

Career Options in Creative Entrepreneurship

Liz Wilkinson

TECHNE Careers Consultant

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Career Options in Creative Entrepreneurship


From 19/03/2021 12:30 to 19/03/2021 13:30

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SESSION OUTCOMES

We will explore

- What is creative entrepreneurship?
- What factors contribute to success?
- How might you develop your creative side hustle?

Liz Wilkinson, Technē Careers Consultant

- 30 Years in Careers and Recruitment
- Former Director of Careers and Employability at Royal Holloway
- PGR Careers Lead at Kings College London
- Academic & Postgrad Careers Specialist



Contact via

4 techne.careers@careers.lon.ac.uk

ACTIVITY: WHAT IS YOUR PhD STAGE?

- **Using the chat box**, share your year of PhD study, institution and summarise your discipline (s) in 2/3 words
- e.g. Year 3, Brighton Geography & Visual Art

Spelling etc doesn't matter in the chat box

Introducing The Design Trust, NESTA & Malcolm Dewey



Patricia van den Akker · 2nd

Director of The Design Trust: an online business school for designers & makers; creative business adviser & trainer

London, England, United Kingdom · 500+ connections ·

[Contact info](#)

Creative Enterprise Toolkit

Starting a business can be daunting. That's why Nesta created the Creative Enterprise Toolkit — a practical resource to help you plan, build, test, communicate and launch your new creative business.

Stage 3 - Shape (Scale up your ideas)

In [Creative economy & culture](#)

[Download toolkit](#)



What is creative entrepreneurship?

- **Type phrases and words** that you associate with creative entrepreneurship into the chat box

My definition of creative entrepreneurship

Acquiring resource through the practice of creative talents that enables more practice of creative talents

ACTIVITY – CELEBRATING YOUR CREATIVE ENTREPRENEURSHIP THE HIGHS

- **Using the chat box**, share where you have already demonstrated creative entrepreneurship so far
- e.g. selling work, winning grants, raising your profile online

Spelling etc doesn't matter in the chat box

What do you find hardest about creative entrepreneurship?

1. Creating product/services
2. Identifying the market
3. Setting the right pricing structure
4. Generating publicity for my work
5. Converting interest into sales
6. Delivering customer satisfaction
7. Maintaining life balance

Necessary ingredients for success

Which factors do you think is key for creative entrepreneurship success?

Type your thoughts into the chat box

NESTA's 5 strategic principles



- 01** You're not at the centre of your idea, your customers are.
- 02** You don't need to do everything yourself. Build partnerships and alliances.
- 03** You need a vision for your business in order to position your offering. And you need to communicate this vision clearly and consistently.
- 04** You need to understand your personal motivation for running a business, including the importance of financial returns.
- 05** You need to be able to measure the performance of your business, which at certain critical moments can only be measured in terms of money.

https://media.nesta.org.uk/documents/creative_enterprise_toolkit_english_online.pdf

What's the market for your creative “product”

1. Grant-making bodies
2. Cultural institutions
3. Private organisations
4. Educational organisations
5. Wealthy individuals
6. Ordinary individuals

Developing your entrepreneurial skill base

- Client Management skills
- Organisational skills
- Pricing and cash flow
- Marketing skills

**From your experience,
What would be your
entrepreneurial top tip?
Type into the chat box**

Great resource: <https://www.thedesigntrust.co.uk/favourite-business-planning-books-for-creatives/>

Planning Your Creative Entrepreneurship Year

Some timing questions to consider

- What are the key calendar dates in your field?
- When are people most likely to commission/buy your product or service?
- When are good times for you to produce collateral/product?

Type examples into the chat box

Starting small: converting a side-activity to a side-hustle

- How can you monetize what you do?
- What is your smallest possible side-hustle?
- Is there one event you can use as a focus?
- Can you collaborate with another creative entrepreneur?
- How might crowd-funding work in your field?
- What skills have you got that are in demand by other freelancers?

**What side hustles have you spotted elsewhere?
Type into the chat box**

Creative sidehustler Malcolm Dewey offers tips

You are a Helper and a Giver

The overriding idea that you need to have is:

1. How can you help other people and
2. Why you want to create art and let them get to know your motivations.

There are millions of people creating something, but not all of them explain their motivations and motivation is particularly important. We all want to understand what an artist is creating and why they created it. The backstory should never be ignored.

Excerpt from <https://www.malcolmdeweyfineart.com/blog/how-to-start-your-creative-side-hustle-part-1#.YFR8K9ynyUk> Accessed 19/3/21

Creative entrepreneurship requires self-management

- Self-planning
- Self-narrative
- Self-nurture
- Self-belief

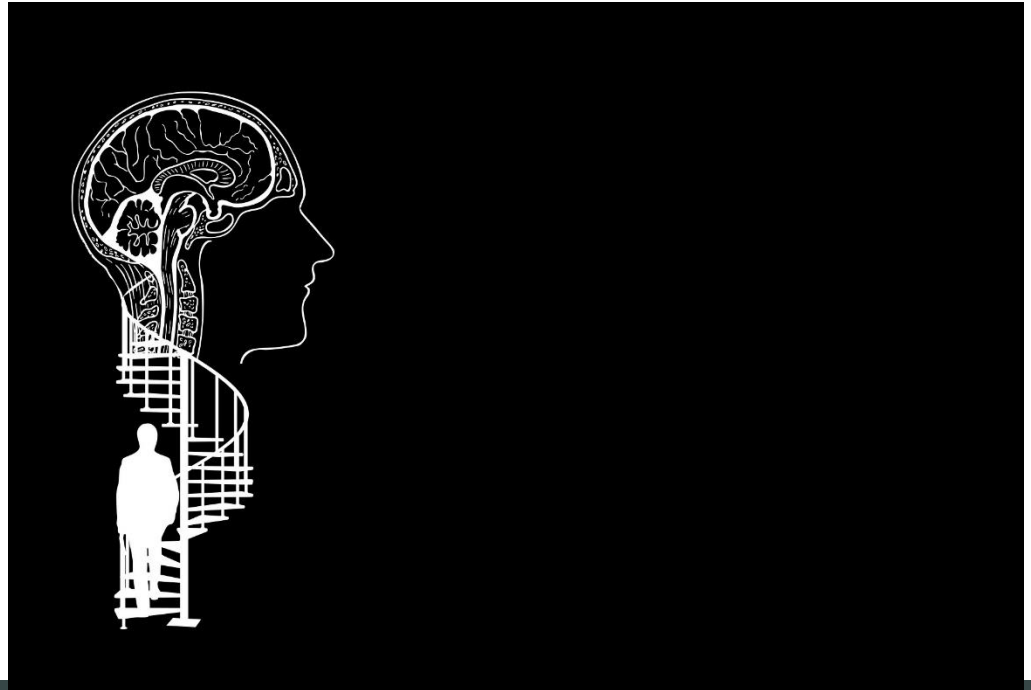
Kickstarting your creative entrepreneurship

How do you like to start your day?

1. With a monster?



2. Or a spiral staircase?



Type your preference
into the chat box

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Does your self-image match your creative entrepreneurial persona?



WHAT'S YOUR PERSONAL NARRATIVE SAYING?

“It’s my fault, I’m not just the entrepreneurial type?”

“I’m just no good at selling myself”

“There’s no money out there”

Do you need a buddy, a chat with some-one new or a step back?

What would you say to a friend who said this?

Keep some of your creativity just for yourself

“The guideline here is that if you choose to share yourself or compete with the rest of the world from your unconscious channel, save some time and effort for your own personal pleasure and revelation. Ski for the goosebumps as well as the glory. Give one hour every day to singing for your audience of one. Write poetry that no one else will ever see.”

Dawna Markova, No Enemies Within

Recorded webinars

- <http://www.techne.ac.uk/for-students/training-and-support/career-development-programme/whatever-next-webinars>
- Launching and maintaining a Portfolio Career
- How can I best manage my time?
- Changing Your Career & Creative Direction

MORE SOURCES OF SUPPORT

- 1:1 Career Coaching techne.careers@careers.lon.ac.uk
- Check out your home uni entrepreneurship support
- Make the most of Techne network and support
- https://media.nesta.org.uk/documents/creative_enterprise_toolkit_english_online.pdf
- <https://www.thedesigntrust.co.uk/>
- <https://www.malcolmdeweyfineart.com/blog/how-to-start-your-creative-side-hustle-part-1#.YFR8K9ynyUk>

Your feedback strengthens the Techne careers service

Take the long view

In 2030, what will you be glad you did in 2021

- Completed/Progressed your PhD?
- Added another income earning string to your bow?
- Developed your creative/intellectual practice?
- Improved your business skills?
- Made some new contacts?
- Improved your health/stress management?
- Experimented with something different?


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Thanks and see you soon

