

What it's like working in a startup or small business

14th July 2016

Agenda	Time	Lead by
Introduction	10:00	Carolyn
Activity	10:10	Carolyn
Small business: the state of play	10:20	Carolyn
Perspectives from startups and small businesses	10:25	Panel
Break	11:30	
How do I go forward?	12:00	Naishadh
Finding the opportunities	12:40	Trang
Wrap up	12:55	Carolyn

Introduction

- Our team today:
 - **Carolyn Sykes** – Facilitator (@ Two Square Pegs)
 - **Trang Du** – Founder (@ Two Square Pegs)
 - **Naishadh Gadani** – Careers coach (@ Skills and Jobs Centre)
- Logistics (bathrooms, break, parking)
- Photos and filming (Bridie & Luke)
- We are new and we are piloting this program we would appreciate your feedback

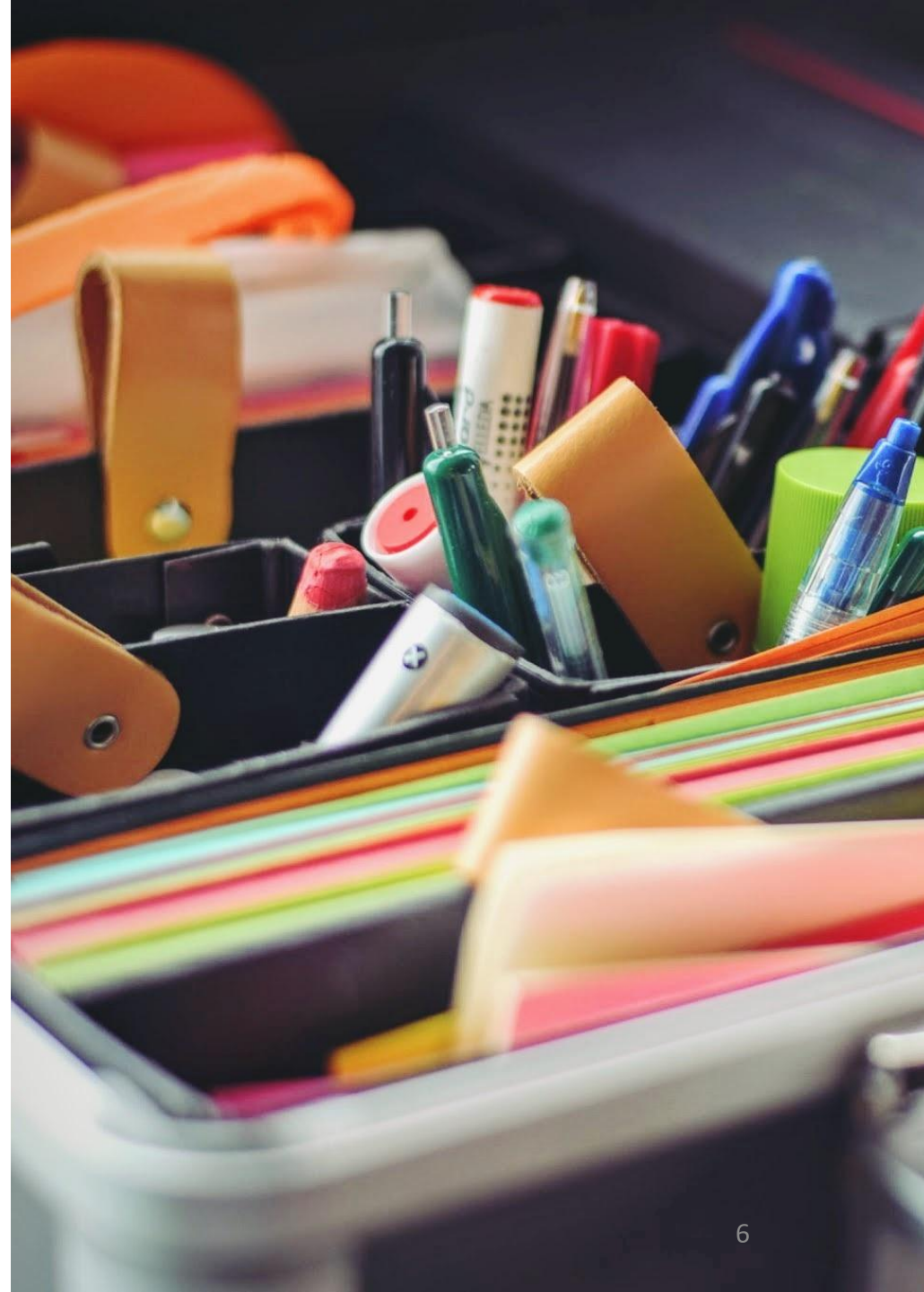
At the end of this you will

1. Better understand the opportunities in SB:
 - What does it take to be part of a SB team
 - What character traits are important
 - What the hiring process might be like for SB
2. Understand how you find the next opportunity
 - What you need to do to be ready to start
 - Where you might find that opportunity
3. Have an action plan!

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Activity – 10 minutes

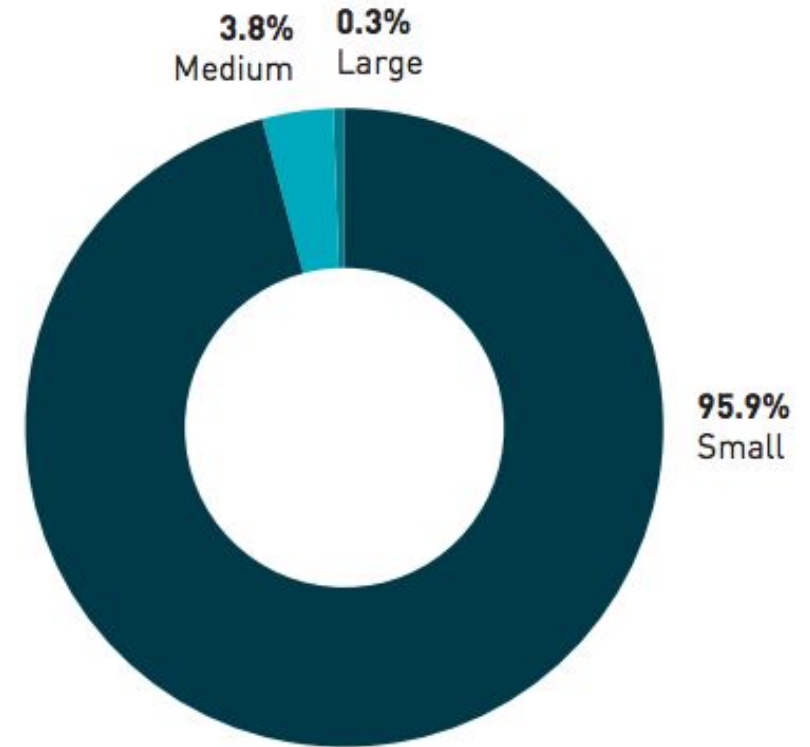
- Why are you here? What help do you need?
What would you like to know about:
 - Working with startups & small business?
 - How to go forward? (do you know where you are headed?)
 - What do you need help with? do you know how to get started?)
- We will check this off later in the session...



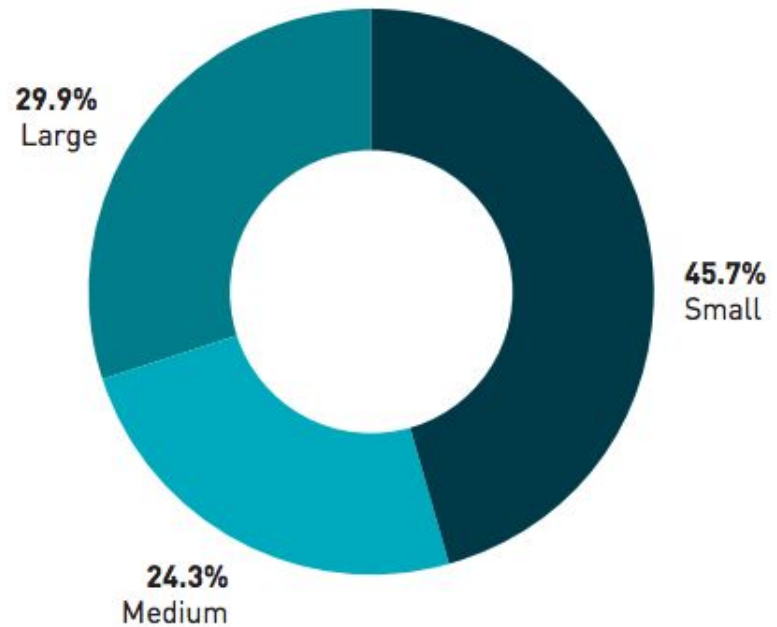
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There are over 2.1 million Small Businesses in Aus

- Approx 96% of Businesses are Small Businesses (SB)
- Approx **550,000** SB in Vic
- What is a Small Business?
 - ATO: SB < \$2 million,
 - Fair Work Australia: SB< 15 employees,
 - ABS: SB < 20 people
- Australians started over 280,000 Small Businesses (2013-14)



Employment% per size (Aus)



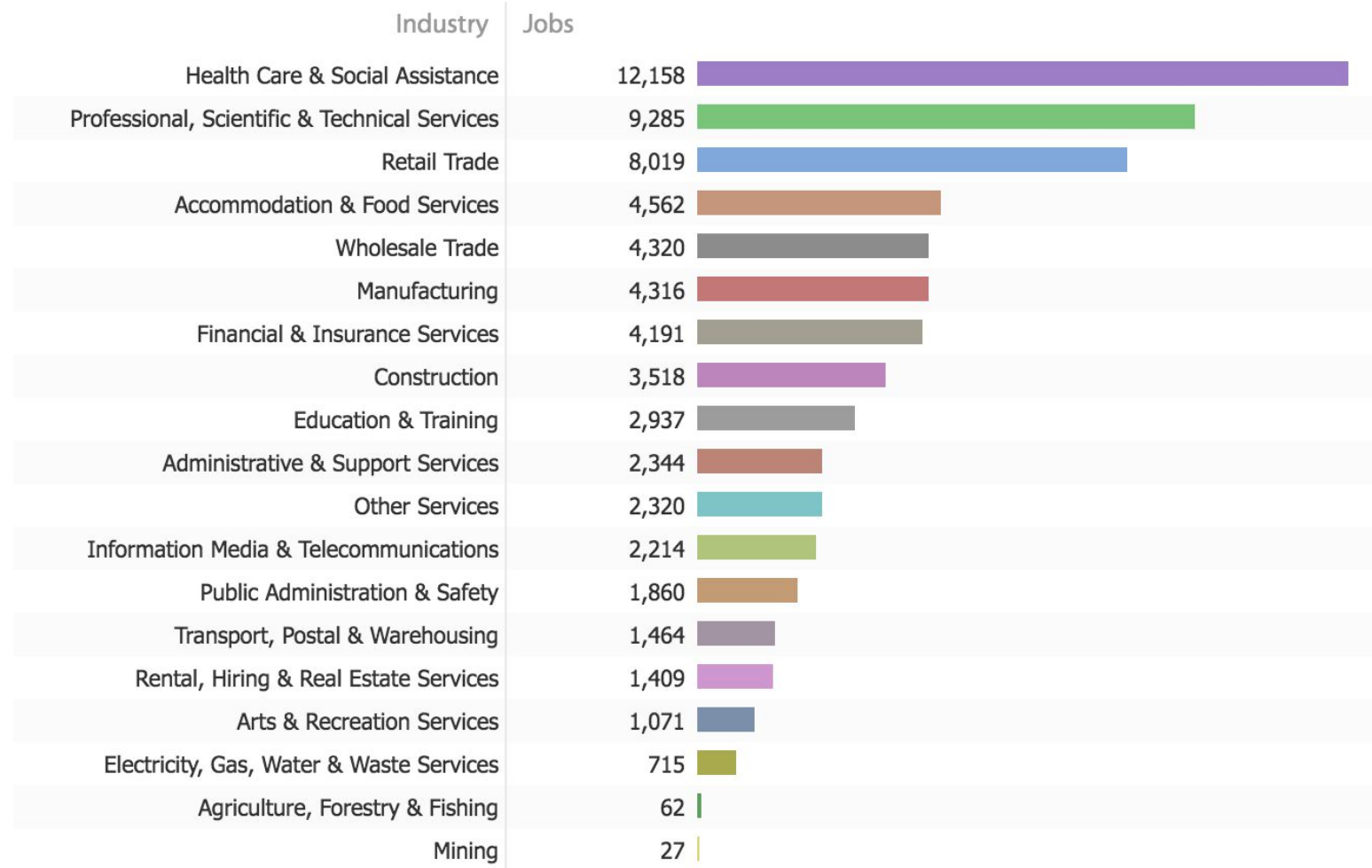
Data source: ABS Cat. No. 8155.0 and DIISRTE calculations.

A major employer

- 4.7 million Australians were employed in small businesses (June 2014)
- Approx 46% of jobs in Australia are in SB
- 47% of jobs in Vic in the private sector are in small businesses.

Yarra has all industries

- 34,193 people in the City of Yarra had a tertiary qualification (2011) ~ 50%
- Lots of different industries in Yarra



Startup & SBs are the incubators for innovation & employment growth



Young SMEs generated the largest share of total job creation (40%)

Startups add 5 jobs on average, every 3 years, for every 100 existing jobs
Adding 1.44 million FTE jobs (2006-2011)



Older firms (3+ years) shed around 400,000 FTE jobs over the same period.



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Video perspectives



Chantelle Baxter

**One Girl Charity & Be Bangles CEO
and Founder**

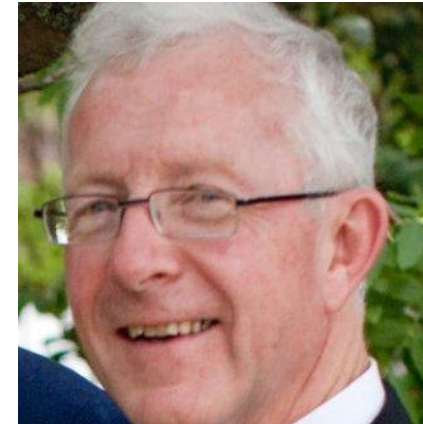
Is the founder of One girl a charity educating women in Sierra Leone and also the founder of Be Bangles a jewellery social enterprise empowering confidence in women



Luke Giuliani

**Squareweave Digital
Director and Founder**

Luke is a serial entrepreneur and owner of several businesses including a Digital agency and a Cafe



John Field

**GM NAB, GM Linfox, AI Institute
Retiree & Mentor / Advisor**

John is a retired general manager who has worked in large organisations and been an intrapreneur in organisations

Videos

- Day to day life in small business
- Important character traits
- The hiring process
 - Example



Every day in small business is varied!

Less resources (people and funding) and less formal structure means.....

Use a whole range of skills <ul style="list-style-type: none"> • Become a jack of all trades • Use lots of different skills w/o changing jobs • Do a lot of tasks yourself 	<ul style="list-style-type: none"> • Do you want to be deep? Delegation can be tricky. Won't love every task • Switch jobs without leaving • No departments to support you such as HR, Finance, Legal
Lot's of self directed learning	<ul style="list-style-type: none"> • Prefer structured training?
Make an impact <ul style="list-style-type: none"> • Get things done! • More time focussed on real things • Innovative culture 	<ul style="list-style-type: none"> • Prefer to be less visible? • More bureaucratic • Less time on things like 'team building'
Exposure to all aspects of the business	<ul style="list-style-type: none"> • Prefer to focus on your own role in your own department?
Remuneration likely to be different <ul style="list-style-type: none"> • Remuneration likely to be less • Flexible benefits may be available • Non traditional working arrangements • Potentially no set place of work/office 	<ul style="list-style-type: none"> • Prefer traditional salary environment with more fixed arrangements? • Prefer a corporate office location?
Developing an undefined path/processes <ul style="list-style-type: none"> • Have control over your own career 	<ul style="list-style-type: none"> • Prefer to follow a defined path & process?
Potential for business growth/decline	<ul style="list-style-type: none"> • Prefer stability? Prefer less stress?
Like a family – a close knit environment	

But what does this mean for you?

Startups & SB owners value certain traits

- The drive and willingness to just '**get things done**' – results focussed
- Loves to **learn new things & can learn quickly** but informally - learning by doing
- **Flexible** and likes taking risks (doesn't mind feeling uncomfortable occasionally)
- A practical & **common-sense** nature. Loves to find workable solutions to problems
- Someone who **doesn't have to have rules** and processes to follow
- People who can work **autonomously** and as **part of a team**
- People who **work well under pressure**
- A passion for the cause

Hiring is different to a larger company

- Hiring is risky for a small business owner
 - Tend to prefer using networks for hiring so it's about building relationships
 - May be more likely to outsource tasks to consultants, freelancers
 - Likely to value people who might be flexible in terms of remuneration (eg interns looking to gain experience and an opportunity)
- Interviews might be informal

Staff may not be trained in interview skills, so make sure you bring out your strongest selling points and ask lots of questions



Panel



Vikky Gallagher

**Bruce Brammall
Financial**

Residential Broker



Onur Ekinci

Peer Academy

Founder



Carolyn Sykes

Two Square Pegs

Project co-ordinator



Trang Du

Two Square Pegs

Founder



Panel Questions

- Intro
- Hiring process
- Connecting with co-founders, mentors/advisors
- Day to day what's it like
- The good and bad

Q&A

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What are Skills and Job Centres?

- Career Planning and Counselling services
- Access to information on employment trends
- Information on skills development
- Job seeking support and training
- Workshops and seminars on job search and interview
- One to one coaching / guidance sessions
- Referral to additional services providers – welfare, financial assistance
- Apprenticeship and traineeship advice

Two important forces changing the World of Work



Technology

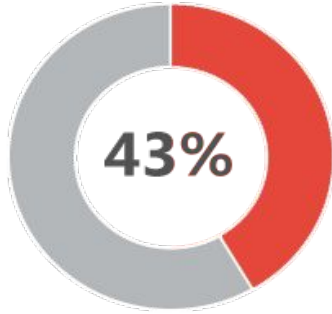


Globalisation

First, let's talk about Technology



Report by PwC found



Of the Australian executives believe the pace of technology will increase to an unprecedented rate over next three years.

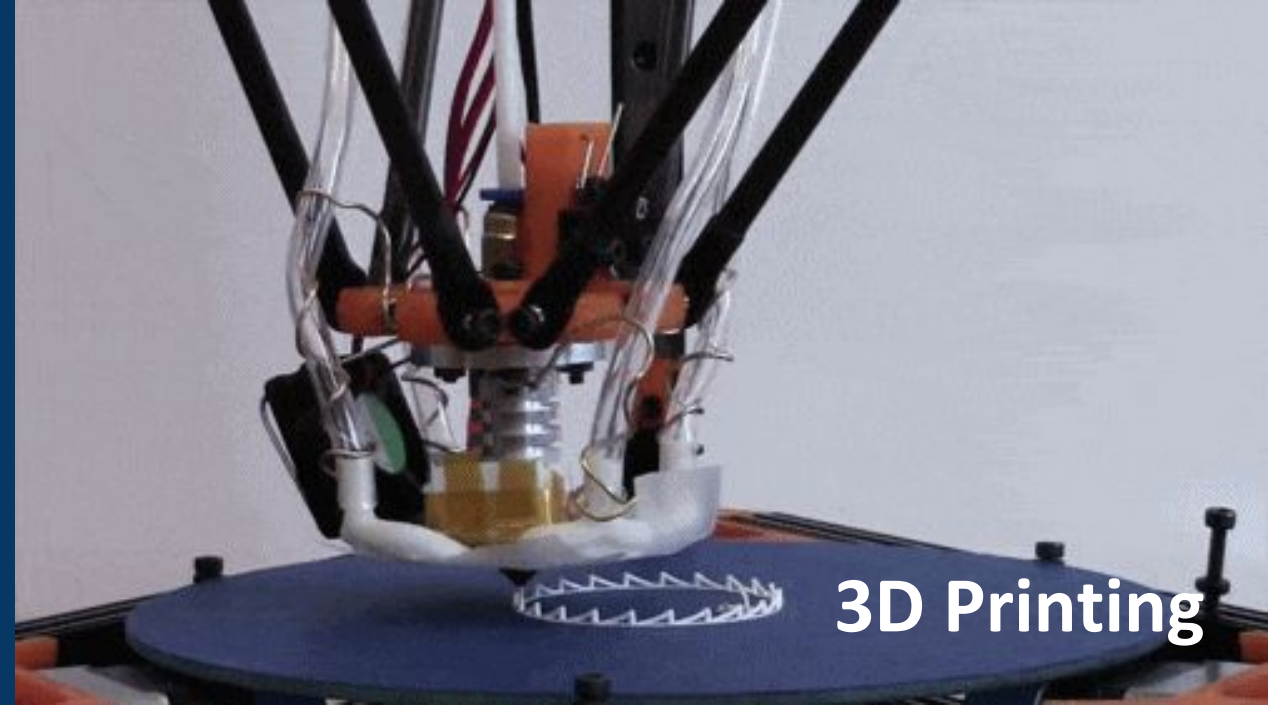


Of the Australian organisations are actively investing in comprehensively in technology



Australian businesses expect either rapid or unprecedented technology changes in next three years

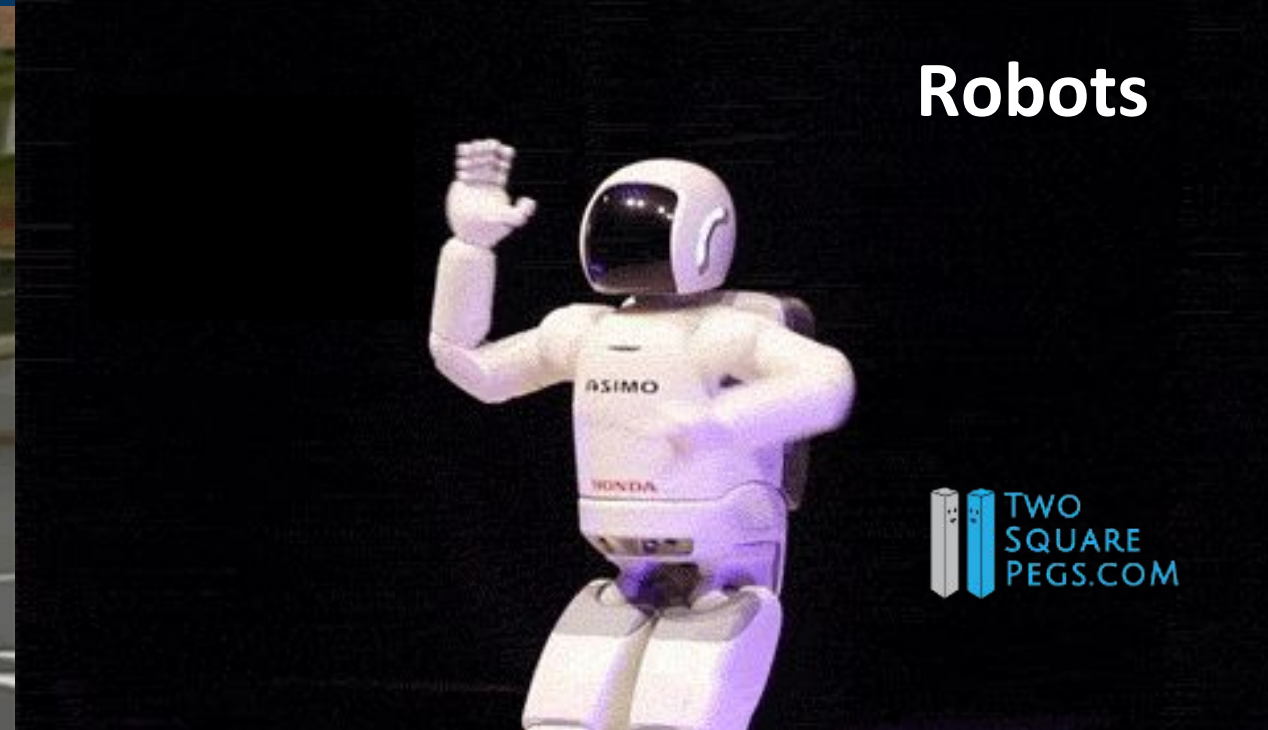
Artificial Intelligence 3D Printing



3D Printing



Driverless cars



Robots



Now, let's talk about Globalisation



The world is flat and hyper-connected

There is an ease of starting and operating a business that is global

**We are no longer an Australian workforce,
but part of a global workforce.**



We need to rethink about how we make career choices



You are responsible for your career,
Not an organisation or the government

responsibility

re·spon·si·bil·i·ty (ri spän'sə bil/

the condition of being responsible

Old Career Paradigm

- Structured job
- Secure employment
- Career Progression Guaranteed
- Set work hours
- Little flexibility
- Set retirement age



New Career Paradigm

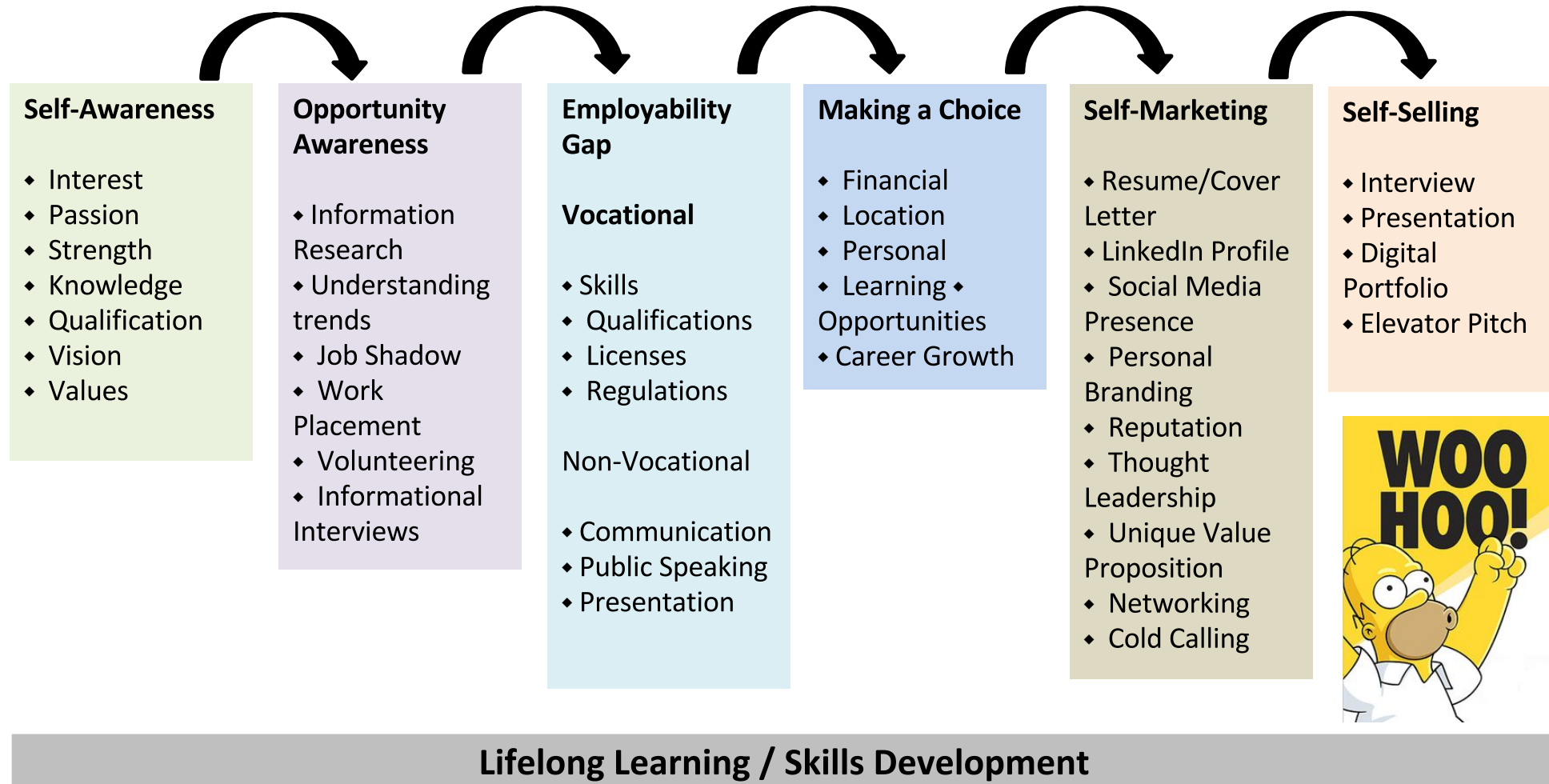
- Gig economy
- Working with diverse team
- Flexible work hours
- Focus on life long learning
- Continued skills development
- Purpose-driven careers
- No set retirement age - life long careers



Rise of the portfolio career

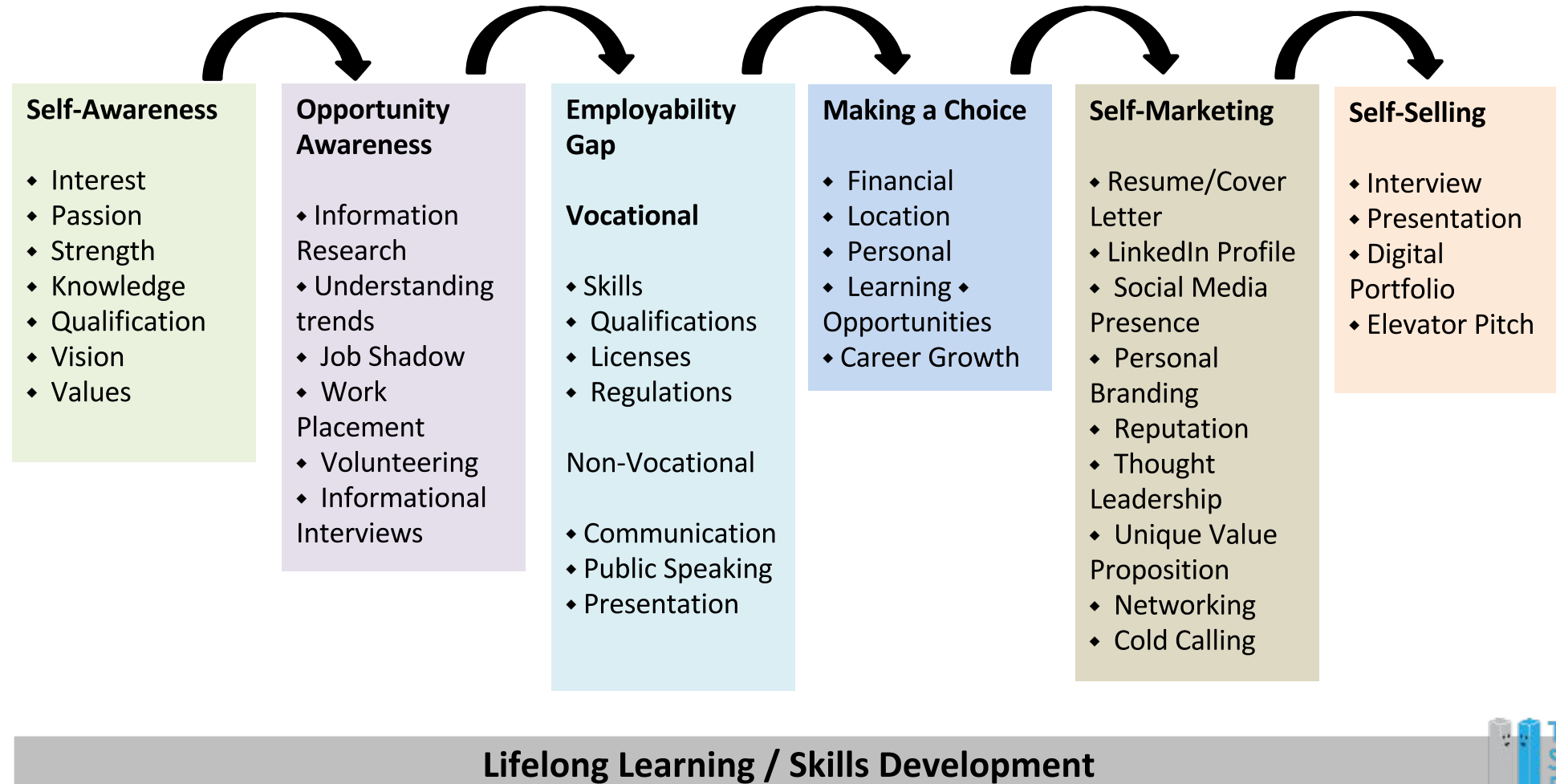
...a portfolio career, in which instead of working a traditional full-time job, you work multiple part-time jobs (including part-time employment, temporary jobs, freelancing, and self-employment) with different employers that when combined are the equivalent of a full-time position. Portfolio careers offer more flexibility, variety, and freedom, but also require organizational skills as well as risk tolerance."

Career Planning Framework



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Career Planning Framework



Lots of opportunities

- For Small Business hiring often seen as risky, less resources
- If you are open to sharing risk, there lots of compensation options
 - Freelancer/contractor
 - Equity / Invest
 - Co-founder/Partner
 - Profit/Revenue sharing & Commission
 - Product/service/Incontra
 - Network or references
 - Mentoring/Advisor
- Portfolio of work, combine & trial options



Freelancer/Contractor

- Australian businesses hire freelancers for:
 - Cost
 - Flexibility
 - Speed of hiring
 - Speed of work completion
- Short Term, Project Based and Casual Employment are new realities.
A PwC report suggests that internal permanent positions to make just 51% of their workforce within next three years – roughly inline with the global results of 56%.
- Not too risky start to trailing SB

AUSTRALIA IS THE #1 MARKET
(when adjusted per capita)

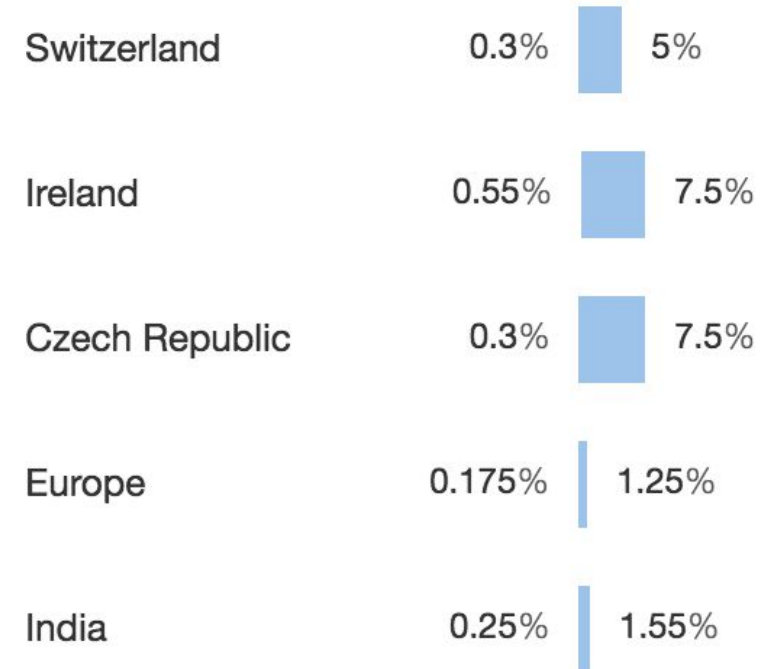


Based on freelancer earnings Q1 2013 - Q1 2014

Own some of the business

EQUITY : A stock or any other security representing an ownership interest.

- Invest time & expertise for equity:
Early stage employees often make less salary than they deserve (meaning: what they could make elsewhere). That is a cash investment they're making in the company
- Time vs Salary = more or less equity



Own part of the business

Cofounder /Business Partner

A person who plays a significant role in owning, managing, or creating a business, organization, union, or entity.



full-time

Fullstack Engineer with equal equity split

Hi – we are Sold

Sold turns any social network into a marketplace

Take a photo, add description, price, offer a commission, select social networks: Facebook, Twitter, Instagram, Snapchat, Pinterest...and share. Done. Sold will share your ad with your friends and followers. Fast and simple.

We have a working iOS app in private beta you can try on TestFlight. Sold trended on Betalist and we are sending beta invites, gathering feedback and iterating. Our technology is built on Swift, Objective-C, PHP and MySQL running on AWS. Our dashboard frontend is written in HTML, CSS and Javascript.

Why you will love us

Cofounder status with equal equity split.

Your own business where you'll be defining the culture, making new hires, mentoring and reaching out to the broader community.

Opportunity to hit the ground running with a working app.

Working side by side with 2 experienced cofounders.

Profit/Revenue Share & Commission



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Write for Us

We welcome all writers to join the team at Melbourne Mums Group, and share helpful, fun and informative stories about living with kids in Melbourne.

Please use the form below to submit your application. Please explain a little about yourself, your writing experience (if applicable) and what type of stories you would like to share with Melbourne Mums.

Please remember to include your email address.

Why write for Melbourne Mums Group?

- 1) Share your favourite parks, cafes and places to visit with kids. Write reviews and share your discoveries with other mums in Melbourne.
- 2) Write the type of articles you wish you could read. Anything that is relevant to being a parent in Melbourne will be considered.
- 3) Writers are paid a share of the advertising revenue, so you can make money writing about the fun things you do with your children.
- 4) Promote your website, blog, event, or business in your "signature" and gain exposure as a writer.

Allow up to 2 working days for your application to be processed.



Mentor/Advisors are much needed

- 60% of small businesses fail in ~ 3 yrs
 - **44% Poor strategic management**
 - Lack of strategy,
 - Lack of experience,
 - **40% Lack of financial control**
 - Inadequate cash flow or high cash use
 - trading losses
- They don't know what they don't know

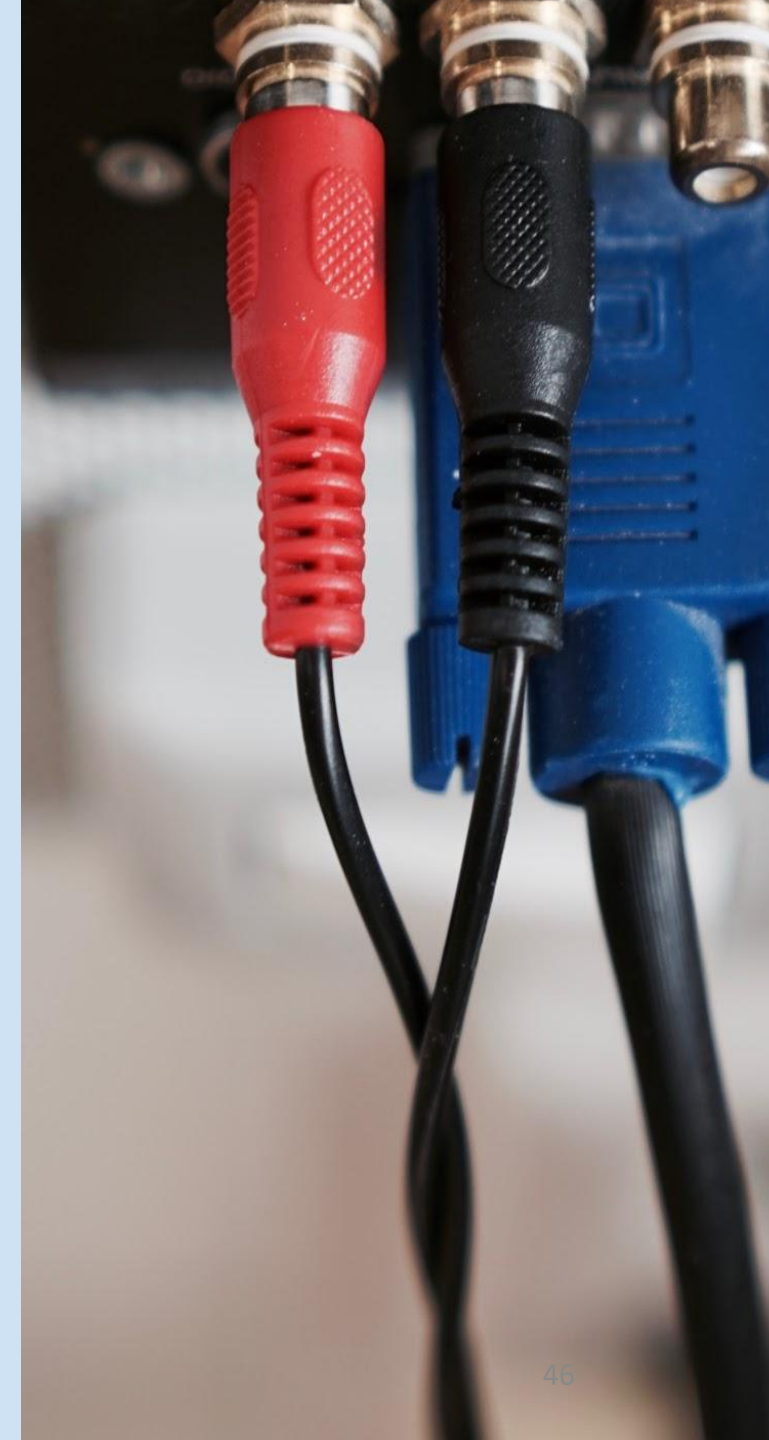


Mentor/Advisors...actually anybody

- Be clear what you are offering and what you want in return
Time commitment, WIFM even if Pro Bono, Discuss this and be clear on expectations
- Self awareness of skills, strengths & interests
Choosing the right opportunities, Who do you like to work with?
- Time is important in building a relationship
 - SB are busy (often stuck in day to day activities)
 - Be willing to show rather than just talk. Theory vs Practice..eg like in cooking
 - Solve a real problem with appropriate tools at the appropriate level
 - Hold their hand and GET THINGS DONE. (Particularly if early stage)
 - Learning will be part of this (new skills, technology, industry, processes)
 - Highlight wins you've achieved together. This takes time

Connect with opportunities

- Freelance: Upwork, Expert 360, 99 designs, Airtaskr, Sidekickr, Recruiters
- Niche job boards: JobLinks, Ethical jobs, Angel list, ProBono Australia,
- Network: Meet ups, Small Business events, Coworking spaces
- Equity/Founder: Angel list, founder2be.com
- Sign up to Two Square Pegs. Facilitates connections for
 - Employee (often starts as part time)
 - Freelancer/contractor
 - Co-founder/Partner
 - Equity / Invest
 - Profit/Revenue sharing & Commission
 - Product/service/Incontra
 - Network or references
 - Mentoring/Advisor
 - ProBono



Opportunities Video

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Action plan

What do you need to do to get started?

Spend a few minutes writing down the steps you will take to begin your journey.

Wrap up

- How did we do against ‘what you wanted to know’ activity from the start?
- How did we do against the workshop objectives?
- A note on future events
- Action list
- Please complete a feedback form



Workshop objectives:

1. Better understand the opportunities in small business:
 - What does it take to be part of a small business (SB) team
 - What character traits are important
 - What the hiring process might be like for small business
2. Understand how you find the next opportunity
 - What you need to do to be ready to start
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Thanks

