



3 Keys to Being Self-Employed and Independent

What you need to know to be successful

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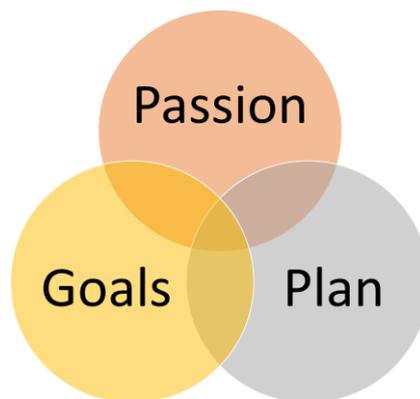
So you are self-employed or you are looking to take the plunge and become self-employed.

Why?

Being employed is often seen as a safe and secure way by which to live your life. But is it what you want? Increasingly, job security and tenure is becoming less certain. Even so, people are loathe to make the move from what they know to that which they do not know.

Being self-employed can give you freedom, but with freedom comes with choice and with choice comes responsibility. Being self-employed does not necessarily bring you independence. Believe me, I have been there!

Being self-employed means taking responsibility for what you do and for what you don't do, for what you achieve and what you do not achieve. At the end of the day it is what you do that matters. You may not be able to control everything around you or what happens to you, but you can always choose how you respond.



If you want to be self-employed and independent here are three things to be clear on:

1. *Your passion* – what is your passion, that which underpins you and is you, which inspires you and can inspire others?



2. *Your goals* - using your passion, what do you want to achieve for yourself, for others and what legacy do you want to create or leave?
3. *Your plan* - how you will make it sustainable? What do you need to do to ensure you can continue to do this on an on-going basis? What do you need to earn? Who do you need to involve? What resources, capabilities or capacity do you need to be able to access?

To be self-employed and independent you need to take control, to drive from the front where you can see you are going and focus on where you need to go. To guide you use your passion, your goals, and your plan to help you build something that you love, that lasts and leaves a legacy.

So what are you going to do if you are self-employed, or you are looking to be self-employed? Share here the one action you will take, right now, to address this.

To find out more about how to build your own business and to attract the right prospects, convert them into great customers and deliver great results for you and your clients in building a sustainable business please [click here](#).

About Andrew Cooke

Andrew Cooke is known for his work with executives, managers and teams in helping them to grow, develop and achieve results. Using a blend of consulting, facilitation and coaching he is noted for his ability in "bringing people potential to life". Andrew takes the time to understand and assist successful business executives in creating a customized plan that allows them grow and develop their leadership effectiveness and organizational performance. In doing this he guides executives to manage, direct and make change work for them and their stakeholders and teams in an increasing volatile, uncertain, complex and ambiguous business environment. From this he helps others to become more successful in both what they do and how they do it.



Andrew demonstrates a proactive attitude and empathy that blends enthusiasm, energy and a pragmatic approach in engaging leaders and their stakeholders. He has over thirty years of international business experience and insights on which to draw, and has worked with blue-chip clients and other leading businesses across a range of industries. Andrew is passionate about helping others to be more successful personally and professionally

Qualifications & Accreditations

Andrew is an experienced international expert in executive coaching, leadership development and business consulting. He has qualifications, certifications and accreditations from recognized leading global organizations, including:

- Accredited executive coach for Marshall Goldsmith Stakeholder Centered Coaching and Global Leader of the Future 360⁰ Assessment Survey Tool
- Masters of Business Administration (MBA), London Business School, UK
- Bachelor of Business BA (Hons), University of Plymouth (UK)
- Diploma from the Institute of Marketing (UK)
- Human Synergistics International:
 - Accredited Coach in Organisational Development - Organisational Culture Inventory[®] (OCI), Organisational Effectiveness Inventory[™] (OEI) and Customer Service Styles[™] Survey (CSS)
 - Accredited Coach - Life Style Inventory (LSI) & Group Styles Inventory (GSI)
- Accredited DISC Facilitator & Coach