

If you could be anything...

...what will it be?



Senior High School Girls

Are you considering self employment as a career option?

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If so, NACEW invites you to access the links to key information and services to assist you with quality choices and decisions.

NACEW - cultivating the next generation of women in enterprise

**NATIONAL ADVISORY COUNCIL ON
THE EMPLOYMENT OF WOMEN**
MANA WAHINE, MANA MAHI



Case Study Participant Profiles

Jean de Bruyne

Business Psychologist

Jean has been self-employed for about 15 years and now runs her own successful Auckland based business, QED services providing professional services to the commercial sector.

Traci Houpa

Business Consultant

Traci is a co-owner of a Hamilton based consultancy firm THS & Associates Ltd providing professional advice in strategic, business and organisational planning to public and private sector clients throughout Aotearoa New Zealand.

Tutina Pasene

Designer

Tutina is an Otaki based designer whose business Native Style is about show casing and celebrating Maori and Pasifika culture and identity and expressing this through the clothes and designs they create.



*Are you
considering self
employment as a
career option?*

Jean de Bruyne

Business Psychologist

Auckland

For the past fourteen years Jean has been self-employed in a business that she established from the outset. She first came to Aotearoa New Zealand in 1976 from Singapore. Life in the 1970s was very different from today – in fact Jean was the only Asian student taking the subjects she did to gain her university degree at that time, she also says that she was the only Asian on the bus she took to university but now Jean could stand in Queen Street and think that she was one of the majority.

After Jean's son was born she began to work part time in the corporate world. Although Jean was a high performer it seemed that no matter what or how much she did it was never enough. This working environment had a profound effect on Jean and was one of the catalysts for

starting out on her own and being able to control and take ownership of her own destiny. Being self-employed also meant that when taking on contracts and choosing the kind of work she would undertake Jean could be true to her own core beliefs and values and ensure these were aligned with the services she provided and not be compromised in any way.

Taking business risks and being responsible for making decisions also provided motivation for Jean to become self employed at the beginning but fourteen years on she makes the distinction between being self-employed and running a business which is where she is at currently “I wanted to truly experience my decision making capability and know that there would be no one to hide behind or to blame”.

Since being self-employed and running her own business Jean has experienced challenges along the way. Jean says “it is still difficult to maintain a balance between the demands of work and family” and the transition from being self-employed to becoming a business owner has not been easy – it is the difference between “working in to working on the business”.

Other demands of the business such as being totally responsible for everything including employees, family income, and funding are some of the many challenges and accountabilities of being a business owner. Providing both a strategic focus for developing the business as well as maintaining and keeping her skills and reputation as a qualified practitioner up to date can at times be difficult, “undertaking the business development work as well as still doing the technical delivery which is where my reputation is”.

Jean recognizes that a key factor in getting off to a good start when establishing your business is seeking appropriate professional advice and support, “You always ask for help if you are serious about setting up in business. You ask for help and you always pay for that assistance because if you pay for that assistance you somehow take it on board and you are also in a situation where if you need any help and advice the person will actually see you as a client as opposed to doing you a favour.”

Delivering professional services to the commercial sector is also quite time consuming and is an expensive business to run. However the benefits of choosing to be in this business can mean that Jean and her team can “move quickly in response to any demands and back ourselves if we think it’s a good idea”. Not having to go through extended processes or endless bureaucracy when applying for funding is an added bonus for Jean – if they think something is a good idea then they back it themselves “we only have to answer to ourselves and the bank manager rather than a whole raft of stakeholders.

In summary “truly knowing what our capabilities and in-

competencies are” has helped Jean’s business to grow and strengthen the services they provide and as a successful business woman Jean has incorporated strategies that have helped to build her reputation and her client base as well as taking on board graduates that can deliver the unique services they provide.



Traci Houpapa

Business Consultant

One of the most important aspects of being in business for Traci is her “passion for Maori development, especially for women, which is part of my motivation for succeeding in business”.

Traci is the co-owner of a Hamilton based consultancy firm that provides professional advice in strategic, business and organisational planning to public and private sector clients throughout Aotearoa New Zealand. She became self-employed through a chain of events that resulted in Traci losing her job at the time. Being helped on her way as Traci put it was the best thing that could have happened. Strong networks and contacts made while she was an employee proved to be instrumental in the start up phase providing her with much needed contracts and support “After regular paid employment, self-employment is a big step”. So Traci saw the situation she found herself in as an opportunity and soon discovered that business was the most challenging thing that she has done.

The freedom and flexibility to work the business around your own lifestyle, preferred work time and patterns is a plus for Traci however she also found that, in the early stages of business start-up, the extreme isolation of working for yourself can sometimes be discouraging. Traci’s family provided her with support and advice when she first began getting her business on its feet. She also had a mentor in the early days and can vouch for the importance of aligning yourself with successful role models.

Traci also recognises that it is not necessarily all roses in the world of self-employment. The challenges and the opportunities to work with a number of different people and projects at various levels keep her motivated

to succeed “I like the sense of self-direction and determination. Simply put, the success I enjoy is relative to the effort, energy and ideas I provide and offer.”

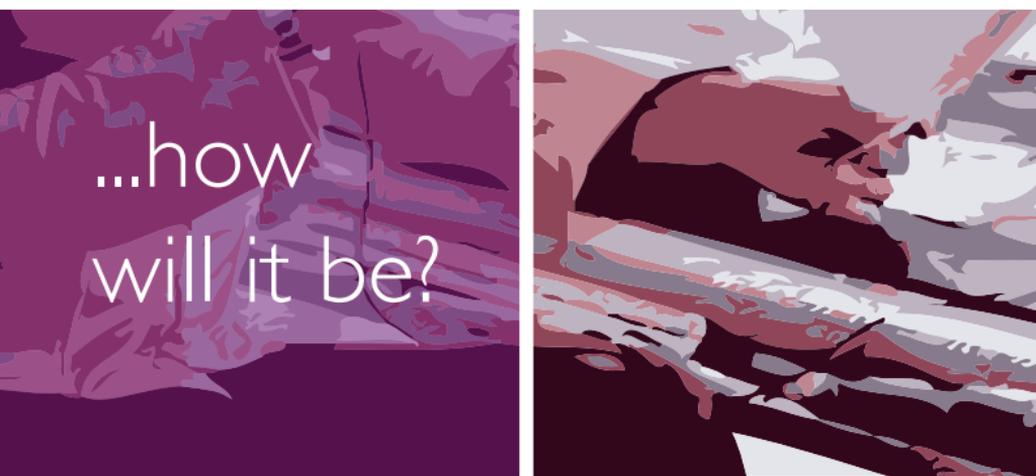
It's important to be clear about the core products and services of any business, which will determine target consumers and markets. Traci reflects that your choices should take you closer toward your preferred end goal and vision coupled with the acknowledgement that it is people who are an important part of the end result.

Traci found people's perceptions of self-employment were both interesting and frustrating. Often people would ask her when she was going to get a 'real job'. It seemed that, when Traci was setting up in business often people did not recognise the importance or the value that small businesses make to the overall economy of our country.

Traci advises that being clear about your motivations, your vision and core values, start up costs, professional and personal support networks and having a real understanding of your proposed business market are very good starting points. She strongly recommends that all new business people and entrepreneurs “get the best professional advisors you can afford, create a formal but unpaid support network of professional peers, get the buy-in and support from your partners and keep healthy, maintain balance between you, family and life”.

Traci firmly believes that your cultural capital as an integral part of who you are flavours what you can offer and how you engage as a business owner to your workplace, staff, clients and business community. Traci says “the ability to balance commercial and cultural imperatives [without unacceptable levels of compromise] translates as added value products and services for our clients, joint ventures, alliances or partnerships”.

Finally, forming a partnership was a natural progression from being a sole practitioner allowing Traci to combine her skills and experience with that of her business partner. They decided to work together on a contract to test and monitor their business compatibility and have not looked back since. Traci comments that while “we may be different in our approaches, we share very much the same philosophy in terms of business values. It is this synergy underpinned with our commitment to integrity, honesty and passion that makes our business a success.”



...how
will it be?





Tutina Pasene

*Designer
Otaki*

It took Tutina quite a while before she could call herself a Designer. She had always sewn for her own children and extended fanau and felt that what she was doing was more a hobby rather than a job. When Tutina and her fanau moved to Otaki she decided to turn this hobby into a business because “people liked my clothes and approached me to make them different things, and that’s how I got started. I thought I didn’t have any skills to go out and get a job, because I’ve been at home for the last 18-20 years bringing up kids”

In the beginning it was very hard juggling the business between the children, school, meetings, and sports. It is really difficult fitting all of these things into 24 hours “you don’t just start at 9 and finish at 5, you have to do it in between”. By choice Tutina has not taken an income as yet with everything she brings in going back into building up her business.

Other challenges that came Tutina’s way were around a company she formed collectively in the early days with three other women and they were together for six years. However, Tutina felt her creativity would flourish if she branched out on her own. Though the company was dissolved, everyone still remain friends. The experience taught Tutina a number of things about being in business, “I’m glad I did that because I learnt a lot of things and I realised my own potential”.

Some of Tutina’s children are older now and through their own skills and knowledge can support Tutina in the business. Her son Rerehau is artistic and creative, designing all the Maori tohu for Tutina’s garments. Her daughter Siene, uses her computer skills, helps with pricing & other typing etc. Another son Arumaki helps with his ability in graphic design. The book work and strategic planning for the business is taken care of by Tutina’s husband, which allows her to concentrate on the creative and design side of the business.

Although there is support there for Tutina, it is still hard work, she is often up late at night but she still loves what she does. Her goal is to get a wage out of the business. Essentially being able to do what you love, around fanau and from home with a supportive partner, are all huge benefits when working for yourself, according to Tutina.

Passion is another one of the key motivators that keeps Tutina in her business. It is also a vehicle for expressing who she is in terms of her culture and identity. "My business is about showing and being proud of your culture and expressing it through your clothes. My children are Maori, so I need to be able to show that link and because we're New Zealand born, it's just a way of showing I'm Pī and I'm proud of it!"

Building and providing opportunities for other young designers and artists is a business goal important to Tutina. She has a strong desire to set up a shop that sells local work and would be somewhere that young people could come to bring their work, exhibit it as well as sell their works of art "I want to be able to promote indigenous art works and to be able to help other struggling artists".

Through experience Tutina has discovered that for her being successful in business means "whether on your own or with your partner being able to coordinate your business within your everyday life and fanau. If you are unable to meet tasks necessary to your business you contract other people in to do it." Experience has also helped to transform the business and give Tutina more confidence in herself and in her role as a successful business designer.

A portrait of Tutina, a woman with short, wavy brown hair, smiling warmly. She is wearing a dark top and large hoop earrings. The background is a bright blue sky with scattered white clouds. The bottom of the image is overlaid with a solid purple color.

it will be...

...Success

