

### Initial Assessment – My Readiness to Change

As with the review and assessment work you did in Section 3, it can really help to talk your responses through with your Supporter. Test your responses by thinking of examples. Talk through those things that excite you as well as those behaviours, skills and knowledge requirements that concern you.

#	Does the following apply to you?	Yes	No
1	A high level of drive?		
2	Enough self-confidence to take carefully calculated moderate risks?		
3	A clear idea of self-worth and of the value you can bring?		
4	The ability to influence and win work?		
5	High standards and well organised?		
6	A belief that you can control your own lifestyle?		
7	A readiness to take feedback and to learn from your own mistakes?		
8	The ability and resilience to motivate yourself through good and bad times?		
9	The ability to live with a high degree of uncertainty over your income level?		
10	The ability to motivate yourself working primarily on your own?		

#### Behaviour Insights: Six behaviour sets relevant to self-employment

Having worked with many individuals planning to make the change from thinking and behaving as an employee to 'being their own boss', we think there are a number of really useful behaviour and skill sets to think about, to work at and develop responses to. The top six areas are:

##### 1. Vision and Focus for the Future

The greater the clarity, the greater the chance of success and having a sense of purpose and personal identity lies at the heart of those who tend to be more successful.

##### 2. Creating and Maintaining Relationships

Those who have the interest and capabilities to get on with a broad range of people, to network and feel comfortable in 'free-flow' conversations as well as in more controlled meetings and presentations, have a big advantage as so much of winning and keeping business is to do with relationship management. People buy from people. Technical knowledge and professional reputation are clearly important but your competition will have these as well. The key differentiator often lies in your relationship skills. Your potential clients have a choice. There is an old expression "We are hired for what we know and fired for who we are!"

##### 3. The Approach to Decision-Making

Self-employment is testing and adjusting to the way you make decisions is an important component. Part of this is mindset but much is practically based too:

- + Who do you know, listen to and on what agenda items?
- + What adviser / support network do you need?
- + What approach best fits your style? What might you need to change? E.g. Head / Heart? Risk? When to step back and when to go forwards?
- + What do you need to watch out for?

##### 4. Creativity and Innovation

Thinking outside of the square is very definitely an advantage as what is presented first time in a client brief may not be what the real issue is all about. So reshaping, redefining and thinking things through creatively and collaboratively to get to the root causes may need fresh thinking.

Working with others and learning a few techniques to aid creative thinking can all help you to shape your conversations and your client solutions. This can often make the difference between success and failure.

##### 5. Motivation and Readiness to Change

The variations in people, business and market contexts are clearly much greater in self-employment. You could meet with a traditional, conservative client with a very clear need in the morning and then a client at the other end of the spectrum in the afternoon – a 'challenger brand' looking for something very fresh, innovative.

Those with a flexible approach to learning and change have a huge advantage as they will be able to adapt more easily and translate what they know to either circumstance.

##### 6. Enterprising Behaviours – Spotting and Building on Opportunities – Risk Appetite

This can be summed up by a 'Yes AND' mindset as opposed to a 'Yes BUT' mindset. A key component of this is not being 'resource bound' in your thinking. In other words, think about the opportunity and what success looks like. Then go back over the scenario and think about the resources needed. This is enterprise thinking.

By focusing on things in this way, you may come to the conclusion that you could act as the Project Director (and do part of the technical delivery) but you will need to identify one or more delivery specialists. Your resulting solution could therefore be put forward as a package.

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Other enterprise behaviours that are useful to think about are risk awareness and risk management, tolerance to ambiguity, balancing gain (short, medium and long-term), openness to experience, the motivation to achieve and the willingness / desire to be autonomous (Independent). The BASIS questionnaire profile mentioned in the Resources Section at the end of Section 3 provides a personal report based on these behaviours. For further details, contact [cdunn@tdatransitions.co.uk](mailto:cdunn@tdatransitions.co.uk).

**Talk these behaviour requirements through with your Supporter. Some of the scenarios could be very new to evaluate but there are typically parallels from previous roles and projects that are worth talking through.**

For example, selling and influencing can take many forms. You might not have had the word ‘Sales’ in your job title or job spec but you might have had to handle ‘sales-type’ situations. Talking this through can be very revealing and you may well have transferrable skills you can develop further.

**It is a case of forewarned is forearmed.**

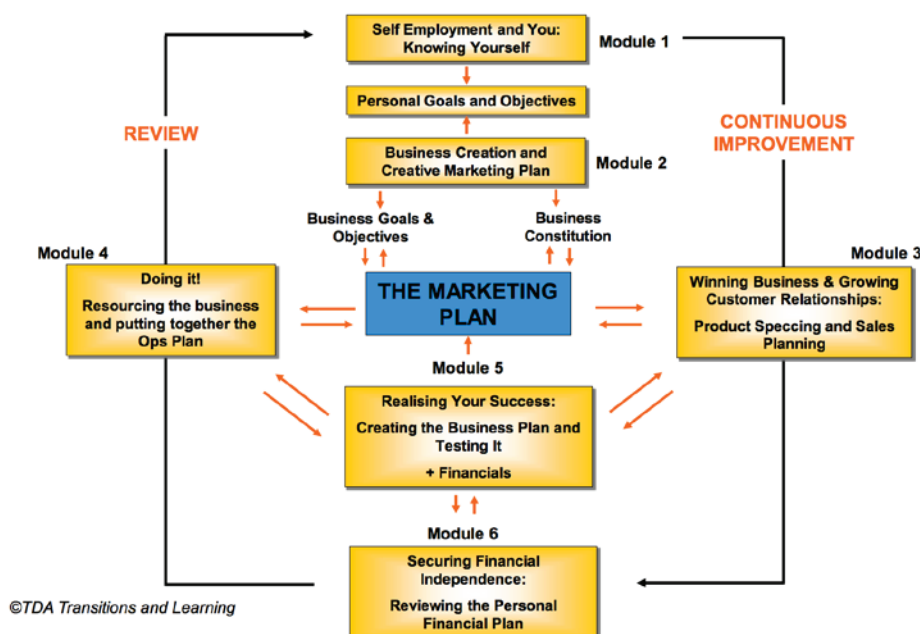
We pick up on this way of approaching your ‘personal state of readiness’ in the business start-up route map that follows. Module 1 of our model puts the focus on knowing yourself and what you want your business to achieve. We provide some core questions to help you to prepare yourself professionally and personally for your transition into self-employment.

### A Route Map: Starting Up – Preparation and Planning

#### Introduction and Objectives

This six-module route map and the content that follows does not try to cover everything you will need but sets out to give you a framework into which you can slot your thinking. Each module includes tips and typically offers a suggested approach, based on experience of working with many others making the transition from corporate life into self-employment.

The tips and comments are written in the context of life as an Independent and not necessarily that you are setting out to grow a business involving others. The principles, however, remain very much the same but clearly scope and scale are different.



The six modules have been designed to help you think things through systematically. Treat this as work in progress and constantly jot down your initial assessments and core assumptions before pulling everything together to talk them through with your Supporter and accountant.

**Modules 1 and 2** focus on you, your skills, behaviours and aspirations and link directly to what you want to achieve as a business. The ‘engine’ of your business is your Marketing Plan which is why we have put this centre stage.

**Modules 3 and 4** focus on how you will win business, position yourself in the market and how you will organise and manage your time to get the best possible balance.

**Modules 5 and 6** focus on the Business Plan and we provide a format for you to review your progress regularly.