

How to Create a Sustainable Career Practice

CDANZ National Symposium

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www.careerdynamic.com

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Our clients are

- self referring individuals
- organisations who need career development support
- professional sport related organisations

Our services

- Face to face career decision making
- Sounding board to clarify workplace issues
- Career management workshops
- Practice supervision
- Consulting services; policy, systems etc.
- Career resource development

Self employment can mean

- Working by yourself or in partnership in your own practice
- Working with a group of other career practitioners who run their own separate practices or are part of cooperative under a single brand
- Owning a career practice that employs career practitioners
- Working as a contractor for a practice
- An employee in an organisation as a career specialist plus working in your own practice.
- Any combination of the above

The background of the image shows a stack of books and documents. The books have various colored covers: purple, red, and light blue. Some documents are visible, with text such as "ars of (705)", "museum", "educate", "mentar", "fficer", "ter s", "ating", "RT - RE", "al sp", "ment", "ents", and "SECRET". A green circular sticker with the number "1002" is also visible on one of the documents.

Is private practice
& self-employment
right for me?

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Needs

- Financial
- Long term viability
- Collegial contact

Fit – are you

- A self starter and risk taker
- Business savvy
- Decision maker
- Comfortable with a selling role

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Readiness

- Credibility and experience
- Credentials
- Marketing networks
- Financial resources

Motivation

- Money?
- Independence and autonomy?
- Challenge, achievement, growth?

SWOT Analysis

- Strengths?
- Weaknesses?
- Opportunities?
- Threats?



What systems do I need to put
in place?

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Financial

- GST registered or not
- Sole practitioner, partnership or company status for tax purposes
- Record keeping of income, expenses
- Invoicing
- Handling payments (internet banking, cash, Eftpos, credit card)
- Debt collecting
- Paying bills (regular and one off)
- Tax liabilities (GST, income tax, ACC)
- Chartered Accountant for annual accounts

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Premises

- Work from home? Sublet? Share premises? Buy or rent your own?
- Privacy
- Safety & security especially at night
- Reception
- Parking
- Storage of files
- Image & credibility

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Down time

- Accounting
- Marketing
- Report writing
- Bookings and no shows
- Professional development
- Client follow-up
- Administration
- Supervision
- Professional learning and development

Communication

- Telephone; landline, mobile
- Email
- Website & content management
- Message systems
- Backup if I'm away?

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How to develop your brand identity

Who could be your client suppliers

- Corporates, SME businesses, Government, NGO's
- Outplacement providers or consultancies
- Schools, Tertiary institutes, PTE, ITO's
- Businesses as a contract in-house career specialist
- MSD, Career services EAP
- A combination of the above

Client demographics

- School kids and graduates
- Unemployed and seeking work
- Those returning to work
- Senior executives
- Retirees
- In work; dissatisfied, missed crossroads, mid-lifers, stuck
- Displaced by redundancy, termination or underperformance
- Specialist groups e.g. sport, vocational rehabilitation, MSD, ACC, Migrants

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What services can you offer

- Face-to-face, on-line or telephone
- 1:1 contact, couples, siblings, friends, small groups
- Workshops & group facilitation
- Consulting
- Supervision
- Resource or web based development
- Programme development

Market research

- What is my geographic catchment area?
- Who else is practicing in my town, city, and region?
- What services do they offer and what are their target client groups?
- What are their credentials, background etc.?
- How much do they charge?
- What are the core values that I will base my brand on?
- What are clients seeking from a career specialist?

Questions

- Is there a theme or message that my brand will be based on?
- What visual image will I use to characterize my brand
- How will I reinforce my core values e.g. print colour, font choice etc.?
- What will my business be called?
- Where should I be based.

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My key selling points

- What is my practice model, process or working methodology?
- What tools and interventions do I use?
- How do I describe to clients the services I offer?
- What is my point of difference?

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Tying these ideas together

Rational Statement

ABC is a premium service provider with a business and private client base. A skilled team of consultants process change by diagnosing a client's problems then accurately choosing and delivering proven interventions.

Emotive Statement

ABC provides a warm, credible and professional environment focused on solving a client's unique problems. The consultants help their clients to explore their issues and inspire and motivate them to make positive change in their personal and professional life.

Marketing and promotion

How will I connect with my potential client groups?

- Print media
- Radio
- Email via direct mail
- Website
- Digital media FB, Twitter, LinkedIn etc.
- Through formal networks e.g. schools
- Letterbox drops
- On referrals e.g. from recruitment agencies, doctors etc.
- Public speaking
- Cold calling
- Presenting to professional networks
- Business, corporate and individual on-referrals

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Branded collateral

- Website
- Business cards?
- Email letterhead and signatures
- Invoice template
- Advertising
- Signage
- Telephone scripts and email response templates for interested clients
- Consultant CV's
- Consultant and or company profiles

The background consists of several books and documents. A prominent red rectangular overlay is centered on the page. The text 'Professional practice issues' is written in white on this red background. The background items include a purple book, a red book with the title 'ESSENTIAL SKILLS OF...', a blue book with '... OF SERVICE', a green book, and various documents with titles like '... of (705)', '... of s...', '... ating', '... RT - RE...', '... al sp...', '... ment', '... ents', and '... RECREATI...'.

Professional practice issues

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What resources will I need

- Handouts e.g. articles, information sheets, resources
- Templates e.g. CV writing, cover letters etc.
- Workbooks e.g. practical record of client activity
- Tools e.g. testing instruments, cardsorts etc.
- Links to course information e.g. Universities, Polytechnics,
- Stories, articles, blogs etc.

Quality issues

How will I establish and maintain quality standards

- Client feedback
- Peer review of reports
- Confidentiality of documents
- Policy on handling complaints
- Supervision – how many hours do I need to fund, what criteria would I use to choose a supervisor?

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\$\$\$\$\$ & Generating Income

- Access savings, borrow capital or get a family loan
- Start off with minimal capital investment & a specific client group e.g. ACC
- Plan on working in another context in the short term alongside starting your practice e.g. portfolio working
- Start working outside of your current work hours i.e. evenings and Saturdays
- Join another practice and build a client base

Crunch the numbers

Create a simple forecasting and budgeting tool

Predict

- One off set up costs
- Fixed costs e.g. rent,
- Variable costs e.g. GST, Tax
- Projected fee per hour

- Plug in potential client numbers per week and play around with how much to charge per hour? What is your break even point.

- How much alternative income will I need to survive?

Costing Model – Income & Expenses

	annual	monthly
Fixed expenses		
rent	\$30,000	\$2,500
Variables expenses		
MV	<u>\$ 8,000</u>	<u>\$ 667</u>
Total costs	\$38,000	\$ 3167
Annual profit (income) target after costs & before TAX & GST	\$40,000	
+ Total monthly revenue required from clients		\$4167
Income to cover costs + revenue (income) required monthly		<u>\$7334</u>

Costing Model – Break Even

Target revenue required monthly to cover costs + income of \$40k **\$7334**

	Client hours monthly	Billing rate per hour		
Total client hours monthly	70	75	100	150
Monthly revenue generated		5250	7000	10500
Annual revenue generated		63000	84000	126000
Monthly Revenue: cover costs + income of \$40k per client hour		-\$2083	-\$333	+\$3166
<u>Tax Liabilities</u>				
GST 15%		-231	- 37+	352
Annual Net profit		20,000	40,000	60,000
Tax rate		19.5%	20.2%	24.5%
Total annual tax liability		\$3900	\$8080	\$14700
Gross profit				

Feasibility ???

Now that you have concrete financial data to assess risk:

- Is it feasible?
- Is it realistic?
- Should I revise my decision?
- What are some alternatives?
- When can I start rather than can I do it?



Questions