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- Executive, CCPA's Career Development Chapter
- For more information, see <http://www.lifestrategies.ca/team/Roberta-Neault.cfm>



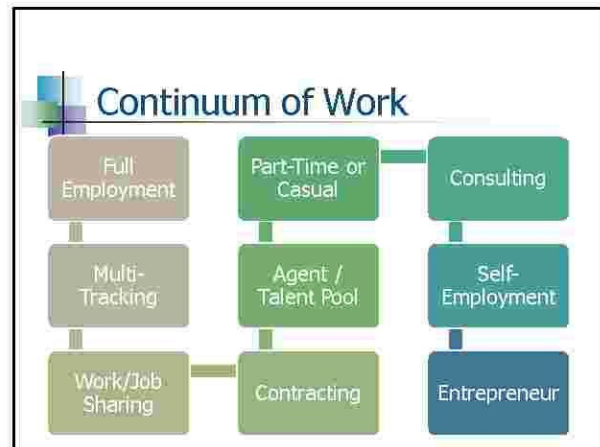
Agenda

- Setting the Scene
 - Defining "Self-Employment"
 - A Self-Employment Journey: Building Blocks
 - The Look Before You Leap Project and Resources
- 10 Tips for Self-Employed Consultants





Self-Employment in Canada

- Since 1976, self-employment on the rise in Canada
 - Peaked at 17.3% of the workforce in 1993
 - Relatively stable now, at 15.2%
 - Slightly above world average of about 10%
 - ~ Kamhi & Leung (2005)
- From October 2008-2009
 - Rate of self-employment: rose 4.3% as paid employment: fell 3.3%
 - ~ Stats Canada
- By end of 2010, almost 2.7M Canadians were self-employed
 - ~ Industry Canada, 2011





Self-Employed Counsellors Like...

- Autonomy / Challenge
- Flexibility
- Risk-taking thrills
- Working with great people
 - Colleagues, mentors, employees, clients
- Lifestyle advantages
 - Money, status, having fun
 - Doing what you love
 - No commute, home-based "haven"



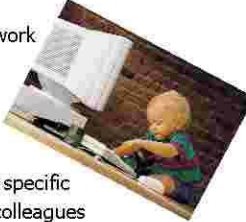


Working at Home . . . Pros

- Freedom / Flexible schedule
- No commute
- Cost-effective / Tax benefits
- Convenience
 - Blending work-home responsibilities
 - Accommodating children's schedules
- Relaxed, casual atmosphere
- Less distractions / Increased productivity
- Accommodates disabilities

Working at Home . . . Cons

- Blurred boundaries
 - Never getting away from work
 - Non-work interruptions
 - Loss of privacy
 - Blurring of work and play
- Social isolation
 - Not belonging somewhere specific
 - No personal contact with colleagues
 - No staff Christmas parties or Friday after work drinks



One Case Example . . . Building a Counselling Business





Look Before You Leap Project

- Provides individuals considering self-employment with
 - Training in self-employment basics
 - A suite of self-employment resources
- Provides career practitioners with
 - Current information about self-employment/ entrepreneurship
 - A suite of resources for clients considering self-employment
 - A learning community and networking site to access/share research, resources, and success stories

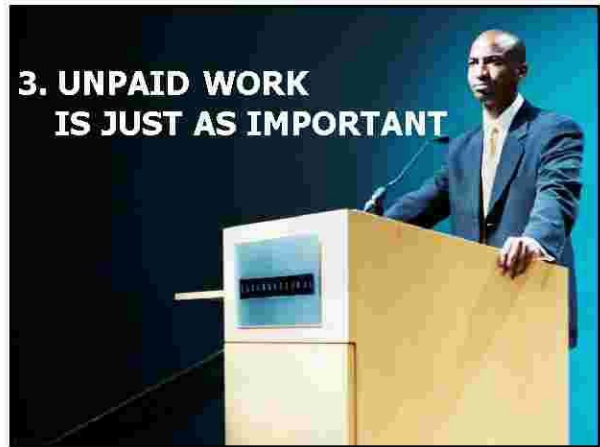
Project Components

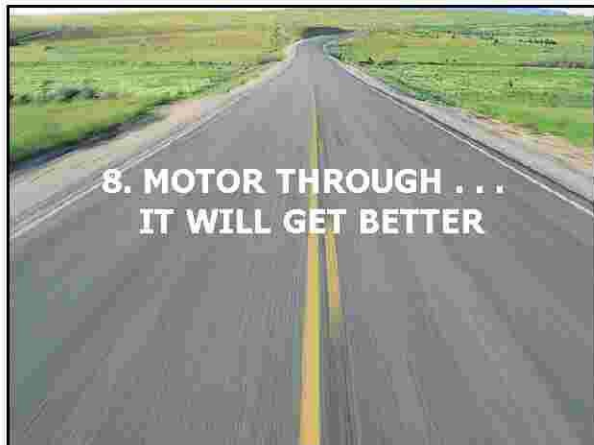
- Course (20 hours)
 - Online, in person, or blended training (now Webinars)
- Book
 - *Look Before You Leap: Self Employment Survival Strategies*
- Blog (lookbeforeyouleap-selfemployment.blogspot.com)
- Twitter (@lookb4leaping)
- Website (www.lookbeforeyouleap.ca)



10 TIPS FOR BECOMING A SELF-EMPLOYED CONSULTANT



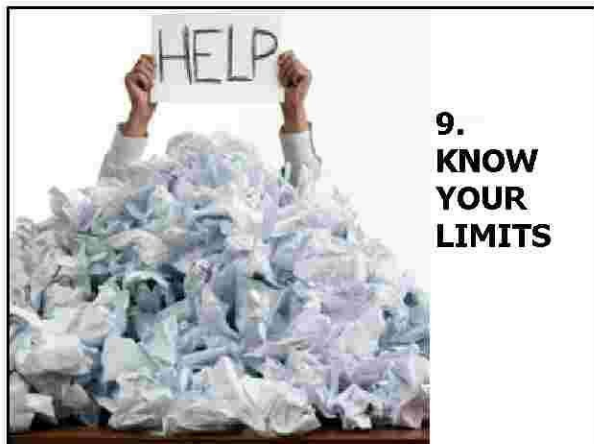




What Does "Balance" Mean For You?

- The key to maintaining a healthy lifestyle
- Each aspect must work together to bring optimal balance

Life Strategies



You don't have to do it all . . .

- Delegate
 - What you don't like to do
 - What you're not skilled at
 - or don't particularly want to learn
 - What you're not equipped to do
 - e.g., no tools or time
- Barter
 - Exchange time instead of money

Life Strategies

**10. DON'T FORGET
TO LAUGH**



**10 Tips for
Self-Employed Consultants**

1. Be flexible and adaptable
2. Don't be a "one trick pony"
3. Unpaid work is just as important
4. Building relationships takes time
5. Be careful who you choose as a role model
6. Be prepared to "let go"
7. Manage scope creep
8. Motor through . . . It will get better
9. Know your limits
10. Don't forget to laugh



Questions?



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