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The Economy of One: Code for Free Agents

By Elizabeth Allen

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In recent years, millions of Americans, who previously held secure positions throughout the workplace, have been struggling with job loss, underemployment in a changing and uncertain economy. The restoration of jobs has been painfully slow; in fact, there are indicators that up to 40 of the full-time jobs that have been lost may never return. Elizabeth Allen, author and nationally-known business consultant, responded to this nation-wide emergency by adapting her cutting edge sales and marketing methodology CODE for Sales for use by individual Free Agents. CODE is an acronym for Communicate-Organize-Document-Evaluate. I was asked to present CODE to a large group of unemployed people, Allen said. Looking out at the faces of so many highly skilled career employees, I realized that what they really needed was to be empowered. At this time, the millions who are unemployed represent the largest uninvested asset in the nation, but due to fierce competition and a changing economy, they have limited options. What people need are tools to help them re-engage and to capitalize on their value. The CODE system offers individuals an actual method to leverage their wealth of...



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