



January 25 2009: Archive

## The Voice Of Reason

### Options Available For Those Recently Made Redundant

We are faced with massive levels of redundancies which for some may lead to long term unemployment. Given the lack of ability and proactivity in Dail Eireann we can expect little from this quarter except posturing and procrastination on any real action.

As I see it there are four choices facing the unemployed:

- \* 1) Emigrate: probably to a country with prospects as bleak as our own.
- \* 2) Find a new job: which in the current economic climate will be a difficult task.
- \* 3) Remain Unemployed: Not a realistic choice for right thinking people.
- \* 4) Start up in business for oneself.

In *Grabbing the Oyster* I have tried to highlight the areas one needs addressing in ones personal life and mindset before embarking on such a project as establishing a business. The key attribute is without doubt ones attitude. If you approach any task with the right attitude ones chances of success are radically increased.

One think of light about the current situation is that all of the entrepreneurs profiled in the book confirm that a recession is the best time to set up a business. If it succeeds during such a time then it will thrive during an upturn. There is less competition as the messers and opportunists have all gotten out of the field so the playing field is certainly more open and clearer.

So maybe now is the time to take that idea that you have had in your head for ages and explore its potential.

Respected business advisor Brian O Kane has just written an excellent book on this topic. Short and tightly-written, it distils years of experience in teaching, advising and working in start-ups, to provide an insight into the start-up experience for those considering it for the first time.

It's NOT a start-your-own business book it's a pre-start your own business book. Your view of starting a business may be coloured by whether you see an opportunity - or whether you feel that your present situation (actual or imminent redundancy) leaves you no choice except self-employment. This is an excellent starting point for people exploring their options as it will clarify what is required of the person and the business. It provides illumination as to whether setting up a business is right for you at this time.

Here is what he says on the website:

"If you are excited about an opportunity that you have spotted, it's hard to be objective and to listen to well-meaning advice that urges you to be cautious - but, it's more sensible to tread carefully on a new path, even it chafes a little".

On the other hand, if you feel you're being pushed into self-employment and are not comfortable with it, then it's unsurprising that you see negatives all around.

In both cases, you need to identify and isolate your own feelings, so that you can consider self-employment without bias - not easy, but important to try to do. Talking out your idea for self-employment with someone who can offer you constructive criticism can help you to look at it more objectively and is always a useful exercise. A colleague, friend or family member may be able to help, as may a Business Adviser from your local County & City Enterprise Board (see [www.enterpriseboards.ie](http://www.enterpriseboards.ie)).

Whatever your circumstances, be objective. Look at the minuses as well as the pluses, think about the downside - but don't let it get you down! And then, when you have made up your mind, give it your all!

Taken from [www.couldyoubeyourownboss.com](http://www.couldyoubeyourownboss.com)

Could You Be Your Own Boss? Making an informed decision about starting a business - a guide for the newly-redundant.

Written by Brian O'Kane, it is available from [www.oaktreepress.com](http://www.oaktreepress.com). It is worth reading if you are exploring all your options.

Its good stuff check it out!

One under appreciated resource available to potential entrepreneurs are the City and County Enterprise Boards. You will see below a link to each of the enterprise boards and the person to contact. This is an essential step when exploring your options in a new business environment.