

NETTELBOSJE 2
ALUMNI MAGAZINE STRATEGIC INNOVATION MANAGEMENT
Editorial for: S3-Q3: April 2016

## "Choose a job you love, and you will never have to work a day in your life." - Confucius

Dear all,
I hope that you enjoyed your Easter break. This edition of Nettelbosje 2 - S3-Q3 - has the stories of Elke Lamoen (study year 2009-2011) and Gerben Nij Bijvank (study year 2006-2008). Although they have had different career paths, they share an important feature. Elke and Gerben both started an interesting job, but found out that the job did not truly fulfil their needs. They maneuvered their ways across some rocks, and used each new job as a platform for the next one. With each new job, they were able to better understand what they liked and disliked, gained additional skills that appeared to be useful in future jobs, and got closer to their 'ideal' job. After having worked for several employers in different industries, they now both seem to be happy with their jobs. In Nettelbosje 2, they explain that choosing a job that you love is the most important feature of a job.

I know Elke as a very kind and caring person. During her studies, I already had the feeling that she would become a teacher or coach, as she can explain things very clearly, and has a genuine interest in helping other people. I was not surprised at all when I heard that she had stopped her strategy consultancy career to become a teacher at Avans....in business administration.

I know Gerben as a clever, somewhat introvert student. Quickly after graduating Gerben became a personal assistant for the CEO of Tele2. I presumed that he would quickly become a CEO for a large corporation, but he chose a different path focused on becoming an entrepreneur in sustainability. He has made his first footprints: he won a prestigious Young Sustainable Entrepreneurs award, and was part of the Energy Agreement for Sustainable Growth (Energieakkoord).

So for those starting their careers, just see your first job as a diving board to the next one...

