

# **The Unified Self-Employment Transition Theory™**

by Glenn Olien - ©1997

$$\text{CTP} = \text{Q33TF}$$

Community Transition Potential = Quality of **32 strengths**

**The Unified Self-Employment Transition Theory** unites the bewildering array of ideas concerning the process of Self-employment transition into one easily understood concept. Five statements and a chart create the basis of the theory.

- \* **Those seeking or having the most self-employment strengths have the greatest potential of starting their business successfully.**  
There are 32 Self-employment strengths. Self-employment strengths help a person to get their business established successfully by building a solid foundation of support. The Chart lists all the Self-employment strengths.
- \* **Those without self-employment strengths will not get their business going.**
- \* **Self-employment having mainly “paid-for” strengths rarely stay in business.**  
“Paid-for-Factors” occur when someone (or a system) is paying for the support.
- \* **Most self-employment strengths deteriorate in direct proportion to the length of time the business is not succeeding.**
- \* **The weaker the economy the greater the need for diverse self-employment strengths.**

**There are three types of Self-employment strengths:**

- \* **Paid-for Self-employment strengths.**  
These cost money. They stop working when the payment stops. Examples: Government Programs, suppliers, management consultants, professional services, business associations, mobility, communications, location.
- \* **Unpaid or “natural” self-employment strengths.**  
These are people who provide help, but do not require payments, and their support can last a lifetime. Examples are: Customers, mentors, family, friends, networking contacts, community groups, business groups, and business peers.
- \* **Personal attributes**  
These are self-employment traits such as personality, education, image, experience, confidence, health, certificates, customer search techniques, business profile, attitude, and age.

## Characteristics of Transition Supports

**Address** is the place where customers can access your services during transition. An Address is one of the basic strengths and it can be a barrier if it is out-of-town, hard to find, has no parking available, or if it is shown as a post office box number.

*Shade in 100% if your customers have complete access to your services.*

**Age** determines certain qualities of the person. Each age brings different benefits and drawbacks.

*Shade in the 100% if the qualities of your age match the qualities required by the business.*

**Aptitude** is the natural asset, ability, or talent for a specific business.

*Shade in 100% if you have the ability or the capacity to learn the skills of the business.*

**Assessments** are the evaluations of a person's self-employment attributes.

*Shade in 100% if you have had assessments done and they support the transition.*

**Building Public Relations and Customer Base** is the attempt to obtain customers through paid for strengths (i.e. advertising) and unpaid strengths (i.e. press releases and networking).

*Shade in 100% if seeking all the possible avenues to establish a solid client base.*

**Business Acumen** is your understanding of the world of business and how it reflects on your company.

*Shade in 100% if you regularly monitor your business against others, and upgrade your skills and practices as required to keep up with the changing market.*

**Business Associations** are organizations of businesses, such as the Chamber Of Commerce

*Shade in 100% if you belong to associations beneficial to the business.*

**Business Groups** are any organized groups of businesses willing to take sides with, tolerate, and uphold members of the group, such as Women In business.

*Shade in 100% if you belong to a group that supports the people in business.*

**Business Image** is the image of the business when compared to the competition.

*Shade in 100% if the new image equals or surpasses the image of the competition.*

**Business Peers** are business associates willing and able to advocate for you.

*Shade in 100% if your business peers who support your ideas.*

**Business Plan** is a devised course of action for progress in business.

*Shade in 100% if this is a written document that makes sense.*

**Business Profile** is a short overview of your business and qualifications.

*Shade in 100% if your business profile effectively demonstrates your business history and highlights your qualifications.*

**Certificates** are documents verifying you have completed certain skills pertinent to running your business.

*Shade in 100% if you have sufficient individuals with the appropriate certificates.*

**Communications** are the tools your business has available for a customer to contact you: Telephone, fax, answering machine, email, cell phone and pager.

*Shade in 100% if all communication tools are in place.*

**Community Organizations** are services that are not conducted for the purpose of making a profit.

*Shade in 100% if you are using the services of an organisation or volunteering.*

**Confidence** is valuing and regarding yourself and your skills in relation to the business. .

*Shade in 100% if you highly regard yourself and your business abilities.*

**Customers** are the purchasers of your product or service.

*Shade in 100% if you have a strong client base.*

**Education** is the knowledge required to conduct your particular business.

*Shade in 100% if the Education and practical knowledge to operate your business.*

**Family** is any group of people, and does not necessarily refer to relatives.

*Shade in 100% if you are asking support from all 'family' members.*

**Government Programs** are provincially and federally funded activities of business.

*Shade in 80% if you are involved in a government program.*

**Health** is the physical and emotional ability to do all of the functions required in a particular business.

*Shade in 100% if you are capable of functioning in all aspects of your business.*

**Management Consultants** help you develop and execute your business plan..

*Shade in 100% if you are using government or private management consultants.*

**Marketing Plan** is the planned method of getting customers.

*Shade in 100% if you have done the marketing research and have a good marketing plan in place.*

**Mentors** are trusted counsellors or guides.

*Shade in 100% if you have a mentor who is successful in business.*

**Mobility** is the ability to get your product or service out to the customers.

*Shade in 100% if you a reliable means of transporting your services or goods exists.*

**Networking** is the exchange of information or services between businesses.

*Shade in 100% if actively seeking the support of business in a network on a regular basis.*

**Personality** is the spectrum of characteristics that are relevant to a specific business.

*Shade in 100% if your personality is suited to self-employment.*

**Professional Services** are the appropriate lawyers, bankers and accountants necessary to handle professional aspects of your business.

*Shade in 100% if you have a good lawyer, accountant and banker.*

**Suppliers** are the backbone of your business; they provide you with the products that enable the business to operate.

*Shade in 100% if you have good reliable suppliers*

**Unions** are organizations of employees.

*Shade in 100% if your relationship with your employees' union is mutually cooperative and beneficial.*

**Viability** is the soundness of your businesses idea.

*Shade in 100% if your business idea has market potential.*

**Work Ethic** is your desire to succeed in business, and your willingness to work 24-hours-a-day to achieve that success.

*Shade in 100% if you have a strong work ethic.*

# The 33 Self-Employment Supports

Unified Self-Employment Transition Theory®

## Types of Business Strengths

**Paid-for-Strengths    Unpaid Natural Strengths    Personal/Business Attributes**

