

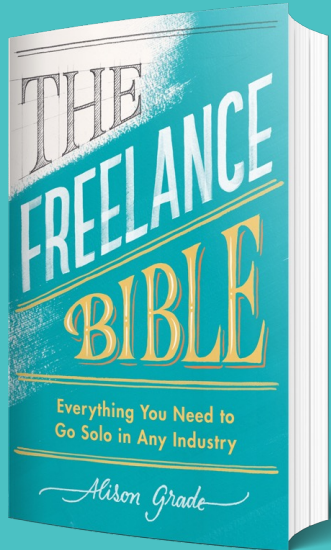


Nottingham Trent
University



Enterprise
Educators
UK

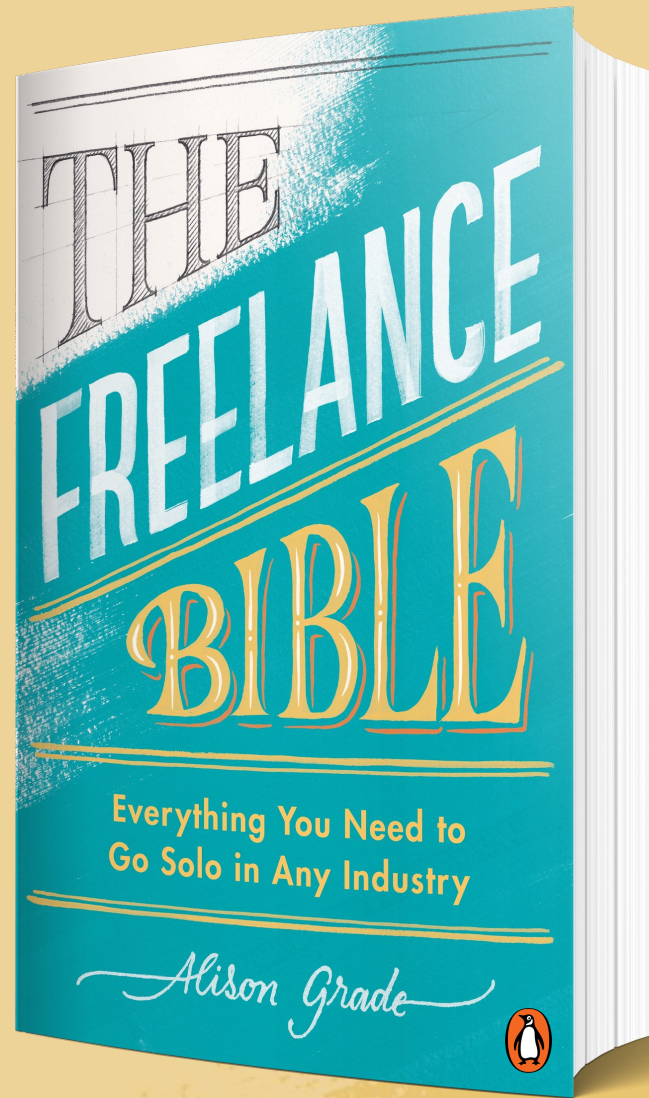
The future is **FREELANCE**



25th MAY 2023

Alison Grade





Alison Grade

Freelancer with portfolio career

What do I do?

- Author
- Film / TV Producer
- MBA
- Trainer
- Mentor
- Creative Industries Consultant

■ Published 5th March 2020 (Penguin)

■ Amazon #1 Best Seller

■ Financial Times Book of the month March 2020

■ Launched on [Amazon.com](https://www.amazon.com) September 2020



Why do clients work with me?

"I TRANSFORM CREATIVE IDEAS INTO A BUSINESS REALITY"



What is freelancing?



A way of working



More than just how you get paid



Mindset



Choice or necessity?

Why do we need to talk about freelancing?



Michael Painter

Principal

BOA Stage and Screen Production Academy



“Education policy from 4-18 doesn’t recognise freelancing as a way of working. It recognises entrepreneurship and employment.”

EMPLOYEE



Regular hours and pay
Permanent position
Company gives work to do

paid to do their job

FREELANCER



Irregular hours and pay
Project based work
You find work for you to do

trading time for money

ENTREPRENEUR



Building team & business
Prototyping / MVP
Raising investment

visions of unicorns

Siân Prime

Academic Lead: Enterprise & Deputy Director, Institute for Creative & Cultural Entrepreneurship, Goldsmiths

“Destinations statistics don’t recognise and value freelancing as a successful outcome ... academics and careers advisors are not incentivised to ensure students understand what a freelance career entails.”



Goldsmiths
UNIVERSITY OF LONDON

Samantha Thodhlana

Digital Marketing and Communications Consultant



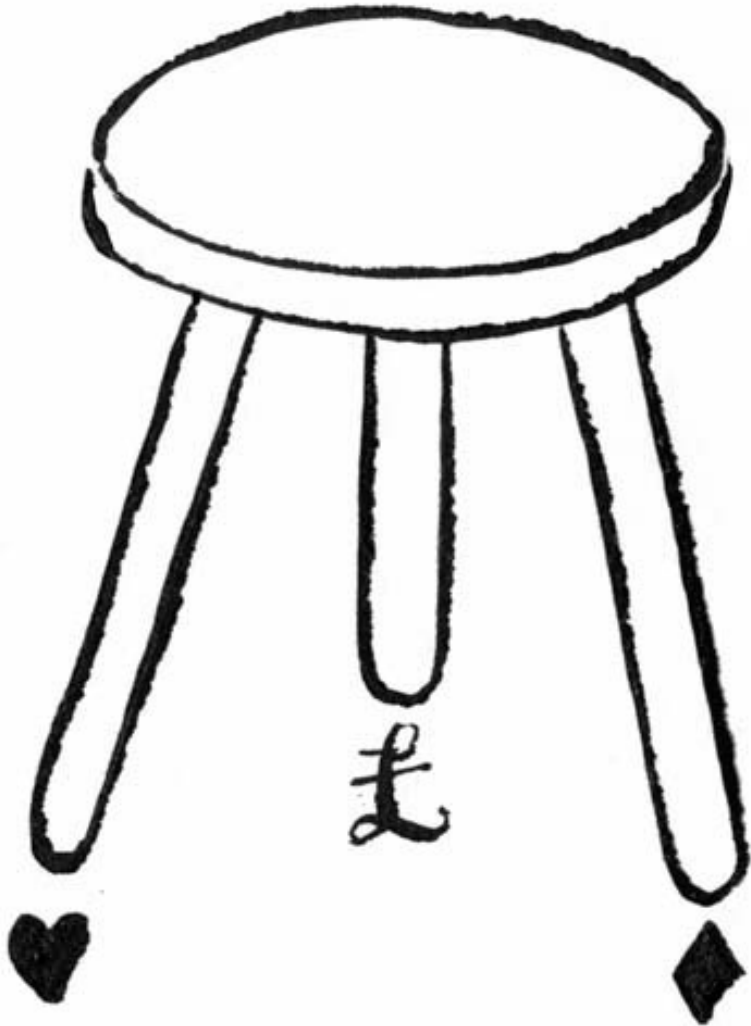
“I knew I wanted to work for myself after university and thought the only way to achieve this was to set up a business with a group of friends. Freelancing had not been presented to me as a career option.”



**What does it take to build a
sustainable freelance career?**



Successful freelance psyche



SKILLS

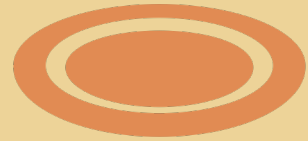


FINANCES



DESIRES

Freelancers need to work **'IN'** as well as **'ON'** their freelancing



'IN' spinning plates



**Why is this important now,
more so than previously?**



Are Gen Z the self-employed generation?

- 71% planning to freelance in their career, or already do
- 42% freelancing to earn extra income
- 39% saying it better suits their lifestyle
- 36% ultimate career goal is to be their own boss
- 22% top career consideration is to be independent and driven.

Sir Peter Bazalgette

Co-chair, Creative Industries Council

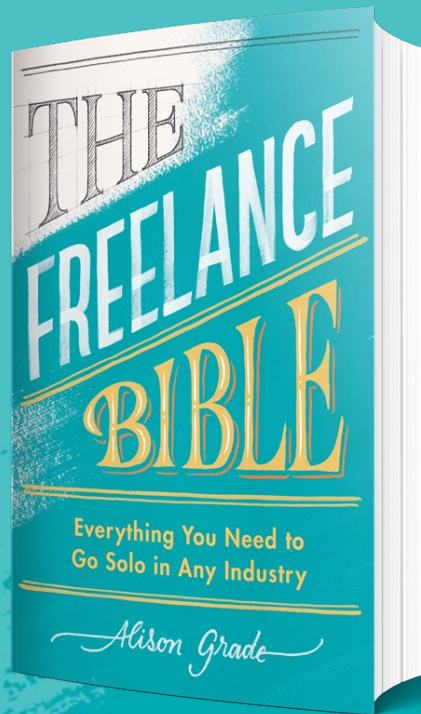
*“young people would like the independence of freelancing, but their parents wouldn’t!
Educators need to do something to explain [freelancing]”*



Thank you for listening.

Book available as paperback, e-book and audiobook via alisongrade.com

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