

# SKILLS FOR PROFESSIONAL FREELANCERS

# Activity

## Ice-breaker



# Track Overview

Course	Duration	Delivery Method
1. Career Planning and Introduction to Freelancing	3 hours	Online live
2. Customer Excellence & EI	3 hours	Online live
3. Personal Branding & Networking	3 hours	Online live
4. Virtual Presentation Skills	3 hours	Online live
5. CV Writing & Interviewing Skills	3 hours	Online live
6. Employment Coaching	3 hours	Physical

# Pre-assessment

- Add the QR code/link

10  
mins

## First Topic

# CAREER PLANNING



# Course Overview:

**By the end of this session, participants will learn how to:**

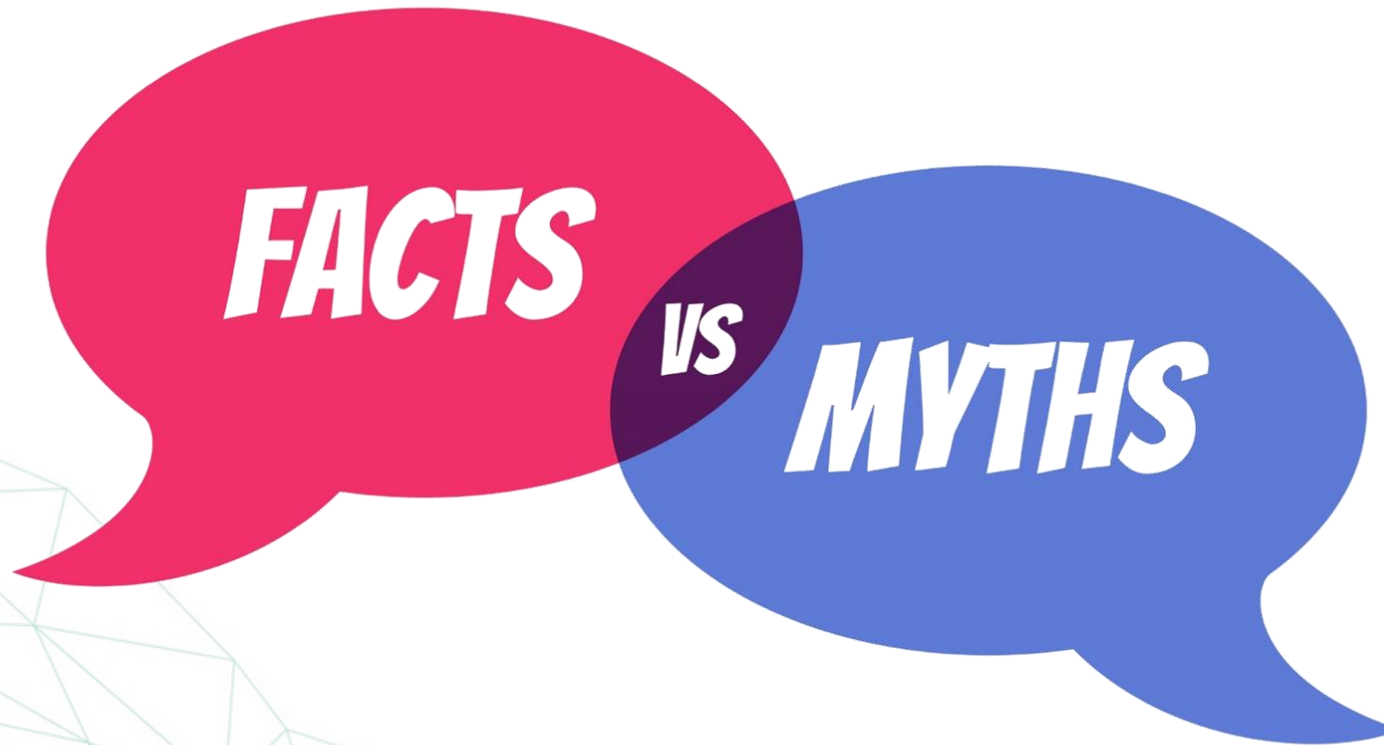
- Use the Career Diamond Model as a guide
- Identify opportunities in freelancing or remote work
- Get updated with market insights
- Create a career action plan

## Key topics covered:

- Module 1 – Introduction to Career Planning
- Module 2 – Career Planning Model
- Module 3 – Your Career Action Plan









# The most academically / technically qualified always gets the job



# There is only one career that fits me



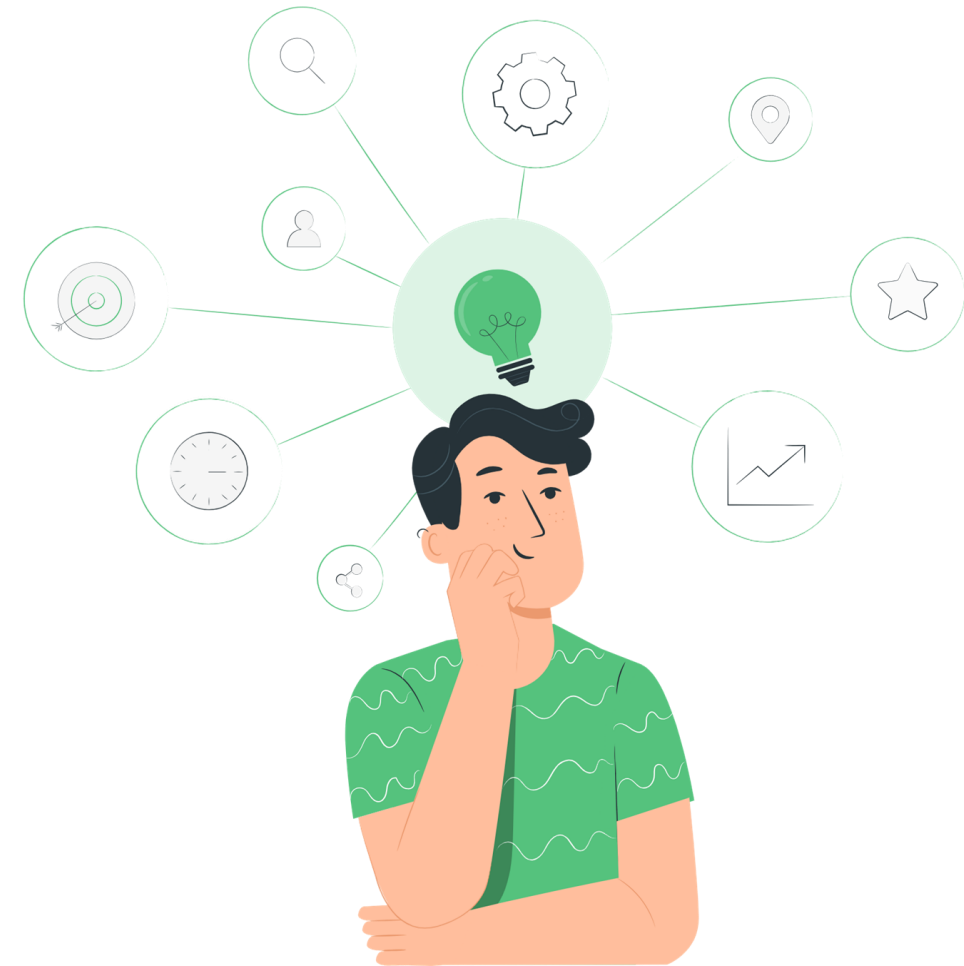
# If I am successful, then I am satisfied



# Career Planning

Career planning is the process one goes through to decide and pursue their desired career path.

This is based on some aspects that include personal traits, interests, values and market awareness.



# Career Planning

## Career planning is a process for:

- Identifying what you are good at
- Knowing how your skills, talents, values, and interests translate into possible jobs or careers
- Matching your skills to existing jobs or careers
- Matching your career goals to your financial needs

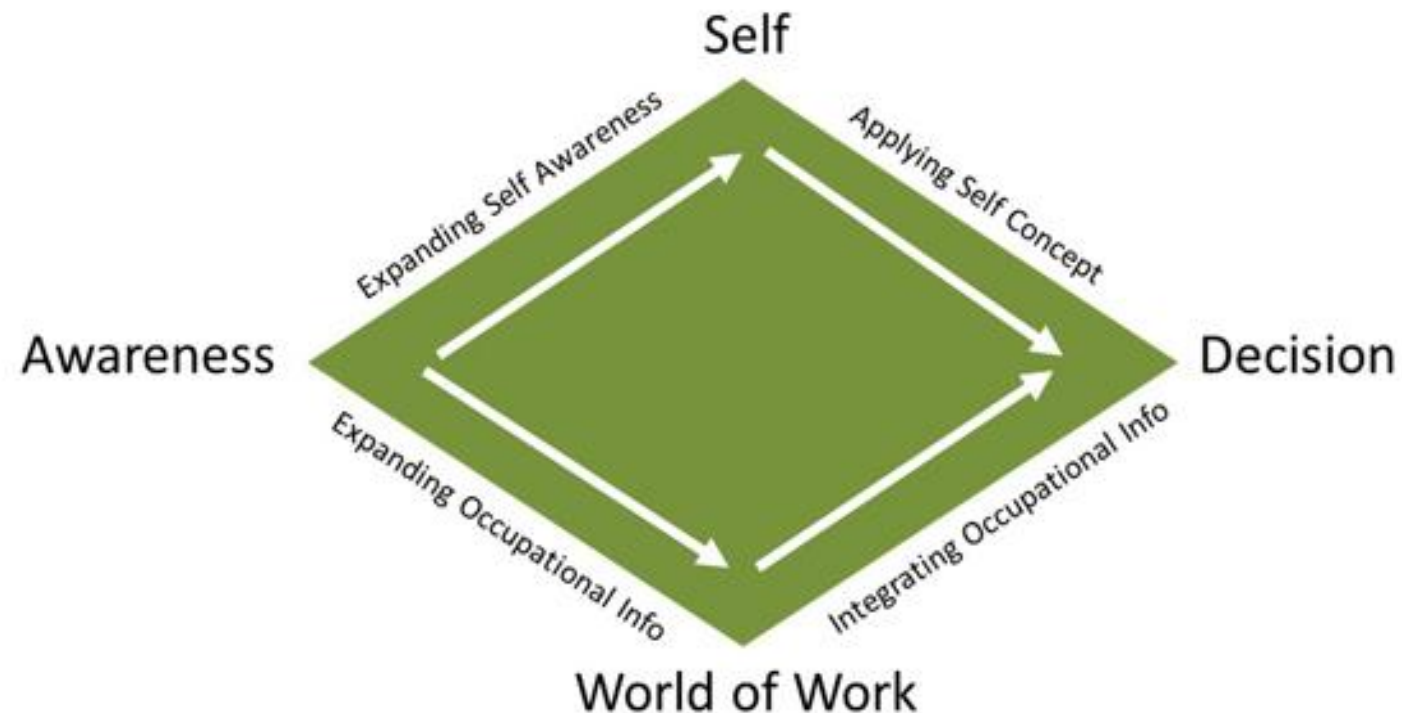


# Module 2: Career Planning Model



# The Career Diamond

- The Career Diamond places the **Self** on top of the diagram, representing the person in charge of managing career issues. The **World of Work** is placed along the bottom representing the external factors influencing career choices.





# Self Awareness

10-Jul-25



# 1) Self-Awareness

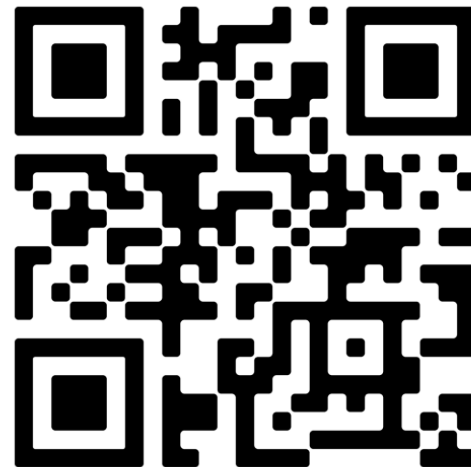
- Interests
- Values
- Personality



# Self-assessment

## Self-Assessment and Career Aptitude Tests

Individuals possess unique skills that can enhance their career prospects. Self-assessment and aptitude tests can help identify these talents and their compatibility with suitable careers. RIASEC test can help you, scan this QR code and take the test:



# Values

**Deeply held convictions and principles that shape one's choices and actions, reflecting what they consider meaningful and right. They provide a moral compass for decision-making and behaviour.**



# Travel or Not?

Your dream is to travel and learn abroad, but your family doesn't want you to leave them ? What will you do ?



Independence

Adventure and Exploration

Family

Passion

Safety and Security

Responsibility

Stability



**“A job demands excessive hours,  
leaving me with little time for my  
family with very attractive salary.”**

**Salary (Money)**

**Career Ambition**

**Health and Well-being**

**Family**

**Work life balance**

**Financial Security**



**“You have an exam in a couple of days and there is a school reunion today”**

**Commitment**

**Flexibility**

**Fun**

**Friends**

**Happiness**

**Persistence**



# Prioritize Career Values

**What's the most important value to me?**

- Salary
- Job Stability
- Free Time
- Making an Impact
- Location
- Company Culture
- Work Environment
- Family and Personal Life
- Competition



**Values  
Assessment**

# Quiz

5 questions

5 minutes

# Examples of Skills for Job Profiles



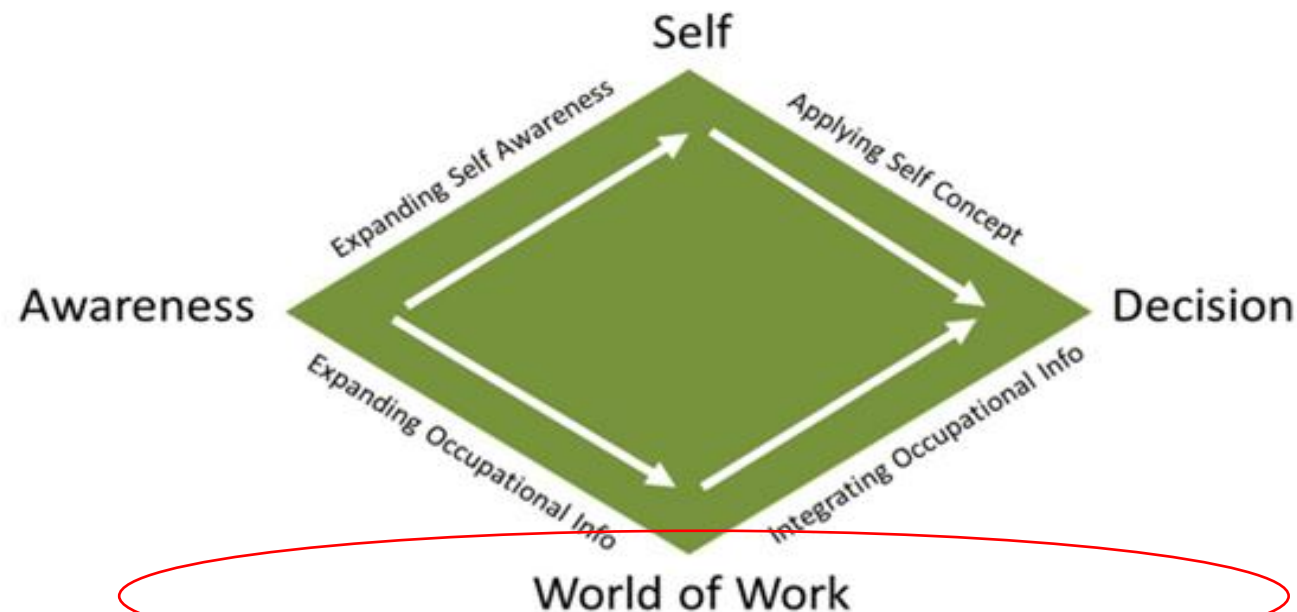
# Sample Skills

## Digital Arts Professional

1. Creative and Artistic Ability
2. Visual Storytelling
3. Attention to Detail and Precision
4. Adaptability and Continuous Learning
5. Collaboration and Communication

# The Career Diamond

- The Career Diamond places the **Self** on top of the diagram, representing the person in charge of managing career issues. The **World of Work** is placed along the bottom representing the external factors influencing career choices.





# World of Work



- Freelancing career
- Full time job
- Both

# Benefits of Freelancing

1. More freedom & flexible hours
2. Self-management
3. Location flexibility
4. Exposure to global brands
5. Expanding professional networks
6. Compensation and earnings control
7. Ability to test a startup or small business concept



# What are Emerging trends?

Emerging trends are patterns, behaviors, or preferences that are gaining popularity or influence in a specific industry, niche, or audience.

They can be driven by various factors, such as technology, culture, social media, events, or customer feedback.

## What are Emerging trends?

A study by Upwork, a freelancing platform, revealed that 59% of mid-sized companies plan to use more remote freelancers in the upcoming months, and 60% plan to do so in the next two years.

upwork

## What are Emerging trends?

Freelancers report a surge in demand for their services, indicating a growing preference for flexible, project-based work arrangements.

This aligns with the concept of the gig economy, where temporary or freelance jobs are increasingly common.

A 2017 study cited by Synchrony Bank states that 71% of freelance workers reported finding work online in increasing amounts.

# What are Market Demands?

Based on the mentioned market trends and freelancer observations, here are some skills you might consider improving to meet the evolving requirements of the labor market:

Adaptability & Continuous Learning

Digital Proficiency

Effective Self-Management & Time Management

Communication & Interpersonal Skills

Business & Entrepreneurship

# Market Demands

## Adaptability & Continuous Learning

The rise of the gig economy and increased demand for specialized skills necessitate adaptability and a willingness to continuously learn new skills.

# Market Demands

## Digital Proficiency

Technological advancements are crucial for freelance success and increasingly important across various industries.

# Market Demands

## Effective Self-Management & Time Management

With the increasing demand for flexibility and work-life balance, self-management and time management skills become even more critical.



# Market Demands

## Communication & Interpersonal Skills

Building strong relationships and effectively communicating your value proposition are essential for freelancers to secure and retain clients.

# Market Demands

## Business and Entrepreneurship

As a freelancer, you essentially run your own business, requiring an understanding of business fundamentals.

# Emerging Markets

Navigating change in emerging markets, characterized by their rapid growth and development, requires a unique approach.

## Stay Informed

Keeping yourself updated on emerging trends and market movements is critical for making informed decisions.

# Emerging Markets

Navigating change in emerging markets, characterized by their rapid growth and development, requires a unique approach.

## Develop Market-Specific Expertise

Understanding the specific nuances of your target emerging market is crucial for successful adaptation.

# Emerging Markets

Navigating change in emerging markets, characterized by their rapid growth and development, requires a unique approach.

**Embrace Flexibility and Agility**

Be prepared to adapt your strategies and approaches as the market landscape evolves and unexpected challenges emerge.

# Emerging Markets

Navigating change in emerging markets, characterized by their rapid growth and development, requires a unique approach.

## Prioritize Cultural Sensitivity

Building trust and respect with local stakeholders requires an understanding of the cultural context and sensitivity to local customs.



# Emerging Markets

Navigating change in emerging markets, characterized by their rapid growth and development, requires a unique approach.

## Invest in Building Relationships

Strong relationships with local partners, stakeholders, and consumers can provide valuable support and insights in navigating the complexities of the market.

# Module 3: Your Career Action Plan



# SMART Goals

S: SPECIFIC	What do you want to accomplish?
M: MEASURABLE	How do you plan to track your progress?
A: ACHIEVABLE	Is this goal achievable and realistic?
R: RELEVANT	How relevant is this goal to you?
T: TIME-BOUND	How long will it take to achieve this goal?

## Let's Recap

*Now we know how to:*

- Identify our strengths & development areas
- Use the career diamond model
- Explore market insights
- Create a career action plan





# Thank You!

Thank you for your participation and attention!