

Thriving in the Gig Economy: A Checklist for Introduction to Business Instructors

In an era of rapid technological advancement and shifting work paradigms, the traditional notion of a lifelong, stable career is becoming increasingly obsolete. The gig economy is reshaping how we work. This checklist equips business instructors with strategies and activities to prepare students for success in the gig economy.

Entrepreneurial Mindset and Personal Branding

- ☐ Assign a Personal Brand Development Project where students design a logo, create a value proposition, and develop a mock portfolio site.
- ☐ Conduct a Competitive Analysis of 3-5 successful gig workers in a niche, evaluating strengths, weaknesses, and unique selling points.

Digital Literacy and Online Marketplaces

- ☐ Run a Platform Comparison Challenge with groups researching gig platforms like Upwork, Fiverr, and TaskRabbit.
- ☐ Assign a Mock Gig Proposal where students create detailed proposals, including project description, milestones, and pricing.

Financial Management and Irregular Income

- ☐ Use a Gig Economy Budgeting Simulation with irregular income data to design a full-year budget.
- ☐ Host a Tax Planning Workshop with a tax professional, including completion of a mock gig worker tax return.

Adaptability and Continuous Learning

- ☐ Have students create a 5-year Skill Evolution Timeline, identifying critical future skills.
- ☐ Conduct a Pivot Challenge where students develop a 90-day plan to adapt after losing their main gig.

Networking Skills and Professional Growth

- ☐ Organize a Virtual Networking Event with breakout rooms and post-event connection tasks.
- ☐ Assign a Collaborative Gig Project where pairs of students negotiate roles and profit-sharing.

Cross-Industry Applications

- ☐ Host a Gig Economy Innovation Challenge to design new gig platforms for underrepresented industries.
- ☐ Invite an Industry Expert Panel for students to present gig strategies and receive feedback.