Opportunities for Enterprising Employees

Cyber cafés are a creation of the Information Age.

Trends toward globalization, advances in technology, and deregulation open the door to new opportunities and create new challenges. New occupations are being created every day. Ten years ago, there were no Web masters, robot technicians, or cyber café managers. Ten years from now there will be jobs that we cannot even imagine today—jobs that may require completely new skills.

Today's jobs are going to talented and skilled employees who are not afraid of new ideas. Organizations that once were locally based are now more globally focused, with loyalties that extend far beyond the boundaries of a single community. There is a demand for workers who can generate innovative ideas and communicate them to others —for enterprising employees.

In the Information Age, **intellectual capital** has become an important asset to any organization. Employees who build their knowledge and skills on the job are critically important to any organization's success—even more important than those who come to the job with highly developed skills. Skills become outdated over time, but enterprising employees are able to compensate by learning new skills and adapting to new ways of doing things.

Enterprising employees, sometimes called intrapreneurs, continually reinvent how they work, and continually reinvent themselves in the process. Their ability gives rise to new opportunities as they meet problems, find solutions, and carry their organizations forward with them.

The skills that enterprising employees use to succeed within an organization are somewhat different from the skills a person needs to start a venture.