

Self-Employment and Career Services

ASPECT
2022

Understanding self-employment
as a career path



Land Acknowledgement

Today, we acknowledge and respect that we are presenting on the unceded and traditional territory of the Lekwungen peoples. We are situated on a piece of land they refer to as p'álac'əs: a place they still have a relationship with today.



Agenda

THE POWER OF SELF-EMPLOYMENT

CHALLENGING OUR ASSUMPTIONS

CASE STUDY LEARNING ACTIVITY

WORKING TOGETHER TOWARD A
SOLUTION

Learning Outcomes

✓ **OUTCOME 1**

Understand gaps in how SE/Entrepreneurship connects to career development principles

✓ **OUTCOME 2**

Recognize key capability and suitability requirements in clients

✓ **OUTCOME 3**

Identify orientation and assessment techniques for clients interested in SE/Entrepreneurship

SELF-EMPLOYMENT PROGRAMMING

Focus on Inclusion Groups and Accessibility

ONLINE SERVICE DELIVERY

Using innovative methods to teach online

PRACTICAL SOLUTIONS

Finding meaningful solutions with a grassroots approach

ETHOS Career Management Group



Building capacity for individuals and businesses to achieve success through practical approaches, evidence-based solutions, and impactful technology, empowering through continuous learning and opportunities for growth

EDUCATION & PROFESSIONAL DEVELOPMENT

For CDPs, Counsellors and Other Helping Professionals

TARGETED SOLUTIONS

For Organizations, Associations, or Community Groups

CAREER COACHING COUNSELLING, AND SUPPORTS

For Individuals



A career consulting and training firm with international reach. We provide the navigational tools for your journey.

Look Before You Leap



10 Self-Employment Survival Strategies

- Understand Self-Employment
- Know What it Takes
- Manage the Details
- Do Your Homework
- Brand Your Business
- Put Supports in Place
- Be Strategic
- Do The Math
- Get the Help You Need
- Monitor Progress

Findings

Self-Employment Coaching Self-Efficacy (Neault, Pickerell, & Saunders, 2012)



of CDPs had Self-Employment conversations with fewer than 25% of their clients.

COMMON REASONS CDPS WOULD PRESENT SE AS AN OPTION

- if clients indicated they'd like to be self-employed **77%**
- if an assessment indicated self-employment as an option **66%**
- if clients demonstrated self-employment KSAs **64%**
- if clients indicated they'd been self-employed in the past **41%**

WHERE DOES THAT LEAVE US?



**UNDERSTANDING SE
IN 2022**



**POST-COVID
REBUILDING**



**ADVANCEMENTS
IN INCLUSION**



**NEW REALITY OF
REMOTE WORK**

"Self-Employment is the only referral that has the possibility of employing more than one person."

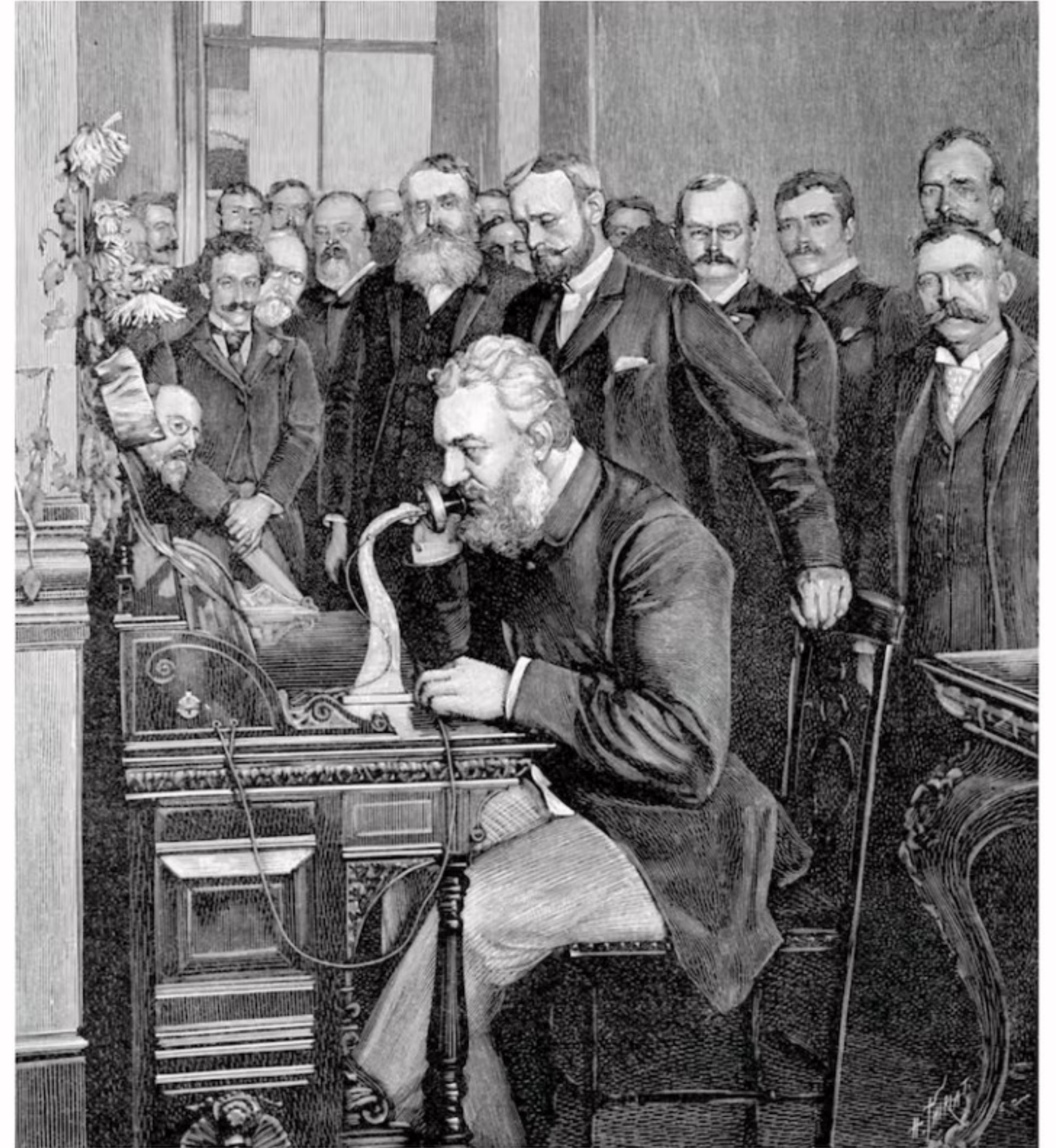
The Power of Self-Employment

A VALID & IMPORTANT OPTION

- Misconception and Self-Disqualification
- Alexander Graham Bell

WHO IS SE FOR?

- Inclusivity, not just a catch-all word



Deborah Bromley's Story

<https://vimeo.com/766962643/244f03e5d7>



CHALLENGING ASSUMPTIONS

?

WHAT IS "SELF-EMPLOYMENT"?

?

WHAT IS "GOOD", "VIABLE", OR "STABLE" WORK?

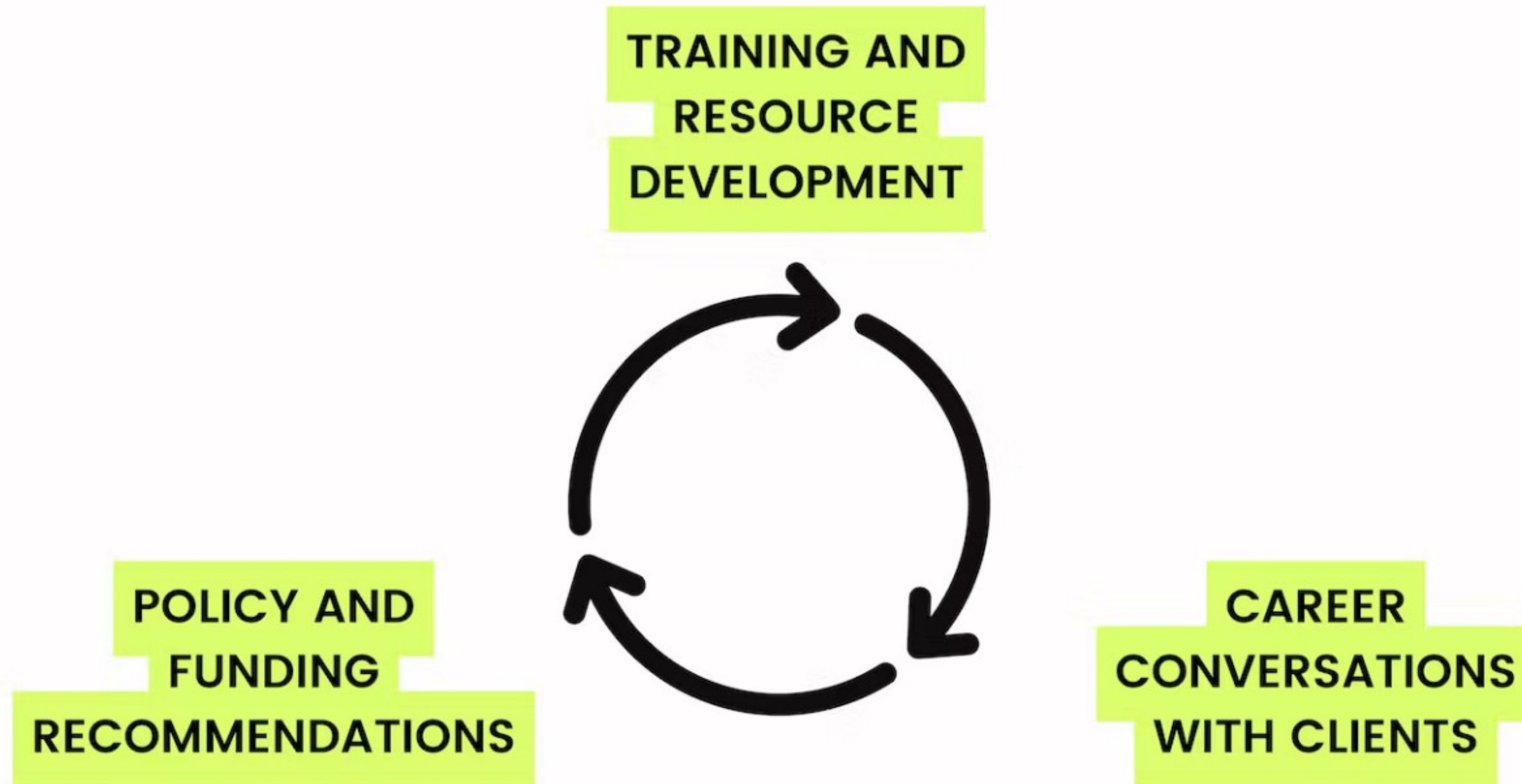
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WHAT ARE YOUR CLIENT'S NEEDS, WANTS, DESIRES?

?

WHAT DOES THE FUTURE OF WORK LOOK LIKE?

The Impact of Our Assumptions





Roberta Borgen (Neault) Cameo

Case Study Activity



OLIVIA

Artist



KEITH

Car Detailer



QUINN

Graphic Designer

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Case #1

Olivia is looking for employment that allows her be home before her kids get home. She been unable to find anything more than minimum wage employment.

She comes to your office interested in starting a business selling t-shirts online. Her designs are outstanding, she has great entrepreneurial assessments, and she has all the equipment she needs to start.

Could this business concept fulfill her career goals?

Case #1

Sometimes you have
to do math

WHAT WILL IT COST?

You sit down and determine the cost of each printed and shipped t-shirt is \$20. She will sell each for about \$30. This gives her \$10 profit.

WHAT'S COMPETITION LIKE?

Informational interviews discover most local apparel companies sellers are on 3 sites and in 20 stores.

WHAT'S HER CAPACITY?

To make the equivalent of \$22/hour she will have to sell 45 shirts per week. 200 shirts per month.

HOW MUCH WOULD SHE MAKE?

Marketing, selling, shipping, designing and printing leaves her working double - making \$11/hour

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Keith was laid off when the car dealership he worked at closed. He has 2 years of experience washing cars and enjoys the work.

He has been thinking about starting his own business, but another dealership is offering \$21 per hour to car detailers.

Would SE make sense for this client?

**Case #2**

Case #2

The Beauty of a Boring
Business Plan

"BORING" IS PROVEN

No customer education required

SERVICE-BASED

Doing jobs that people don't want to do on their own

SCALABLE

These types of businesses can be grown if market allows

FLEXIBLE

Workload and schedule remains flexible

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Case #3

Quinn is a talented graphic designer currently receiving disability benefits. In the past, she has bounced between jobs quite a bit. She partially attributes this to her challenges with ADHD and CPTSD.

Quinn wants to get off of her disability benefits and is considering self-employment as a freelance graphic designer.

Would Self-Employment be an appropriate choice for Quinn?

Case #3

The Magic of Self-
Accommodation

AUTHENTIC POTENTIAL

Understanding the clients real barriers reveals opportunity

SELF-ACCOMMODATION

Workflow can be designed to accommodate client needs

SUPPORT AND OPPORTUNITY

Mentorships and related supports will help identify opportunity

STRUCTURED FLEXIBILITY

Coaching can focus on accountability and introducing structure to the "blank canvas" of a small business

**ASKING THE
INDUSTRY**

What are you missing
from your toolkit?

**LETTERS OF
SUPPORT**

Help us show
there is a need

**PILOT
PROJECT**

Let us know if you are
interested in taking part

ETHOS & Life Strategies ...and You!

Working Together
Toward a Solution
Target Launch - 2023

Today's Takeaways

✓ **WHAT IS THE OPPORTUNITY?**

Our understanding and knowledge of SE will impact our clients' opportunities for success

✓ **WHO IS IT FOR?**

SE is for anyone, but it isn't for everyone.

Any assessments should link directly to

- Client Eligibility
- Personal Suitability
- Business Viability

✓ **HOW DO WE KNOW?**

Repurposing current tools and acquiring others through training will help you feel better equipped to help clients to explore SE.



Contact Us

For More Information

- Talk to us at the conference
- Email Zak

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