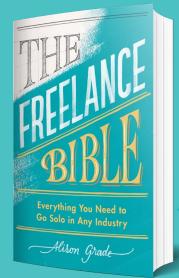


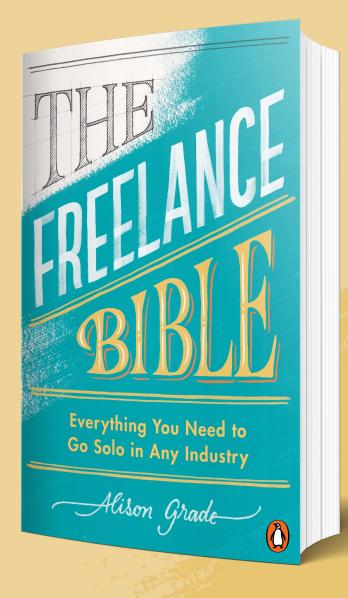


## The future is FREEMOLE



## 25<sup>th</sup> 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 5<sup>th</sup> March 2020 (Penguin)

- Amazon #1 Best Seller
- Financial Times Book of the month March 2020
- Launched on <u>Amazon.com</u> September 2020

## Why do clients work with me? "I TRANSFORM CREATIVE IDEAS INTO A BUSINESS REALITY"

<b>ScreenSkills</b>	BBC Academy	Simon Sinek		The Juardian Masterclasses	London Business School	NFTS NATIONAL FILM AND TELEVISION SCHOOL	<b>B</b> F	CREATIVE INDUSTRIES FEDERATION	ippse Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar Hadasabar
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BIRMINGHAM CITY University	FREELANCERCLUB	EEDS CONSERVATOIRE	AL BLY BLY BLY BLY		ICREATIVE SCALE UP PROGRAMME	F R E E L A N C E BUSINESS COMMUNITY	institute of creative		women in film & television UK
<b>*</b> nerve centre		CUMBRIA ARTS & CULTURE NETWORK	FILM BUDDY CHANN			Capital City College Group	SCREEN YORKSHIRE	BIMM INSTITUTE	the design trust
PLYMOUTH COLLEGE of ART	<b>© REGEN</b> UNIVERSITY LOP	T'S NDON	Middlesex University London	bectu		Ilture tral – netc		VERSITY <sup>oF</sup> Solihull College MINGHAM & University Centre	University of South Wales Prifysgol De Cymru
Birmingham City Council	Greater Birmingham Soliholl Leaf Interprise Partembip	Pente Print	BIRMINGHAM BEERDOAY THEATRE	WOMAN	FOCUS	ALLBRIGHT.	URBAN HAX	FIRST OPTION safety consultants ar ETW Cong. company	
TheConduit	the space	SceneSpan Historical consultancy		PORTOPIA CUS	SACK ERVMICS S		RMILLION	SOLAS MIND	NORFOLK Screen

## What is freelancing?

Λ

45574	A way of working				
• • •	More than just how you get paid				
ø	Mindset				
ΔŢΣ	Choice or necessity?				

# Why do we need to talk about freelancing?

#### Michael Painter Principal BOA Stage and Screen Production Academy



STAGE & SCREEN PRODUCTION ACADEMY "Education policy from 4-18 doesn't recognise freelancing as a way of working. It recognises entrepreneurship and employment."

### **EMPLOYEE**

## FREELANCER

## **ENTREPRENEUR**



Regular hours and pay Permanent position Company gives work to do

paid to do their job



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

trading time for money



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."





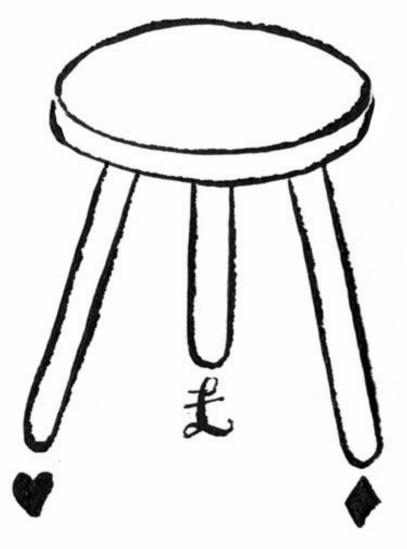
#### Samantha Thodhlana Digital Marketing and Communications Consultant



"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





## **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.

Source: Fiverr global study of Gen Z (defined as between the ages of 16 and 26), including over 2,000 Gen Z in the UK.

#### 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]"* 

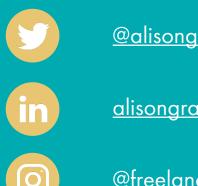
Festival 2023

**Creative Coalition** 

## Thank you for listening.

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