



TOPIC 3. SELF-EMPLOYMENT PLAN IN THE SHARING ECONOMY CONTEXT

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DETA 3; Self-Employment Plan in the Sharing Economy Context

- Main Target Group: Unemployed
- Structure and Estimated Duration:
 - Face2Face Session: 4 hours
 - Online Session: 4 hours
 - Continuous update of DETA outputs will be done along the rest of Training Course

DETA 3; Self-Employment Plan in the Sharing Economy Context

- **Objectives:**
- Facilitate that trainees develop an appropriate Self-Employment or Entrepreneurship Self-Assessment so they end up having a clear idea of their strengths and weaknesses in a SHE and NFE environment.
- Facilitate to trainees the knowledge, skills and tools to initiate the development of their own self-employment or entrepreneurship plans.
- Validate that the initial plans include the relevant contents and methodology to facilitate a successful development and implementation.

DETA 3; Self-Employment Plan in the Sharing Economy Context

- **Training contents**
- Self-Assessment of Self-Employment and Entrepreneurship Capabilities and Competences.
- Development of my Self-Employment or Entrepreneurship Plan.
 - Determination of Interests and Goals.
 - Self-Assessment Inventory results
 - Resources needed and action planning.

FACE TO FACE SESSION 1

- **Why is this Topic interesting?**
- You need to be Self-Employed for participating in the Sharing Economy. It's not only a legal issue, you need to align the experience within Sharing Economy with your own personal strategy, and get profit from them in order to really increase your employability in the medium term. This is why you need to develop a Self-Employment Plan and use Sharing Economy for boosting them.
- In a second stage, it's also possible to go further and develop an Entrepreneurship project where a company could be created, like a new Sharing Economy Business Model or a company that could exploit the existing ones as part of their activity.



FACE TO FACE SESSION 1

Self-Employment and Entrepreneurship

Main Concepts

FACE TO FACE SESSION 1

Self-employed persons are those who work in their own business, farm or professional practice. While the ***self-employed usually perform routine tasks, entrepreneurs attempt to develop something new, hence entrepreneurs are more likely to create additional jobs.***

People can be pushed into self-employment because no alternative (other than unemployment) is available, 'the ***necessity entrepreneur***', or people can be pulled to self-employment through entrepreneurial opportunities, 'the ***opportunity entrepreneur.***

FACE TO FACE SESSION 1

Self-employment is one of the *options for unemployed* people to get back to work

Looking beyond monetary incentives, people's decision to become self-employed or entrepreneurs is also driven by *psychological* (such as a desire for more autonomy and self-control) as well as *socio-cultural factors* (such as education).

Ongoing *ICT innovations* (such as cloud computing or digital platforms to buy and sell goods and services) reduce business start-up costs, create *new business opportunities* when products and services get a global reach and may attract crowd sourcing, whereby tasks (such as data management and software development) are outsourced to microenterprises via online platforms.

Ongoing ICT innovations will create *opportunities for highly skilled self-employed individuals who work without employees*

FACE TO FACE SESSION 1

The ***stigmatization*** of business failure has an adverse impact on EU entrepreneurship.

Surviving as self-employed or an entrepreneur is not straightforward in an ever-changing world.

Entrepreneurs face several barriers in the EU, ***including limited access to capital, slow internet access*** across the EU, inconsistent ***regulatory policies*** across the EU, as well as a lack of clarity and knowledge regarding relevant ***legal frameworks***.

Barriers to entrepreneurship and self-employment in the digital economy include a ***lack of e-skills*** (such as app development and e-leadership), finance and the ***low bargaining power*** of single digital entrepreneurs

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Personal characteristics can have an important impact on survival in self-employment as they have a direct impact on a person's **motivation, ability, effort and risk-taking**. Empirical research has identified the following.

- More years of **education** increases survival prospects significantly.
- Employees who **learn** more about their business **before** starting have a stronger likelihood of surviving.
- **Opportunity entrepreneurs** have a stronger probability of surviving since they are usually better prepared than necessity entrepreneurs.
- Nevertheless, necessity entrepreneurs' likelihood of surviving increases significantly if the venture is connected with **previous professional expertise**

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Linkage with SHE and NFE

For self-employed, *portfolio work*, *crowd employment* and *collaborative employment* may enrich work content through *diversification*

On the other hand, there is a *high potential for new businesses to capture these fast-growing markets*. In addition, other types of business can also make significant gains in competitiveness by integrating the sharing economy into business processes and supply chains where appropriate.



FACE TO FACE SESSION 1

ACTIVITY 3.1

DISCUSSION

PROS AND CONS OF SELF-EMPLOYMENT



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Self-Employment and Entrepreneurship Competences

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***“Competence** is the ability of an individual to do a job properly”*

Competencies include all the related knowledge, skills, abilities, and attributes that form a person’s job

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*“**Competencies**, in the most general terms, are “things” that an individual must demonstrate to be effective in a job, role, function, task, or duty. These “things” include:*

*- **job-relevant behavior** (what a person says or does that results in good or poor performance)*

*- **motivation** (how a person feels about a job, organization, or geographic location)*

*- **technical knowledge/skills** (what a person knows/demonstrates regarding facts, technologies, a profession, procedures, a job, an organization, etc.).. “*



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ACTIVITY 3.2.a

Nominal Group Technique

WHAT ARE COMPETENCES NEEDED FOR SUCCESSFUL SELF-EMPLOYMENT EXPERIENCE IN THE SHARING ECONOMY CONTEXT?

Support Dictionary

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Adaptability; *Maintaining effectiveness when experiencing major changes in work tasks or the work environment; adjusting effectively to work within new work structures, processes, requirements, or cultures.*

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Building Partnerships; *Identifying opportunities and taking action to build strategic relationships between one's area and other areas, teams, departments, units, or organizations to help achieve business goals*



FACE TO FACE SESSION 1

Building Positive Working Relationships (Teamwork/Collaboration); *Developing and using collaborative relationships to facilitate the accomplishment of work goals.*



FACE TO FACE SESSION 1

Building Trust; *Interacting with others in a way that gives them confidence in one's intentions and those of the organization.*

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Communication; *Clearly conveying information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain the message.*

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Continuous Learning; *Actively identifying new areas for learning; regularly creating and taking advantage of learning opportunities; using newly gained knowledge and skill on the job and learning through their application*

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Decision Making; *Identifying and understanding issues, problems, and opportunities; comparing data from different sources to draw conclusions; using effective approaches for choosing a course of action or developing appropriate solutions; taking action that is consistent with available facts, constraints, and probable consequences*

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Facilitating Change; *Encouraging others to seek opportunities for different and innovative approaches to addressing problems and opportunities; facilitating the implementation and acceptance of change within the workplace*

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Gaining Commitment; *Using appropriate interpersonal styles and techniques to gain acceptance of ideas or plans; modifying one's own behaviour to accommodate tasks, situations, and individuals involved.*

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Initiative (Initiating Action); *Taking prompt action to accomplish objectives; taking action to achieve goals beyond what is required; being proactive*



FACE TO FACE SESSION 1

Innovation; *Generating innovative solutions in work situations; trying different and novel ways to deal with work problems and opportunities.*



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Planning and Organizing; *Establishing courses of action for self and others to ensure that work is completed efficiently.*

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Risk Taking; *Initiating action that tries to achieve a recognized benefit or advantage when potential negative consequences are understood.*



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ACTIVITY 3.2.b

Self-Diagnosis

Template



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Self-Employment and Entrepreneurship

Self-Employment Plan



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Quick Question

**WHAT WOULD YOU CONSIDER IN THE DEVELOPMENT OF A
SELF EMPLOYMENT PLAN?**



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Proposal of Template for Self-Employment and Entrepreneurship Plan in the Sharing Economy Context



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Activity 3.3

QUICK COMPLETION OF SELF-EMPLOYMENT PLAN TEMPLATE WITHOUT CONSIDERING SHARING ECONOMY



GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR
DANKSCHEEN
TASHAKKUR ATU
YAQHANYELAY
SUKSAMA
EKHMET
THANK
YOU
BOLZIN
MERCY
BIYAN
SHUKRIA
MERCI

Template Self-Employment and Entrepreneurship Plan



CO¹
LABOURative
LAB



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1. Mission Statement

A short mission statement of 30 words or so should succinctly state why your company/professional activity exists, what services it will provide, and to whom.

2. Business Goals & Objectives

3. Products and Services Offered

Evaluation of potential Sharing Economy Platforms linked to the Products and Services Offered should be include at this stage



4. Target Market

Evaluation of potential Sharing Economy Platforms related to Target Markets should be include at this stage

5. Competition

Evaluation of competition to be found in potential Sharing Economy Platforms should be include at this stage

6. Professional Background and Personal Traits



7. Sales & Marketing Strategy

Evaluation of potential Sharing Economy Platforms should be include at this stage

8. Resources and Planning



9. Financial Forecasts

Evaluation and realistic scenarios of how Sharing Economy Platforms can contribute to this Financial Forecasts should be include at this stage

