

How Can You Know if Business For You?

**Advice from Dr. Lawrence Jones (use with photo of Dr. Jones)
developer of The Career Key
and The self Employment Key - <http://www.self-employmentkey.org/>**

Becoming an entrepreneur is a very exciting but not necessarily easy road. You have to be disciplined, tough, resilient, tenacious, brave, innovative, dynamic, resourceful, passionate, persistent, very determined and have lots of courage and energy. If you believe that those adjectives describe you and you feel like being your own boss.... an entrepreneur....owning your own businessthen you are not alone.



In order to help you in understanding more on the subject of who you are and if this is a viable option for you CHOICES presents information from Dr. Lawrence Jones, developer of The Career Key and The Self-Employment Key. At the end you will know whether or not you are on the right track and if you have the guts which it takes!!! Read on for what Dr. Jones

has to say:

“Some people call this the ‘era of the entrepreneur’, see the entrepreneur as a folk hero, and enthusiastically urge young people to become one.

A recent international study asked people which they would prefer: being an employee or being self-employed. While results showed that a high percentage said they would prefer to be self-employed, a relatively small number are in reality fulfilling that objective. Why?

There are many reasons.

- For example, many people view it as too risky – about half of new businesses disappear in the first five years.
- Many are also concerned about the loss of health benefits from their present employer and the security which being employed brings.

- Some are impressed by the image of being a business owner but know that they need the certainty of receiving a pay cheque at the end of the month, rain or shine, in order to maintain their commitments to family etc.

For some, however, the advantages of business ownership outweigh the risks. Some of these advantages are below:

- You get to be your own boss
- Your hard work and long hours directly benefit you, rather than someone else
- Your earning and growth potential are expanded
- Running a business can be exciting, challenging, and fulfilling

As with any career choice, when choosing entrepreneurship you want to be open-minded, realistic, and prepared to make good decisions. Scientific studies show that the people who are in careers that match their personality are most likely to be successful and satisfied. The same is true of self-employment. There are self-employed in a wide variety of areas including: agriculture, forestry, fishing, construction (e.g. masons, carpenters, joiners, cabinet-makers, carper installers, tillers, electricians, plumbers and painters) and professional and business services.

The self-employed are more likely to say that their jobs require creativity, allow them to develop their skills and abilities, and give them freedom to decide what to do on their jobs.

Those who have paid employees work longer hours. About 40 percent work more than 50 hours a week. Those who work by themselves work shorter hours (40% fewer than 35 hours per week). When compared with all workers, the self-employed are more likely to say that their jobs require creativity, allow them to develop their skills and abilities, and give them freedom to decide what to do on their jobs.

So, how do you identify a business area that fits your personality? The best way is to take the The Career Key! Self-Employment Test at The Career Key website – www.careerkey.org. It is the only professional test designed to do this. It matches your personality with occupations where 10 percent or more of the people are self-employed. The test also measures the two personality dimensions related to success as an entrepreneur.

In other words, it will point you to occupations where the self-employment opportunities are best, that match your personality. Keep in mind that your personality is always growing and you will have a clearer sense of who you are, your strengths, and your goals in life as you grow older. In today's global marketplace, skills and knowledge are what count. Work is an economic exchange. You are trading your labour for pay. You are hired to perform skills.



In business, your success depends on your knowledge and skills. People will pay you for the products or services you sell, if you have the skills to make them competitive and to convince and sell your ideas to the right people. If you don't, you will fail.

Fortunately, we know what skills are needed. There are good opportunities to learn them. And learning them can be fun and rewarding. Experts recommend:

1. Learn what the Foundation Skills are and continually strengthen them.
2. Get as much schooling as you can. Do the best you can. Take advantage of school programmes like vocational and technical education if they meet your needs. If at all possible, go beyond getting a high school diploma. Get a tertiary education.
3. Take advantage of the clubs and associations which can help you.
4. Learn about business and self-employment. Read books and business magazines. Talk with people who have their own business and those who ended their business to become employed.

After reading all this your question might still be “is self-employment for me?”

How do you make such an important decision? Thanks to the research of many scientists and the accumulated experience of professional career counsellors, there are ways to answer this seemingly difficult question. Follow these three principles;

1. ***Know yourself*** - Have a clear picture of what is important to you, your values, skills, personality and abilities. This is often easier said than done, but it is an important step in making a career choice and in deciding if you want to be self-employed.
2. ***Know your options*** - Become informed. Learn about starting and running a business; interview people who have done this; job shadow. Identify the occupations that most closely match you personality.
3. ***Make a good decision*** - Learn a simple, practical and scientific way of making important decisions.

At the Career Key website - <https://www.self-employmentkey.org/your-personality/self-employment-assessment-entrepreneur-test.html#.XnzKsohKiM8> - you will learn how best to do this and also get practical activities, resources, and advice and best practices used by professionals.