

# Workshop & Trainer Profile

## Freelancing and entrepreneurship made easy

Becoming an entrepreneur might seem like a scary and risky. However, to some, this unpredictable adventure seems like the perfect path that their life should take. This is especially true in the context of the COVID-19 situation, where job offers are scarce, but business opportunities are available to those with innovative ideas and solutions.

Whether you wish to become a freelancer or entrepreneur, only you can decide the life that is right for you. With the uncertainty also comes tremendous freedom, accountability, and financial reward.

This workshop is designed to provide you with the ability in recognizing business opportunities, commercializing a concept, managing resources, and initiating a business venture. It also includes instruction in disciplines such as administration, management, finance, and sales and marketing.

### Objectives

- I. Recognize the risks associated with freelancing and entrepreneurship
- II. Mitigate the risks of failure by assessing your business idea
- III. Structure your ideas by developing a business plan
- IV. Identify the business opportunities in the COVID-19 situation
- V. Develop business skills for small entrepreneurs

### Topics / Modules

- I. Entrepreneurship and freelancing – the Mauritian context
  - a. Challenges and opportunities for entrepreneurs
  - b. Support from private and public sector
  - c. Security for entrepreneurs and freelancers
- II. A 3-way test to starting your venture
  - a. What is the problem you want to solve?
  - b. How will you solve that problem?
  - c. How will you make money?
- III. A 6-step approach to entrepreneurship
  - a. Generate a business idea
  - b. Develop a business plan
  - c. Choose a location
  - d. Register your business
  - e. Access to finance
  - f. Sales and marketing
- IV. Simulation (group exercise)  
Role-play in groups about starting your business by applying the 6-step process.

**Key takeaway:** business plan based on the template of the MCB

**Duration:** 5 hours

## Your Trainers

### Ashish KHATRY

A results-driven senior manager with 12+ years of experience in creating and implementing programs to improve business operations. He is adept at building recruiting, selection and retention business strategies, perform organizational diagnostics and provide recommendations for improvement. He is also highly skilled in preparing for restructuring, downsizing, change management, morale and retention.

In his current role at Adecco, Ashish also intervenes as a course designer, facilitator for Management and Leadership workshops, as well as consultant to find solutions to real life business problems at clients' end.

Ashish has served in start-ups as well as multinationals in leadership roles (Valldata, TNT, Accenture, Starwood, Marriott, and now Adecco). He holds a BSc (Hons) in Internet Systems and is reading for an MBA in Innovation & Leadership. Also, he is a **certified Black Belt in Lean Six Sigma**, and MQA approved trainer in Management.

### Jennifer Webb de Comarmond

Jennifer has more than 12 years' experience in the HR field and is known for her public appearances and speeches about "Future of Work" and "Millennials in the Workplace". Her training expertise range from topics such as Leadership, PMS, TNA and HR consulting amongst others.

Jennifer was recently a TEDxALC speaker where her knowledge about integrating millennials in the workplace has proven to be a unique asset on the local market. She is also an active member of Business Mauritius on the social capital commission.

### Krishan DEELJORE

A seasoned Business Leader with over twenty years of experience spanning across a variety of sectors including Manufacturing, Consumer Goods, Financial Services, Telecommunications, Technology and Outsourcing.

Krishan is the Founder and Managing Director of BI Instruments Ltd, a boutique consulting and advisory firm providing bespoke services to Clients in the Indian Ocean and East Africa region. Over the last 12 years, he has held HR Leadership roles in several MNCs, where he built expertise in the areas of Human Capital Management, Organizational Development and Change Management in a highly diverse and dynamic environment.