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# Hybrid Career Model

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# What is hybrid career model?

- WFH
- WFA
- WFO
- Gig Economy & Gig based jobs
- Intrapreneurship
- Solopreneurship
- Entrepreneurship

## Education / Skill Set

- Mainstream Business Degree/Diploma + Futuristic Career / Professional Skills + Applicable Industry Skills + Life Skills + Multiple Exposures

# Futuristic Courses & Skill Set

[Most In-Demand Digital Marketing Skills](#)

# What's the Digital Trend in India?

**Active Internet users** - 697 Million as on 2020

**Active Mobile Social Media Users** - 230 Million as on Jan 2019

**Most Prominent Digital Platforms** - Facebook, Google, Youtube, LinkedIn, Instagram

**% Used marketing medium** - Digital Marketing 68%. Print - 9%, Radio - 6%, TV - 5%

**Mobile ad spends %** - Social Media (29%), Search (27%), Video (20%)

**Data Sources:** *sokrati.com, socialsamosa.com, statista.com, socialbeat.in, comscore*

# What's the Career Prospect?

**800% increase in job opportunities** in last 5 years. Entrepreneurship is also on big rise. faster career path & more than 60% better than other career courses.

**1.8X average salary hike in a year** for right candidates. Huge scope for Part-time passive income too. Globally accepted skill.

**Huge Demand** – Top MNCs, SMEs & startups have a huge & increasing demand

**Highest Growth** – 1/3rd of businesses are planning to introduce a Digital Transformation program & 1/3 already have. Highest industry growth.

# Why career in digital media is on demand?\*

Courses	Duration	Avg Fees	Probability of job(Freshers)	Last 3 years stats	Avg Salary per month for a fresher
MBA/PGDM	2 Years	5-8 Lakh	55%	35/100	Rs.24,000-Rs 45,000
B.Tech	4 Years	Upto 8 Lakh	19%	17/100	Rs.13,000-Rs 20,000
Digital Marketing	3/6/12 Months	30K-1 Lakh	97%	97/100	Rs.21,000 - Rs 30,000

*\*This is an overall average in India. Premier B schools of India or discrete cases have not been considered into salary figure..Source: Payscale.com*

# Digital Entrepreneurship on rise

[Top 20 Ways To Earn Money Online](#)

# Recent & upcoming changes in job market

The Indian Express Says (2021) - The hiring for remote jobs has increased 3 fold

“ Job posting for freshers increased by 157% from April/May 2020 to 364% from Aug 2020 onwards.” Sashi Kumar, MD of Indeed said this is because of the change in the mode of work.

“ The leading roles for freshers are in the areas of Administration (14%), Tech Software (10%), Customer Servicing (8%), Marketing (5%), Sales (4%)”

-----Now Plan How a Hybrid Career Model Can Help -----



# Full Time vs Contingent Employees

Gartner research says -

32% of organizations are replacing full time employees with contingent workers as a cost saving measure. Also hybrid work model is on rise. Example: Google (50% people working in hybrid mode), TCS (By 2025, 75% will work in hybrid mode)

-----It's time to shift to a hybrid career model-----

# Change in Interview pattern

Research by Jobvite says -

Digital communication tools such as AI job outreach programs are growing rapidly. 58% of recruiters are using Facebook & LinkedIn to search and connect with candidates.

# Rise of Gig based or On-Demand jobs

How to adapt to the changes?

----Shift towards a hybrid career model----Earlier you adapt, better the result -----

# The Guardian Newspaper says -

Interviews by Killian Fox & Joanne O'Connor

“My father had 1 job in his life. I have had 6 in mine, my kids will have 6 at the same time.”

This is the life inside the new Gig economy.

# Ladder or Lattice Corporate Workplace Structure

Recently Lattice structure is preferred over ladder structure .

Lattice - Flat hierarchy or no hierarchy. More exposures. Multi-directional work. Intrapreneurship environment. Fluid Gig roles.

Ladder - Hierarchy based structure. More experience - One directional work. Corporate environment.

Now companies prefer more exposures than more experience. So what you need to do? Get more and more practical exposures.

# Workplace monitoring is on rise

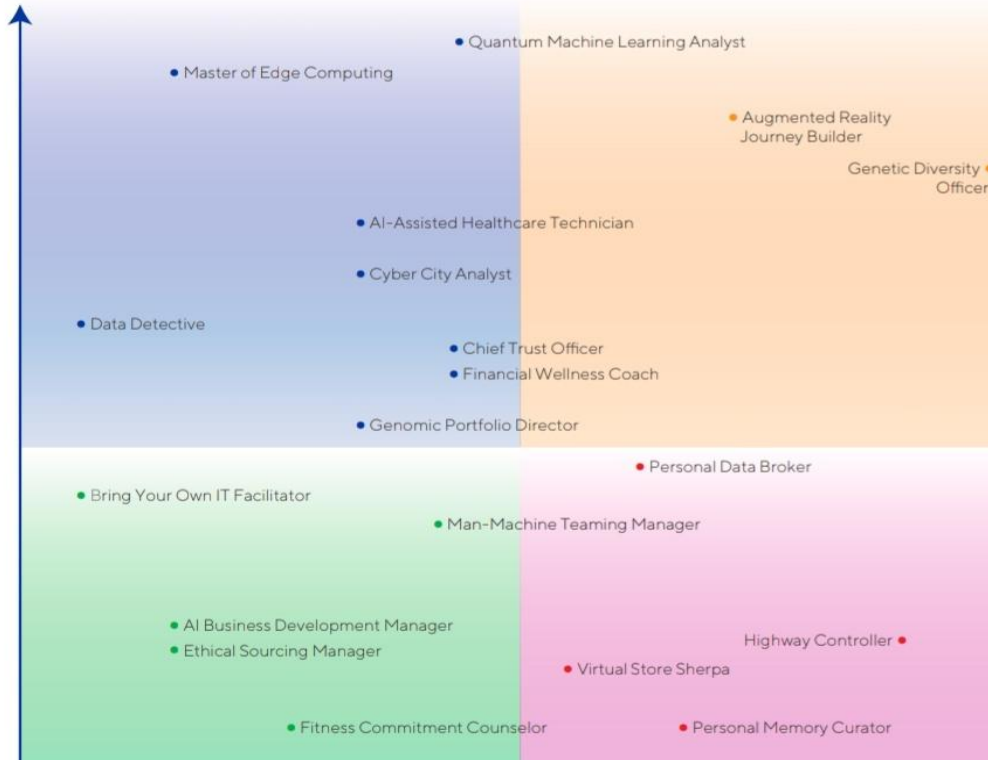
Technology advancement, wearable technologies, AI & more.

You must do your homework & your math well.

# 21 Jobs: The Road to 2028

Tech-Centricity

High



# How to prepare?

- Don't underestimate human imagination & creativity
- Remember: Machine needs man.
- Prepare yourself for a hybrid career model
- Focus on mainstream education + business education + professional futuristic skill sets + applicable hands-on exposures + Life skills such as leadership, team work, flexibility, adaptability, Consistency, Patience, Clarity of thoughts, Incremental progress every day, Self introspection, Entrepreneurial ability, "Obey but lead" attitude, Problem solver attitude, Be Ability-focused rather than money-focused, Helpful nature, Managing Multi task & Multi-focus activities, Time management skill, Good Personality, Visionary skill (See long term than short term), Competitiveness etc
- Keep a watch on emerging technologies & learn. Create your backups.



# Go beyond curriculum

Become SMART

SPECIFIC

MEASURABLE

ACHIEVABLE

RELEVANT

TIME BOUND

“I will help your company to reduce cost by 10% & increase revenue by 5% by bringing automation & forming a multi-skills team in next 6 months. See what I ‘ve done in my internship a similar kind of project but in small level.”

# Thank You :)

## **Debajyoti Banerjee**

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Founder & CEO at Seven Boats. 17+ years of domain expertise. Felicitated & invited by 20+ top B Schools & Management Institutes of India including IIM, IITs, AICTE, UGC. Associated as digital marketing visiting faculty in 5+ premier B schools in India. 20+ awards including PRCI National Chanakya Award for best digital communication Trainer, invitations & featured in premier magazines. Instructor at Udemy.

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