

CREATE YOUR FUTURE:

HOW TO FIRE YOUR BOSS AND PADDLE YOUR OWN CANOE!

Carolyn Parry FRSA, RCDP
Founder Director and Lead Coach



#InspiredByPurpose

CareerAlchemy.co.uk

WHO AM I?



- 17 years in property, international publishing & software
- 15 years working at Aberystwyth University as Careers Service Deputy Director / Institute Director of Student Development & Employability)
- Fellow of the HEA & the RSA, AGCAS national trainer
- Business owner (awards from Prince Charles 2016 & 2019)
- UK Career Coach of the Year 2017
- Board member & Trustee (Citizens' Advice Ceredigion & a Mutual)
- Career Development Institute Lead for Wales
- TEDx Speaker
- Mum of two, dog lover, fan of France and Welsh rugby, musician



ORGANISATIONS WE WORK WITH...



WORKING TOGETHER



COACHING



TODAY'S SESSION



- ❖ Why paddle your own canoe?
- ❖ Identifying your offer
- ❖ Finding and serving clients
- ❖ Launching your canoe – next steps

Slides available from

www.careeralchemy.co.uk/cdi-2019-create-your-future.html

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IDENTIFYING YOUR MOTIVATIONS



- **General reasons**

Freedom, flexibility, control, work life fit/balance, lifestyle, no commute, financial independence, autonomy, deepen a passion, build something, legacy, change things, be seen as an expert, learn new skills, work anywhere, create jobs, and more...

- **My trigger reasons**

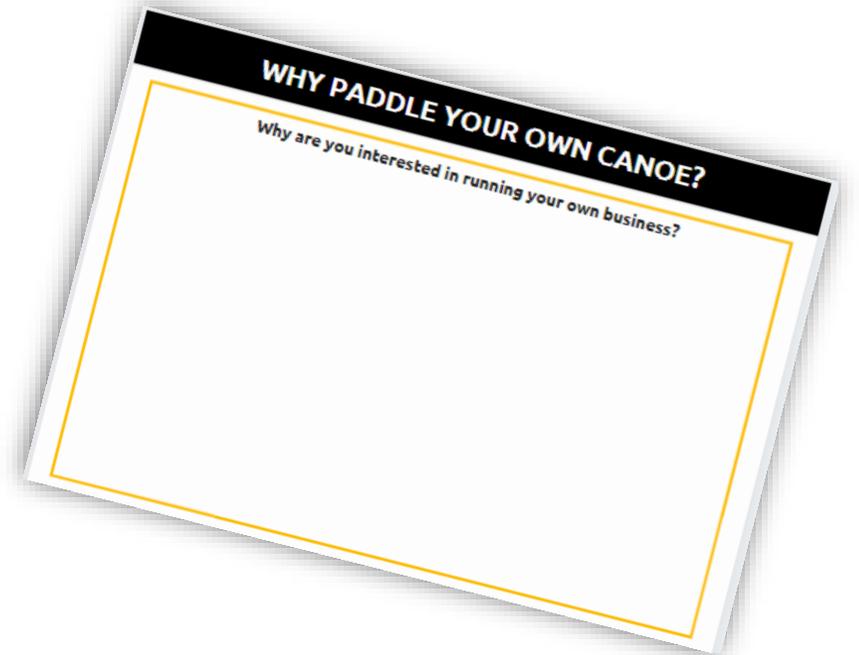
Circumstances, opportunity, challenge, timing



ACTIVITY: YOUR REASONS



Q: Why are you interested in running your own business?



WHAT DID YOU DISCOVER?



Go to www.menti.com and use the code 14 05

i

Why are you interested in running your own business?

 Mentimeter

 0

EXPLORING BARRIERS & CONCERNS



- Money and loss of security
- Loss of benefits (pension, sick pay, etc)
- Knowledge and skills
- Isolation
- Loss of belonging/significance
- Fear of all sorts
- What else?



ACTIVITY 1: YOUR CONCERNS



Q: What are you concerned about?

A worksheet titled "WHY PADDLE YOUR OWN CANOE?" with two sections: "Why are you interested in running your own business?" and "What are you concerned about and how could you address those concerns?". A yellow arrow points from the question text to the second section.

WHAT DID YOU DISCOVER?



Go to www.menti.com and use the code **14 05**

What are you concerned about?

 Mentimeter

 0

ADDRESSING BARRIERS & CONCERNS



- **Money and loss of security**
 - start slowly to manage the risk (part-time/on the side?)
 - have back up funding or set a time limit
 - research what the market wants
- **Knowledge and skills**
 - learn it, outsource it or swap for it
- **Isolation/belonging/significance**
 - find physical and virtual support networks in and outside work
- **Fear of all sorts**
 - check your thinking is correct
 - remember something similar/challenging you have already done that worked?
 - ask yourself “what has to happen for me to know it will be OK”?



ACTIVITY 2: ADDRESSING CONCERNS



Q: How can you address your concerns?

A worksheet titled "WHY PADDLE YOUR OWN CANOE?" with two sections for reflection. The first section asks "Why are you interested in running your own business?" and the second section asks "What are you concerned about and how could you address those concerns?". A yellow arrow points from the question text to the second section of the worksheet.

WHY PADDLE YOUR OWN CANOE?
Why are you interested in running your own business?

What are you concerned about and how could you address those concerns?

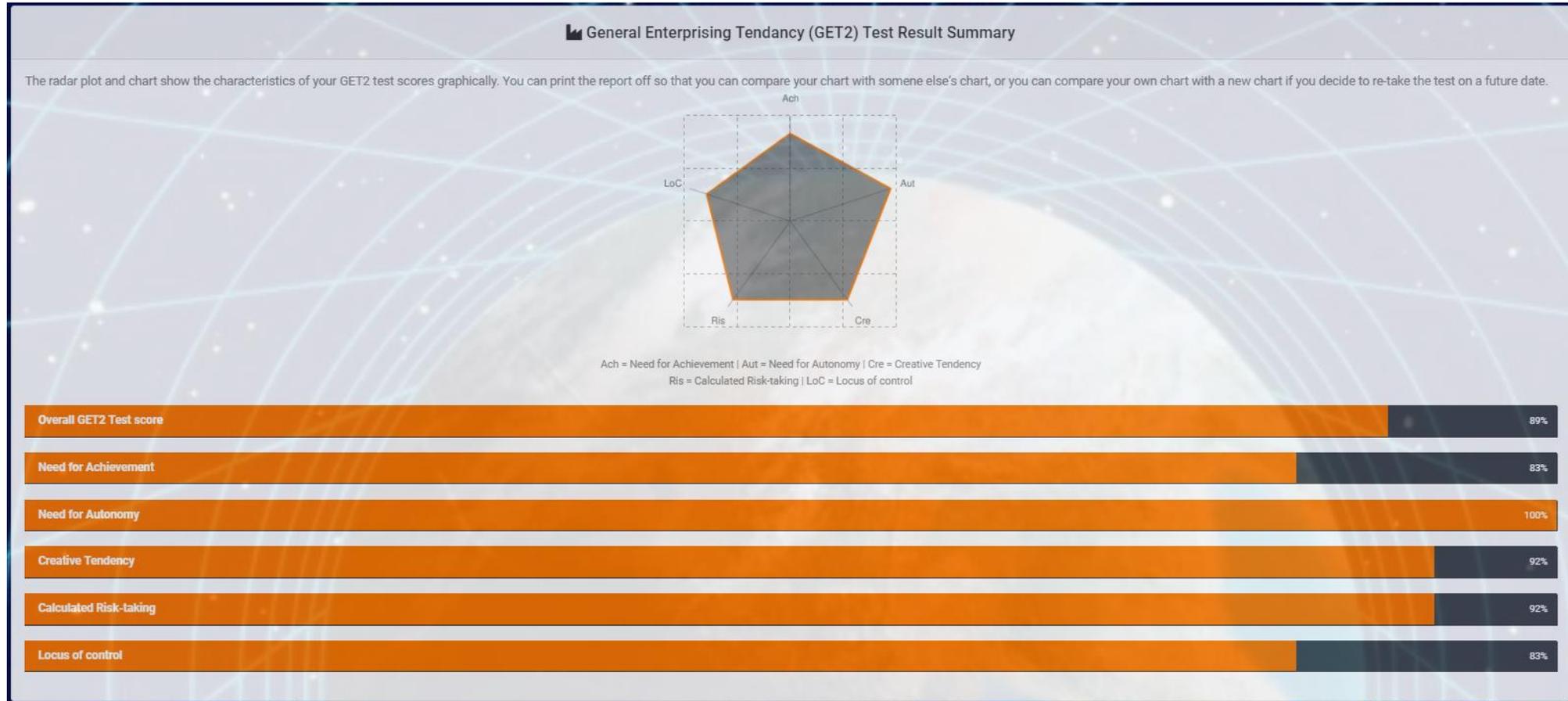


WHAT DID YOU DISCOVER?



WANT AN IMPARTIAL CHECK?

Ask others based on the qualities shown below. Take the test to find out: <http://www.get2test.net/get2test.html>



TODAY'S SESSION



- ❖ Why paddle your own canoe?
- ❖ **Identifying your offer**
- ❖ Finding and serving clients
- ❖ Launching your canoe – next steps



YOUR STORY AND OFFER ARE LINKED



My stories:

- **For parents/teenagers:** wrong choice at 17
- **For career changers:** existential career crisis at 39 years old
- **For graduates:** both of the above and 15 years' university experience
- **For organisations:** other clients, awards, certifications, experience



WHAT'S YOUR AUTHENTIC STORY?



- Who do you want to help? Why?
 - how does your story resonate with this/these groups of clients?
- Alternatively, who needs your help? Why?
 - what knowledge, experience and skills do you have to help them?
- What does the market want?
 - where can you find out the size of the opportunity?



ACTIVITY 1: IDENTIFYING CLIENTS



Q: Who is it you want to help? Who needs your help?

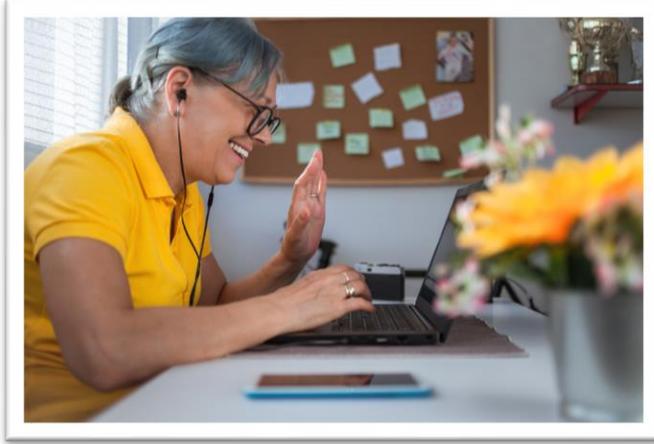
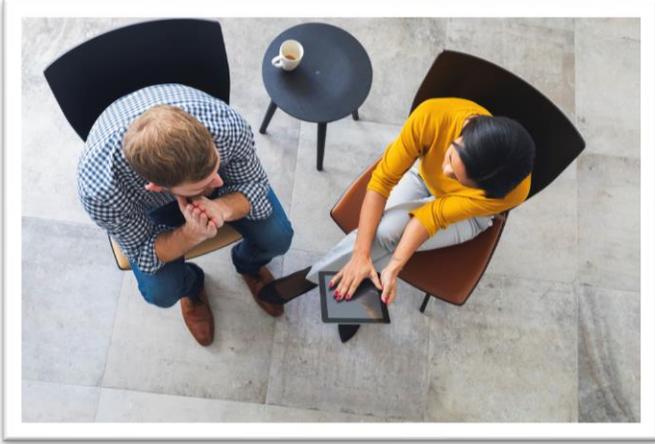


WHAT DID YOU DISCOVER?

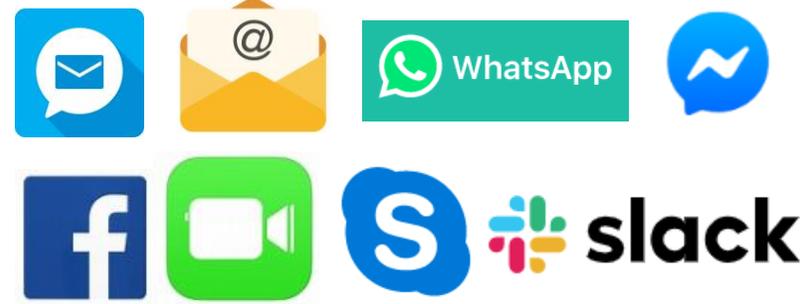


WORKING WITH CLIENTS

1:1



Group



ACTIVITY 2: WORKING WITH CLIENTS



Q: How do you want to help and work with them?

IDENTIFYING YOUR OFFER

Who is it you want to help? Who needs your help?

How do you want to help and work with them?



WHAT DID YOU DISCOVER?



TODAY'S SESSION



- ❖ Why paddle your own canoe?
- ❖ Identifying your offer
- ❖ **Finding and serving clients**
- ❖ Launching your canoe – next steps



FINDING CLIENTS: CONNECTIONS



- **Face to face**
 - friends and family
 - their contacts
 - appropriate networking events
- **Virtual**
 - LinkedIn including posts
 - Twitter
 - Blogging and video content
 - Facebook if appropriate



HELPING AND SERVING FREELY



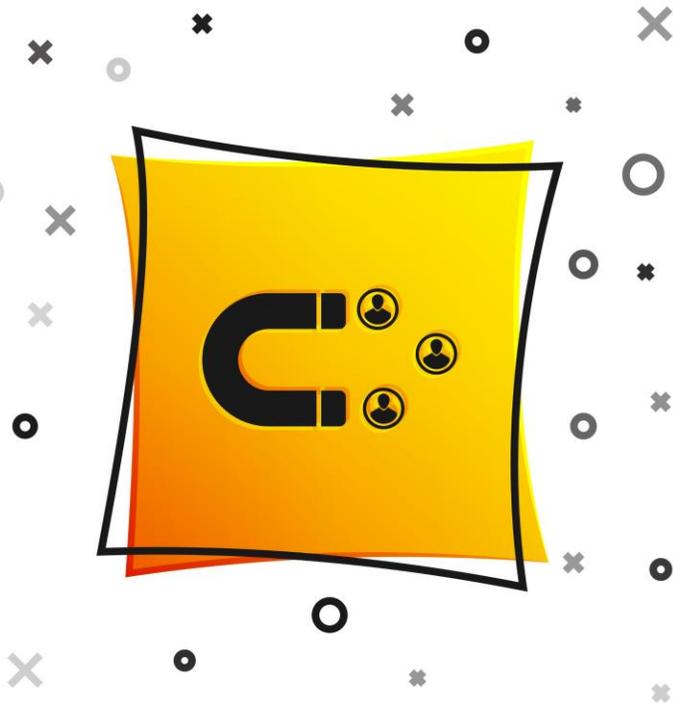
- ✓ Help people solve their problems
- ✓ Give free talks/do some pro bono work
- ✓ Create content and share from your website
- ✓ Ask for testimonials (video/words)
- ✓ Share your good news and client successes
- ✓ Help people solve their problems
- ✓ Help via the media and influencers

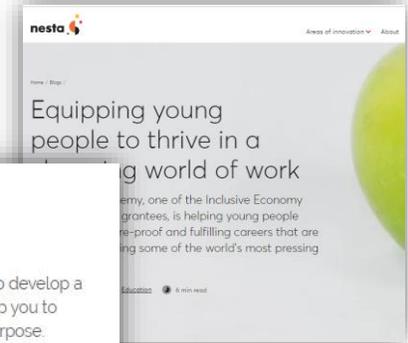
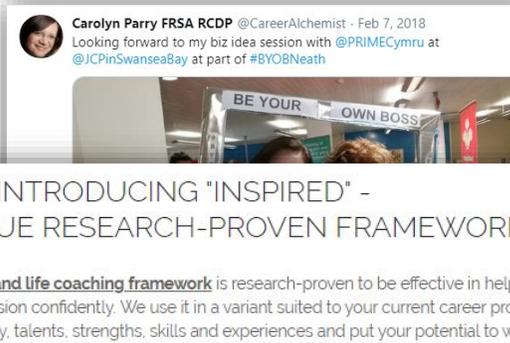


SHARING YOUR STORIES

My stories:

- **For parents/teenagers:** wrong choice at 17
- **For career changers:** existential career crisis at 39 years old
- **For graduates:** both of the above and 15 years' university experience
- **For organisations:** other clients, awards, certifications, experience
- **For funders:** as above plus vision, mission and values: HMG grant; client names and testimonials, awards and statistics of people helped
- **My specialisms:** helping those who are lost using research proven career choice model/toolkit; developing confidence; Industry 4.0; advocating for the profession; training career coaching techniques;





INTRODUCING "INSPIRED" - OUR UNIQUE RESEARCH-PROVEN FRAMEWORK

Our tried and tested **INSPIRED career and life coaching framework** is research-proven to be effective in helping you to develop a clear career purpose, vision and mission confidently. We use it in a variant suited to your current career profile to help you to understand your unique personality, talents, strengths, skills and experiences and put your potential to work on purpose.

As the impact of technology gathers pace around the globe and disrupts careers, our easy to learn INSPIRED Career and Life Map provides a tool for life to help you to navigate your way through a changing economy, so you can create a working life you love.

IN THE LAST 18 MONTHS WE HAVE SUPPORTED:

115489
PARENTS & TEENS WITH INFORMATION

1323
YOUNG PEOPLE, GRADUATES & PROFESSIONALS DIRECTLY TO CREATE COMPELLING CAREERS

27
ORGANISATIONS WITH CAREER DEVELOPMENT COURSES FOR THEIR STAFF AND CLIENTS

TESTIMONIALS

A glance at our client testimonials below will show you the difference working with us makes.



"... amazingly effective in supporting parents/carers and teens make career choices."
Juliet Williams
London Borough of Lambeth Careers



"...helped me realise my potential and gave me directions as to what to do next in my career."
Nadia Karaivanova
Trainee Solicitor at CVS Law



"Gave me the strength & tools to really go for it!"
Peter E
Gen Manager, Energy; Forbes 30 u 30 2016



"...if you are looking for a careers expert with the edge, look no further!"
Steve Keith, ex EY
now at The Branding Man



By Zoe Thomas
18 SEPTEMBER 2019 - 7:00AM

The world of work is changing, says Zoe Thomas. So, are there qualifications that will stand the test of time? We investigate to find out.

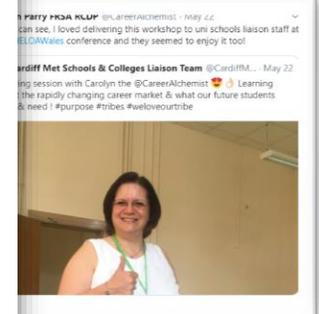
As any parent whose well-intended advice has been met by a withering eye roll knows, telling teenagers what to do is best approached with caution. In the current technological revolution, offering your teen careers guidance is even more of a minefield.

Automation is reshaping the world of work and the traditional nine-to-five is giving way to more independent ways of working. Under the "gig economy" banner, task-based contract jobs are on the rise, beyond the Uber and Deliveroo boom that has come to represent this type of working – encompassing consultants across the professions, freelancers and small-business owners.

Economists say young people should plan for five careers in a lifetime. Three years ago, the World Economic Forum predicted 65 per cent of primary-school-age children will end up working in jobs that don't yet exist. In this shifting professional arena, are any qualifications more future-proof than others?

Three career coaches who work with young people give their expert opinions:

Carolyn Parry
Finding a career that focuses on a problem that is really hard to solve is the secret to a successful future, believes Parry, director of Career Alchemy's INSPIRED Teenager career- and life-coaching programme: "If you want to find a good opportunity in life, go and work on something that is hard to solve, as it will give you a challenge that will keep you going, but b) it focuses you on a purpose."



MY CAREER STORY

Carolyn Parry
Under Director and Lead Coach at Career Alchemy

ACTIVITY: FINDING AND SERVING

Q: How does your offer link to your story?

Q: How/where can you use your story to help you attract clients?



WHAT DID YOU DISCOVER?



TODAY'S SESSION

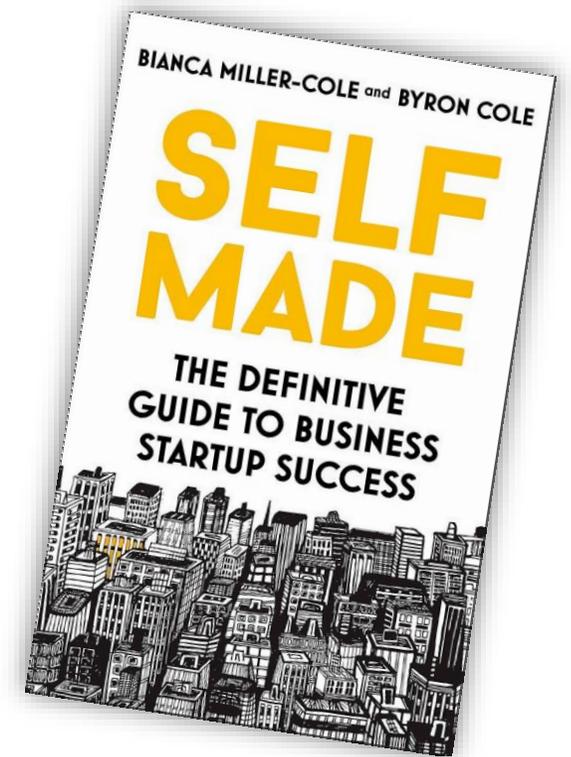


- ❖ Why paddle your own canoe?
- ❖ Identifying your offer
- ❖ Finding and serving clients
- ❖ **Launching your canoe – next steps**



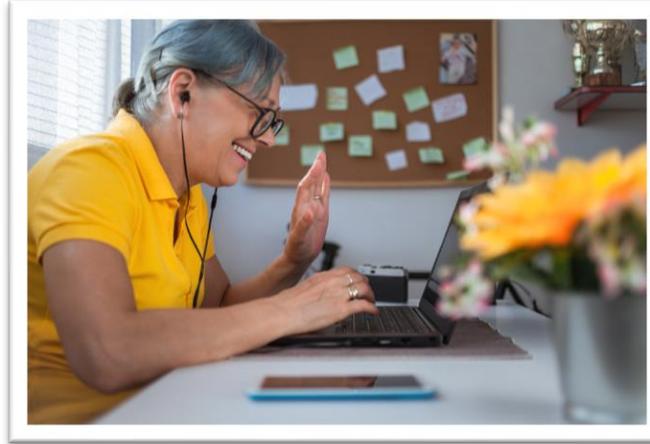
GETTING STARTED ESSENTIALS

- **Work space:** equipment including phone, PC, Cloud and privacy to work
- **Tax and National Insurance:** <https://www.gov.uk/set-up-business>
- **Business structure:** Sole trader or Limited company?
- **Business name:** Your name or representative of client outcomes?
- **Web domain:** www.123-reg.co.uk/ or <https://uk.godaddy.com/>
- **Website:** <https://en-gb.wordpress.org/> or <https://wordpress.com/>
www.weebly.com/ or www.wix.com/
- **Social media:** Twitter, LinkedIn, Facebook, Instagram
- **Email & presentations:** Google, Apple, or Microsoft, <https://mailchimp.com/> (marketing)
- **Graphics & images:** www.canva.com, www.pexels.com/, <https://pixabay.com/>
- **Managing money:** <https://quickbooks.intuit.com/uk/> or www.xero.com/uk/
- **Managing records:** register with the [Information Commission's Office](#) and watch GDPR
- **Insurance:** via the CDI (Towergate) or find your own to cover practice and building
- **Keeping up to date:** CDI Professional Register and CPD



WORKING WITH CLIENTS

B2C



- ✓ free discovery calls to triage
- ✓ easy advance payment via PayPal
- ✓ coaching agreements
- ✓ checks for quality and progress

B2B



- ✓ bids/proposals/tenders
- ✓ contracts/purchase orders
- ✓ 30 days terms (50% on order?)
- ✓ checks for quality and progress



AVOIDING CAPSIZING...

Five things to manage...

- Money
- Time
- Reputation
- Wellbeing
- Mindset - keep faith!



TODAY'S SESSION – RECAP...



- ❖ **Why paddle your own canoe?**
- ❖ **Identifying your offer**
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- ❖ **Launching your canoe – next steps**



ACTIVITY: CREATE YOUR FUTURE

Q: What do you need to research, learn about, or do to start paddling your own canoe?



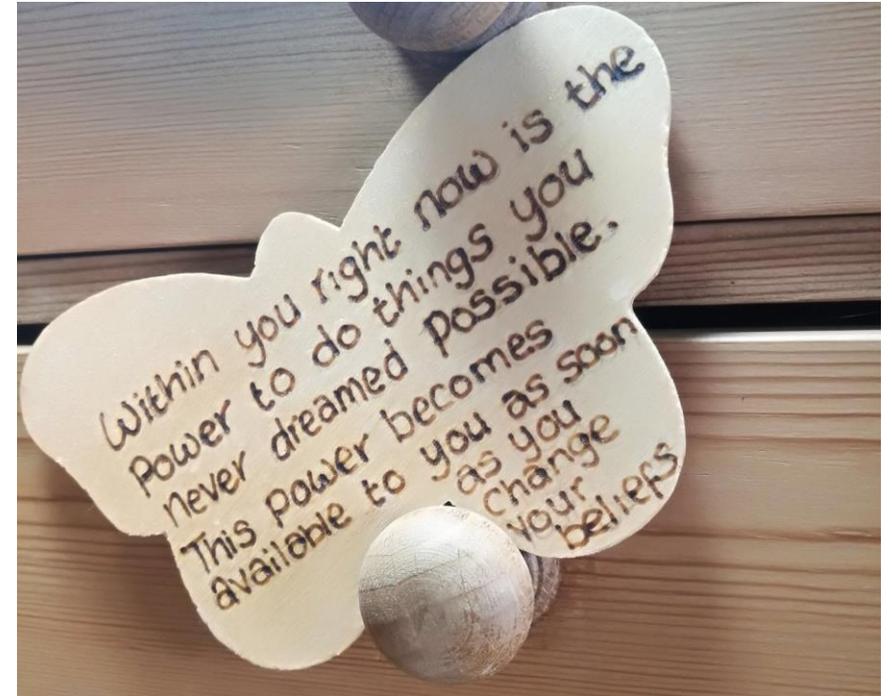
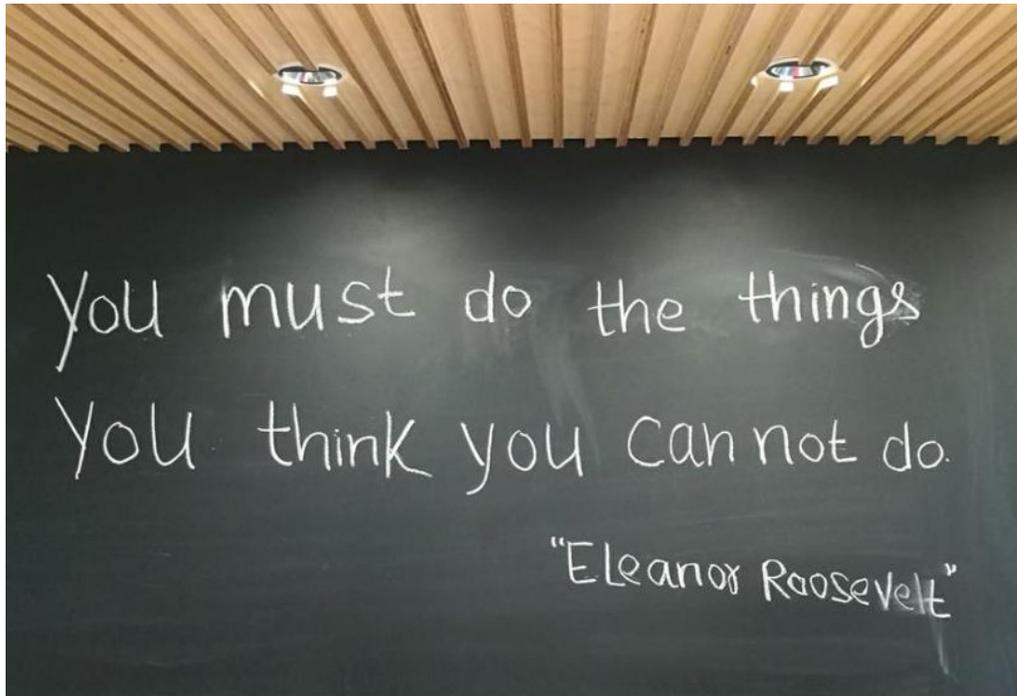
YOUR NEXT STEPS
What do you need to research, learn about, or do to start paddling your own canoe?

	DATE
STEP 1	
STEP 2	
STEP 3	



**“Potential is a priceless treasure, like gold.
All of us have gold hidden within but we have to dig to get it out.”**

*JOYCE MEYER
Author and Speaker*



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DIOLCH / THANK YOU!

Carolyn Parry
Project Associate (Wales)
The Career Development Institute

M: 07899 075853

E: Carolyn.parry@thecdi.net

W: www.thecdi.net/Home

Carolyn Parry
Founder Director and Lead Coach
Career Alchemy

M: 07899 075853

E: carolyn@careeralchemy.co.uk

W: www.careeralchemy.co.uk

