

# Intel Retiree Discovers Second Career as Business Coach

*Gene Murphy, an Intel retiree, recently interviewed Bob Tierno about his “life after Intel” and gleaned some very good advice about starting another career.*



Many Intel retirees have embarked on second careers. For example, there are those who have become financial planners, lawyers and even ski instructors among our ranks. Bob Tierno, a former 18 year Intel employee, found a second career as a business coach.

Since Bob’s father was a colonel in the U.S. Army, Bob traveled extensively as he was growing up. His family lived in many different places throughout the U.S., as well as some foreign countries. He settled down long enough to graduate from the University of Oklahoma with a BS in Education. After graduation, Bob worked for the U.S. Department of Justice, Federal Prison System. Interestingly enough, in 1982, Bob left his position in the Prison System for Intel in Santa Clara.

Bob’s Intel career was split between Marketing and Field Sales. Today Bob and his wife, Karen, enjoy life in El Dorado Hills, CA.

Before embarking on his new career as a business coach, Bob and Karen owned another business - a Bed & Breakfast in Sutter Creek, CA. Karen handled the day-to-day operations, while Bob was still working at Intel. After 13 successful years, they decided to sell the business and in 2008, Bob had the opportunity to purchase an Entrepreneur’s Source franchise. The company specializes in career and business coaching for franchisees and independent business owners.

This was the first step in launching a new career as a business coach, and involves being a strategic advisor for small and medium business clients. He helps his clients develop business plans and guides them to achieve the objectives that are mutually created by them.

Bob’s career change was not without challenges. Bob said that acquiring clients is a daunting task. He went about the process by developing a network and getting referrals from that network. Bob also created what he calls “a personal brand” to help prospective clients understand “who he is” and what differentiates his business from his competition’s. Obviously, this was a big change from Intel, which has the advantage of a very strong brand that drives a lot of business for the company.

Bob was quick to stress that his Intel experience has helped him in his new career. Specifically:

- It helped him develop a results orientation focus. In his business, clients must see tangible results from their association with his company.
- It gave him the discipline to speak with facts and eliminate excessive emotion from his client interactions.
- He uses constructive confrontation techniques to help his clients address difficult issues.

Bob has some advice to share with current or future retirees who are thinking about a second career. First, it's critical to get clarity on both personal and financial long-term goals. If you have a spouse or significant other, this is an important discussion. Also, the prospective business owner should answer some key questions, such as:

- What do I want to get from this business?
- How much money do I want or need the business to yield?
- How much money will it take to capitalize it?
- How much time do I want to devote to this venture?"

Honest answers to these questions are crucial to internalize before you begin. Bob has found that many people who *think* they want to own and run a business quickly find out that they actually want to have a hobby. Hobbies are fine too – just don't confuse the two of them.



*Bob offers a complimentary coaching session to all business owners and can be reached at [btierno@advicoach.com](mailto:btierno@advicoach.com).*