



## ENTERPRISING PEOPLE

### THE ART OF BEING ENTERPRISING AND EMPLOYABLE

- 10.30 Being enterprising. What does it mean? Enterprising people.
- 11.30 A job or a career? Or a “portfolio career”?
- 12.30 Are you ready?
- 1.30 – 2.30pm Lunch
- 2.30 Introduction to afternoon
- 2.50 *“Let’s sort this out”*. Being enterprising in life.
- 3.30 *“Why not do it this way?”* Being enterprising in the workplace
- 4.10 *“How can I help?”* Being enterprising by volunteering
- 4.40 *“What’s the need?”* Being enterprising in self employment
- 5.20 Summary. What next?
- 5.30 Close



## A JOB OR A CAREER?

### PORTFOLIO CAREERS

Portfolio working is a career that has many strands, not just one. For example, a film maker who produces their own films, but also teaches editing, hires themselves out as a cameraman and takes two months each year to travel researching holiday destinations for a travel magazine and website. Portfolio careers are particularly common for people who balance creativity and business (eg. musicians, actors, visual artists) or for those who seek to combine their social values with earning a living.

#### **Advantages of a portfolio career:**

- Variety. Satisfies many aspects of your personality not just one.
- Control. To design your career as you wish
- Gives meaning and purpose to work.
- Ability to take different types of work, including part-time and contract
- Flexible. You can respond quickly to change and new trends
- Reduces risk. Not all your eggs in one basket.
- Suits employers who are seeking part-time and temporary or project-based workers

#### **Making it happen:**

- Know how much money you need to live on
- Be efficient to manage multiple career strands
- Keep an eye on emerging trends
- Plan ahead to cover future gaps and line up new work
- Know your values and needs, so that your work continues to suit you

#### **Self-employment. Facts and figures**

- Self-employment in the UK rose by 4.5% in the first quarter of 2014, compared with a 0.2% rise in employment.
- There has been a 63% rise in the number of people going freelance in the last decade.
- There are now 1.72 million freelancers, contributing £95 billion to the UK economy. (Source: PCG, the membership group for the self-employed).



## ARE YOU READY?

By seeing beyond outdated notions of the job and learning to think as a business leader, you can find work that over the years will be both more fulfilling and more secure. The D.A.T.A self-assessment tests, devised by William Bridges, help you to identify your Desires, Abilities, Temperament and Assets.

- **Desires** – the real passions that bring you to work
- **Abilities** – knowledge, skills, capacities
- **Temperament** – personal style, who you like to work with, where and how
- **Assets** – the experience you bring to your work

This "D.A.T.A." is more than a window to what you like doing; it reveals your unique advantages in the work market. These tools will help you to think about work in a new way – as a career and not just a job.

True security comes not from a job, but from doing the work you're best at for those who need it. This might be an employer, or a client or a customer. The approach is the same.

By learning that approach you can cement your value to your current employer, shape a new job for yourself, actually start a small company, or blaze your own path.

William Bridges, *Creating You & Co.*



## **EIGHT SECRETS OF SUCCESS**

Richard St.John

1. **PASSION.** Do it for love not money
2. **WORK** hard
3. Be **GOOD** at it. Practice, practice, practice
4. **FOCUS** on one thing
5. **PUSH** through self-doubt and problems
6. **SERVE** others something of value
7. **IDEAS.** Listen. Observe. Be curious. Ask questions. Solve problems. Make connections.
8. **PERSIST** through the **Criticism**  
**Rejection**  
**Assholes**  
**Pressure**