



Freelancing

Developing a Freelance Career in the Media

Task 1 - Your Key Qualities and Motivating Factors

Objective

To identify your key skills, your transferable skills and the factors which will provide motivation in your working life. This will enable you to identify and establish a job or role that complements your particular skill-set and your personal qualities. You will evaluate your own achievements and develop an awareness of the skills and qualities that you possess in order to present them to possible clients and employers.

Aims

On completing these tasks you will have:

- An understanding of the personal qualities needed to sustain a small business or a career as a freelance in the media industries.
- An understanding of planning and self-development as a key to a sustainable and successful career.
- A basic understanding of the jobs and roles available to media graduates contemplating freelance work.

Instructions

Print out this worksheet, and work on the table on page 3. In the first column, list specific times in your life (working or personal) when you've really felt "at your best" i.e. the kind of occasions when you have felt inspired, energised, excited and proud of your achievements, perhaps 4 or 5 specific occasions. Then detail in the corresponding column the factors that contributed to your feeling of success and achievement.

Consider the following:

- Were you utilising particular skills or talents?
- Did it have something to do with the environment or the people you were working with?
- Did you learn a new skill or develop an existing one?
- Was it finding a solution to a tricky problem?

Review your answers and aim to summarise as succinctly as possible your key qualities and motivating factors. You may find it useful to show your answers to someone and get them to help you pick out the key factors. Formulate a short sentence or paragraph that sums up your key motivations/strengths. You might try a number of different versions until you find the one that feel the most accurate for you. Refer to the example on page 2 for further guidance.

Example**Occasions of when I've been "at my best"**

Managing Regional Bursary Scheme for Cambridge Darkroom.

Collaborating with 'desperate optimists' on Showroom Residency.

Producing touring exhibition for Impressions Gallery.

Renovating House.

Key factors that contributed to a sense of success and achievement

Supporting group of recipients, discussing work in progress & bringing my perspective. Achievement of seeing final exhibition and resulting publicity.

Working as part of a close team. Being fully absorbed in a project. A sense of belonging. Practical application of old and new skills & developing them as part of process. Pride in product. It was fun.

Sense of achievement in securing commission. Building a body of work. Developing existing printing skills. Working with gallery director on presentation of finished work. Achievement of seeing final exhibition and resulting publicity.

Visible results, organising work and contractors, making design decisions, researching best/best value products. Sense of achievement in seeing it all come together.

Summary Points

Visual Complete product Teamwork
 Achievement People Personal contributions

Summary Sentence

"I'm at my best when I am contributing to a team of people working"

Worksheet**Occasions of when I've been "at my best"****Key factors that contributed to a sense of success and achievement****Summary Points****Summary Sentence**