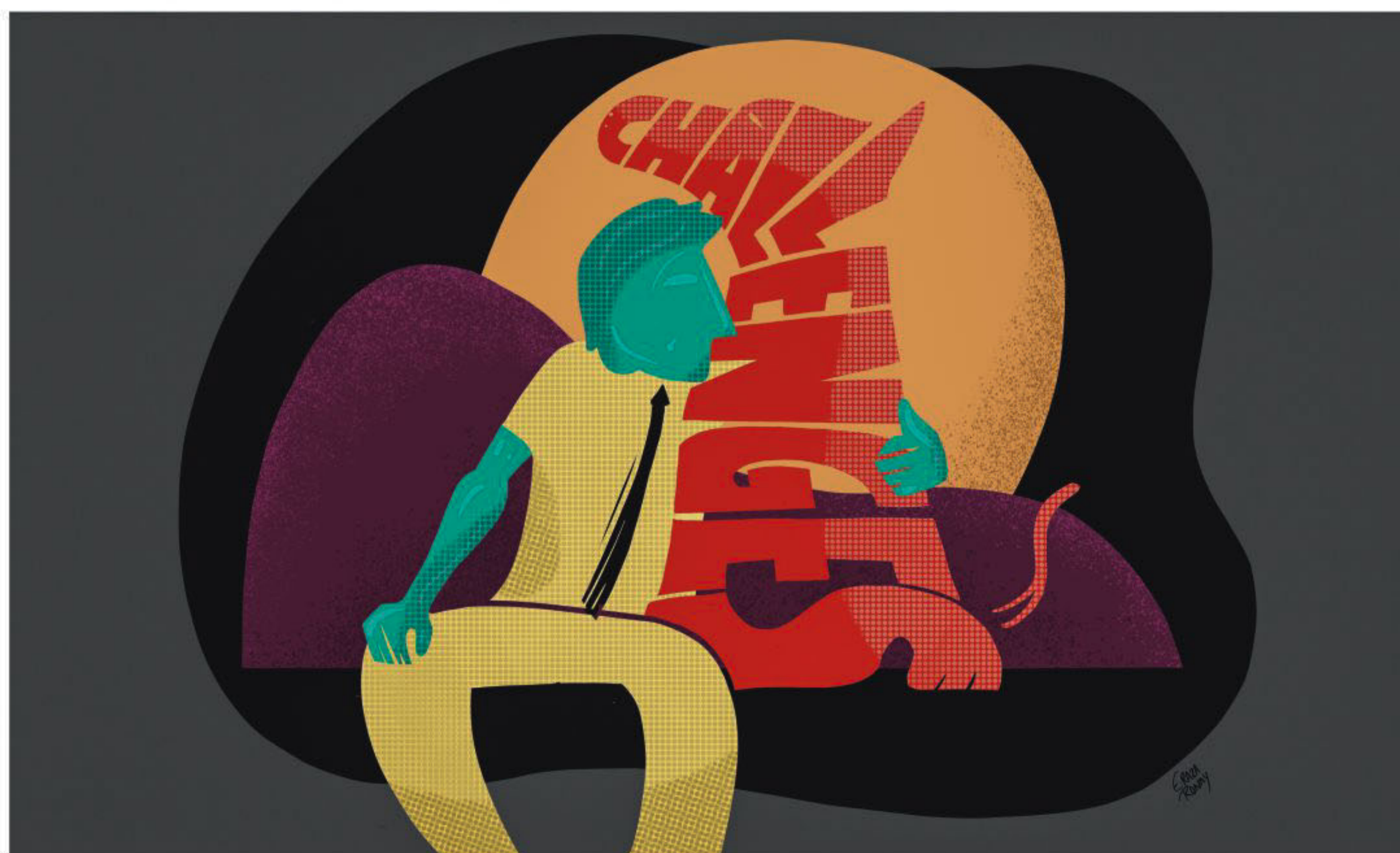
The importance of passion in anything you do is something we hear about again and again. Especially if you are looking to become an entrepreneur, you will hear lots of advice and come across lots of articles eschewing the importance of "following your dream" and "loving what you do".

Unfortunately, more often than not, they are either explained incorrectly or interpreted wrongly.

Don't get me wrong; loving what you do is quite important if you want work to not feel like work. The clichéd notion of entrepreneurship being a crazy, soul-sucking and enormously pressurising journey is not false. It can be even more taxing on yourself, your physical and mental health than you can imagine.

But the often-repeated perception that you have to love exactly what you do is mostly inaccurate. For example, someone who has launched a successful digital marketing firm may tell you that passion in digital marketing is what made them start this venture, and the same must apply for you. Or someone who started a sports marketing venture will tell you their passion in sports is what prompted them to get into this field. They think the same should apply for other entrepreneurs, that is, they must possess the exact passion in whatever product/service they are offering.

Think about the logical loophole. What about Mark Zuckerberg, who launched perhaps the most revolutionary social media platform the world has ever seen? Do you think this stemmed from Mark's deep passion in human relationships, social relationships? It's far from it. If you read about his background or watched "The Social Network", you'll know that Mark was a loner and an introvert who had very few friends. Yet his brainchild, Facebook has completely changed how the average human being stays connected to their friends. What about Uber? Was Travis Kalanick deeply passionate about human transportation? Was he obsessed with finding an easier, cheaper way for people to move around? Again, the answer is no. Travis actually spoke on stage to reveal the real story: his friends were all gushing when they first saw a fancy black car pulling up outside of a San Francisco bar to pick him up. Their reaction



is what prompted him to launch Uber; in his words, he wanted to be seen as a "big shot" in his hometown because he owns such a badass venture. In the process, he ended up introducing the concept of both ride-sharing and gig economy to the entire world, and spawning a completely new breed of business models!

If you look around, you will find all sorts of big businesses pursuing products and services you can't imagine any sane person to be passionate about: manufacturing cement, bottling water, selling insurance, producing bulbs, selling milk, providing internet connectivity, etc. Yet there are multi-billion dollar companies in these spaces. How did they get so big, if you are supposed to love what you sell? I for one can't fathom that the founders of hellotask are passionate about maids. Or the brains behind Truck Lagbe are extremely fond of trucks.

In all the cases mentioned above, what we can notice are people who were passion-

ate about solving a problem. Each of these entrepreneurs noticed an actual need in the market that was not being filled, and they instantly jumped in to meet that need. And in the process, they excelled so well because they were passionate about the process of entrepreneurship. The charm of starting your business is that you get to dictate how it will go; the product, the marketing, the sales, the hiring, the pricing, etc. You get to work with something that starts from scratch, and after toiling for years, you see it grow to gigantic proportions. That is what fuels your passion. Successful entrepreneurs are those who love the "process"; all the things that go into running a regular business. They need not be passionate about the actual product/service; simply because as I already discussed, there are many things you just cannot be passionate about.

What about Elon Musk? The guy is pursuing 10 different businesses at the same time; is he passionate about all of them,

starting from selling solar panels to producing electric cars to drilling giant holes to building rockets? Or is it more likely that he is passionate about solving extremely ambitious problems that fits into his overarching life goals of advancing sustainability and preserving the future of mankind?

Therefore, it is time for you to tune out that guy who owns a digital agency and insists you need to be extremely passionate about what you're selling. He has gotten passion in entrepreneurship all wrong. Just be passionate about the process of launching and growing a business. That will help you get through the dark days, and enjoy the bright ones more!

MUHAMMED ASIF KHAN

Co-founder of Alpha Catering, Muhammed Asif Khan is striving to leave an impact by working hard and helping everyone around him. For any support or advice, you can reach him at muhammed.asifkhan92@gmail.com.

THE BOSSMAN

BY E. RAZA RONNY

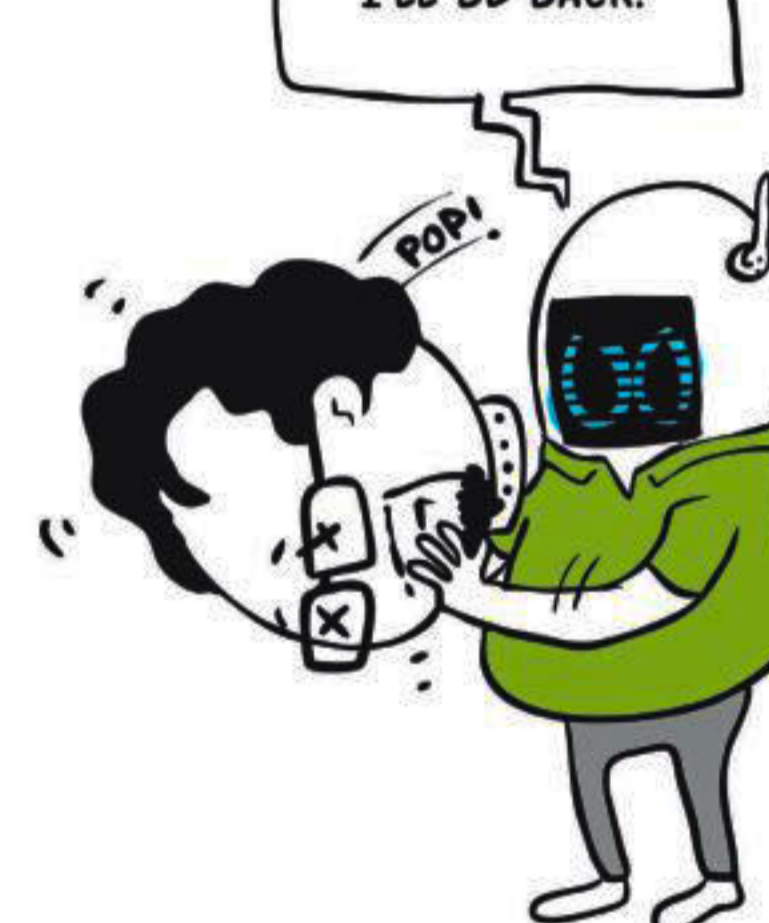
WELCOME BACK EVERYONE. I NEVER DOUBTED YOU AGAINST THE AUTOMATION. NOW BACK TO WORK.



GLAD THAT NONSENSE IS OVER. IT'S A RELIEF THAT ALL THOSE ROBOTS WERE FINISHED OFF.



I'LL BE BACK!



How gig economy is reshaping careers

The term "gig" is a slang word that has mainly been used in referring to musicians, which mainly means a job for a specified period of time. Musicians, artists, photographers, etc. were traditionally known as the gig workers. The term "gig economy" has since then changed its applicability as the economy became more digitally and technologically advanced. The gig economy is a free market system where people work with the intention of short-term engagements. Some common gig employees are freelancers, contract workers, and part-time employees.



As the economy is becoming more and more digital, the workforce is becoming more mobile. So with the rise of a flexible workforce, the entrance of millennial generation into the job market and the tendency to shift jobs continuously, the gig economy has evolved into the biggest contemporary trend.

The gig economy became the norm during the financial crises when people faced unemployment or under-employment problems and had to look for other sources of work. The gig economy has now ventured into two major segments. Knowledge-based gigs include jobs such as machine-learning data scientists and independent management consultants. On the other hand,

service based gigs include tradespeople and delivery drivers. Technology and software platforms are driving a sizable portion of the economy which enable the sharing economy. This includes services such as Uber, Pathao, AirBnB, etc. which have become a part of our everyday lifestyle.

The main reason for the rising popularity of the gig economy may be attributed to low risks as the risk moves away from an organisation to the individual. The gig workers don't have real bosses. They work for apps. The ride hailing, delivery and personal errand services are the manifestations of such instances.

This complexity is being led by the "shut in" economy where workers who rarely leave their home offices get most of their work such as as groceries, cleaning, laundry, deliveries, etc. done by gig workers. It is almost poetic that most customers who avail these services are gig workers themselves.

Traditional workplaces are continuously offloading risks to individuals wherever possible. Contract works are growing rapidly as traditional jobs change and emerge with a new appearance. But these changes come with a lot of uncertainties and insecurities. Task-oriented jobs prove that the economy has the possibility to rebuild on hundreds of millions of small businesses which are interconnected with other businesses.

The gig jobs run a wide spectrum of pay scales which are attracting more and more people due to the flexibility, resource benefits and opportunities of having proper work-life balance. Millennials are the ones who are widely credited with disrupting the systems and setting the groundwork for the propagation of gig economy but baby boomers and other generations who are on the edge of retirement are increasingly being drawn to gig works because it brings in the extra income without major time commitment. So it is evident that the gig economy is a part of shifting cultural and business environment.

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Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.

Ways to store information from online reading

Remembering information is not easy in a world of 24-hour news cycles. Assignments, term papers, research, etc. make us surf the internet at a high rate, often leaving us with little time to consume the information we are reading. Here are a few methods that can be used to store information effectively.

POCKET

Pocket is a useful application for anyone who wants to save an article they are reading for later use.

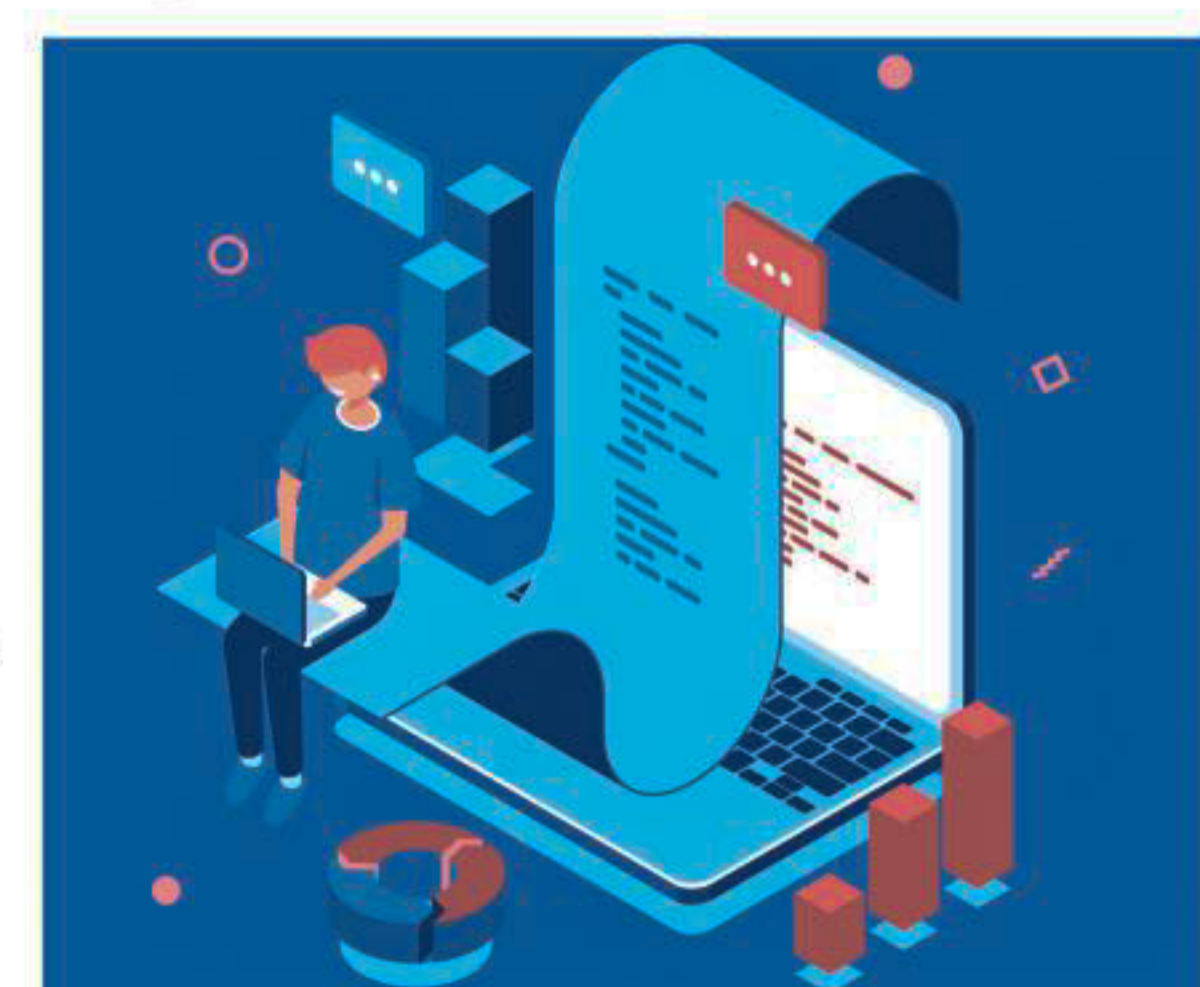
You can also use this to save articles for offline reading if you are in a hurry. Once you install Pocket on your phone, it adds a button to all your other applications for you to click on the share option and save necessary information using pocket.

THE TWO-MINUTE RULE

It's hard to remember information from opinion pieces and editorials. They tend to be longer than most other online reading materials. A useful method to remember things is by taking two minutes to think about each article you read. In these two minutes, think about the three to five things you have learnt. It can be statistics, an incident, or merely an observation. This method helps readers who have trouble remembering things whilst reading.

MICROSOFT STICKY NOTES

While surfing through lengthy journals with complex information, it's difficult to keep up. By the time you reach to section B of the paper, you probably don't remember the references cited in section A. Microsoft Sticky Notes is a desktop application for Windows users that they can use to store important data, both on a browser and on their desktop screen. Users can also access and edit their



Sticky Notes on Android and iOS via OneNote application.

SINGLEFILE

This is a Chrome extension that can be used to save webpages without changing the layout. If you try to save a webpage normally, the process usually changes page layout, ultimately ruining your reading experience. Using SingleFile allows you to save your pages faster as it requires fewer steps for easy, organised saving.

NOSHIN SAIYARA

Noshin Saiyara is an aspiring conservationist who is deluded into thinking she can save the planet from dying. Reach her at nsaiyara12@gmail.com to bring her back to reality.