

The Most Valuable Skills In Today's Gig Economy

(that you never considered getting from bartending)

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Want to learn how to thrive in the new gig economy? Read on.

“I’m struggling to find the career for me” → This is something I hear all the time, and it’s a by-product of approaching work the way your parents did.

Think about it, they grew up in an age where people either a) got a job doing rote tasks that they would do until retirement, or, if they were lucky, b) go to school, and get a profession that they would do until they retire.

Why is today so different, you ask?

Simple: The internet.

And the internet hasn’t just changed the digital landscape, it’s changed the *entire* economy and the way work happens.

We’re no longer limited by geography, AND we have more computing power in our pockets today than the president did 20 years ago.

So people no longer need to be imprisoned by ONE thing. They can cobble together a wonderful career and life based on their unique abilities and interests.

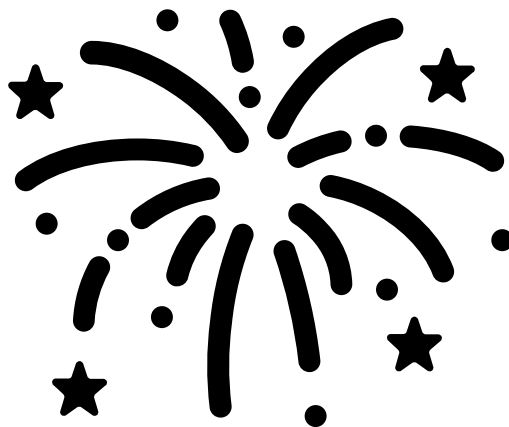
For example, the gig economy allows you to be a bartender 2 nights a week and be a consultant 1 day a week.

That's what I do.

I work 2 fun nights a week and I consult one day a week on stuff that lights me up. The best part? I'm having an impact on those around me.

What we're all ultimately looking to do is create impact in a way that fulfills us. A win-win relationship between those around us and ourselves, while earning a great living.

THAT'S what these skills are about. Not just making drinks and entertaining people. Understanding how to have an impact.



Whether you're interested in bartending or not, here are the skills to develop that will help you have a great life in the gig economy:

Create Theater

I'm going to be honest: most bartenders do NOT create theater. There's a very low level of showmanship, and from what I can tell, they're usually just mailing it in.

When I do see the bartender who's creating theater, I'm blown away. I become a fanatic and raving fan.

The reason most don't do this is because they simply don't know how, and they don't know what's possible.

Bartending, if you approach it like theater, will help you develop the skill to powerfully engage people's imaginations.

You can do it through language, or you can even do it through your movements.

For example, I have a suite of [functional flair movements](#), and that's how I teach students to create theater (I'm personally a quiet bartender).

Whereas another one of our instructors teaches verbal judo and improv techniques.

How you create the theater is up to you, all I ask is that you seek to do that, so that you and your life-long guests get the most out of your experience together.

Command An Audience

Part of creating that theater is commanding an audience. When you're behind the bar, you learn to hold people's attention and look them directly in the eye.

I can tell you from my own experience that going from the bar to conducting a meeting, being in front of a camera, or even speaking on a stage has been an easy transition.

For example → If someone on the other side of the world is going to watch a video of you, and possibly hire you or buy something from you, then you need to be able to hold their captive attention long enough for that relationship to develop.

And with attention spans getting lower and lower, commanding an audience is more important than ever.

When you're in front of an audience every single night at a bar, you become at ease with people (and it'll certainly get you out of your shell).

Network Your Way Into Anything

We've all heard the saying, "your network is your net worth."

But most people regard networking as this painful and awkward thing that they *have* to do.

And yes, that kind of networking sucks.

Want to know the fun kind of networking?

Yep, you guessed it. Bartending.

Why? 3 reasons:

1. **You're getting PAID** to do it (usually it's the other way around)
2. **People are coming to YOU**, which puts you in a position of power. Yes, as a bartender you get access to many many people you otherwise would not. And it's not you knocking on their door, it's the other way around.
3. At the same time, you will (hopefully) approach it as a **great host**. This will endear them to you. You have a tremendous opportunity to forge a relationship with them right there.

Even if it's just bartending one night a week, it's more networking than many people do. Plus you could have a few hundred bucks in your wallet, to boot.

Talk To Anyone. Develop Empathy.

One of the characteristics that makes a world-class human being is the ability to talk to anyone and put them at ease.

Bartending will help you do this because at one end of your bar you might have a fortune 50 CEO who's stressed out of their mind, and at the other, you might have someone who's coming in because they just lost someone close to them.

With time, you'll learn to navigate both of those situations with empathy.

(BTW, empathy is your ability to put yourself in someone else's shoes and begin to understand how they think. What's their worldview? What do they see that you don't see? What do they hear that you don't hear? Etc.)

Create Boundaries

The hospitality industry tends to have a lot of 'people-pleasers' in it.

These people have the attitude that the customer is always right and that we always *must* do what they say.

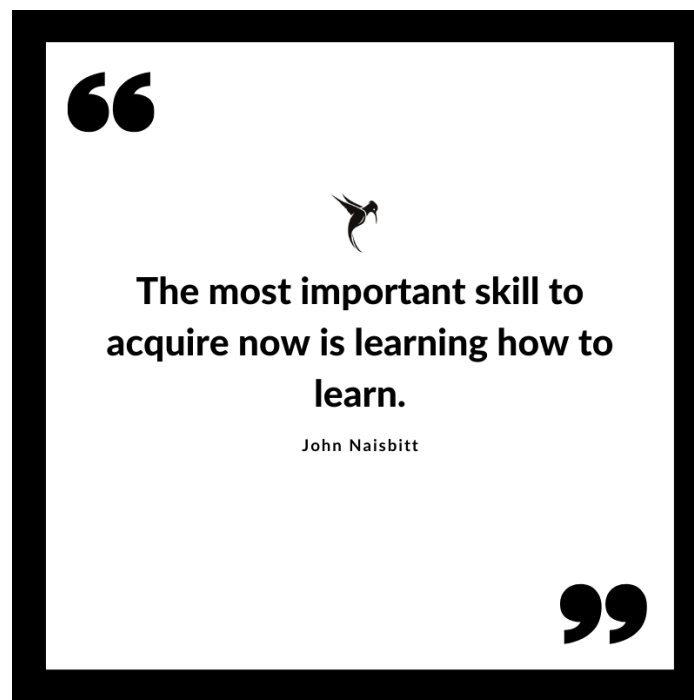
The truth is that being a great host means you're taking ownership for everybody's experience around you. And if someone is treating you badly, or if they're making a request that you don't like, or they're just ruining the experience for everyone else around them, **you will learn to powerfully say "No."**

You will learn to not let anyone take you out of your power. As the kids are saying these days, you'll become "unf*ckwithable."

Skill Acquisition

The whole premise of this guide is the better able you are to build your 'skill toolkit' off **your unique abilities and interests**, the more valuable you will be in today's gig economy.

Whether bartending is one of those skills that you tout, or something you have in your back-pocket, learning a new skill will always make you faster at learning other skills.



What's the next skill you'd like to acquire?

If you're not sure what skill to learn next, maybe bartending will be one that will help you figure that out.

Get Comfortable With Uncertainty

It turns out that the most successful people in the world are those who can tolerate the greatest levels of uncertainty.

But don't think you have to throw everything to chaos so that you can become uncertain.

Instead, think of it as a tiny muscle that you build over time.

Being a bartender means that your doors are open to anyone walking in. Any personality, any background, any profession, *anything*.

Naturally, you will get comfortable with uncertainty.

De-escalate Difficult Situations

With that uncertainty, sometimes, especially when alcohol is involved, you will have to tactfully de-escalate difficult situations.

We teach a section on this in our de-escalation skills class at the Nimble Bartending School.

You can find [the maneuvers](#) on our blog.

But no matter what, facing difficult situations from time to time, will fortify you and help you become a tactful wizard.

Be a Great Host + Be of Service

Danny Meyer says, “Hospitality is present when something happens *for* you. It’s absent when something happens *to* you. These two simple concepts -- for and to -- express it all.”

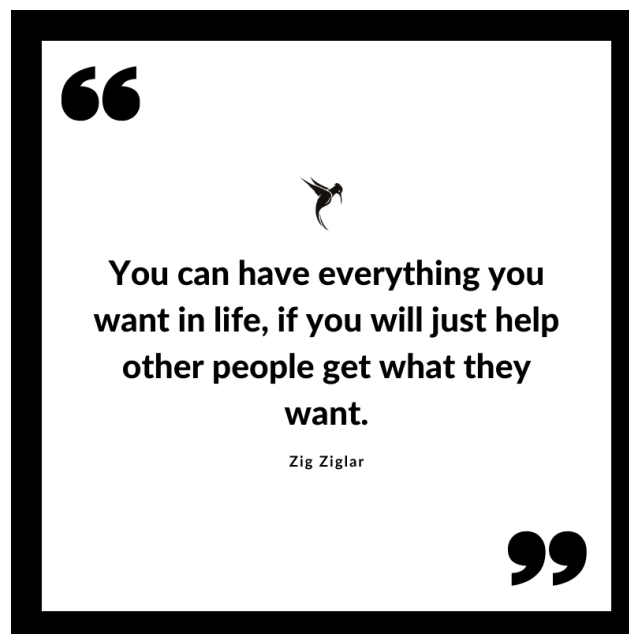
And so it goes as a bartender you will learn to cultivate your skill in a way where you’re expressing yourself for others. Not at them. Not to them. But *for* them.

They will feel welcome. They will feel invited. They will want to come back to your bar, your home, your office.

They will be attracted to you and want to have a relationship with you.

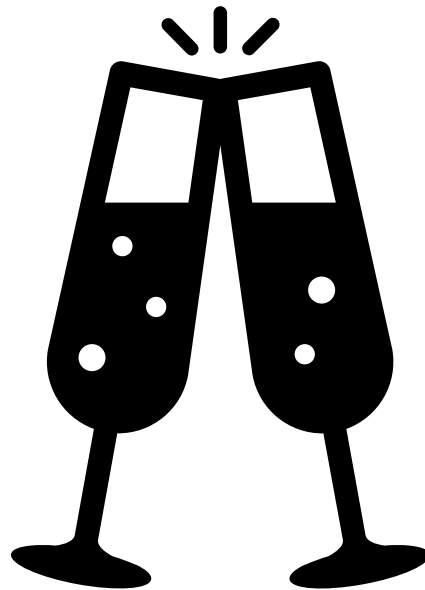
Because you’re a great host.

And part of being a great host is being of service to others.




Make a Damn Tasty Drink

And finally, you'll learn to make a damn tasty drink. Whether it's for your date, or a birthday party, the ability to make great drinks is a perennially attractive skill to have.



So there you have it, folks – 10 skills that will make you a magnetic force in the new landscape of work.

May you develop these skills and live with increasing levels of fun and freedom that this new economy affords you.

Want the next step? 2 Options Below. 

1. Take the Free Skill Toolbelt Quiz

What's in your toolbelt? Take the quiz, and you'll get a free actionable idea on how to capitalize on the unique value that you bring to the marketplace. Whether that's finding your dream job, starting a business, or becoming a freelancer – understanding your unique value is crucial in the gig economy.

[Take The Skill Toolbelt Quiz](#)

2. Apply for The Nimble Bartending School

A high-performance bartender training program for those who want accelerated progress and a recession-proof skill.

Want to learn more? Click the button below to learn more about the Nimble Bartending School.

[Learn More](#)

