



<p>July 2013</p>	<p>Self-Employment Counseling: <i>The Facilitation vs. Directive Approach</i></p>
<p>Other SE Counseling Support Tools</p>	<p>While most would agree that a facilitative versus directive approach is more effective in bringing about transformative change for a customer, the directive approach has traditionally been the technique of choice.</p>
<p>Help from SCORE.org</p> <ul style="list-style-type: none"> • 60-Second Guide to Finding a Mentor • Business Plans and Financial Templates • 5 Tips on Creating a Great Business Plan • The Costs of Starting a Franchise • How to Set up a Home Office • Working Professionally from Home • 10 Steps to Protecting Your Ideas 	<p>Why? Because it's easier.</p> <p>Telling people what to do is easier than taking the time to figure out who they are, where they're coming from and then building a strategy for change from this perspective.</p> <p>Why Bother?</p> <p>The fact is that facilitating change from the perspective of the individual who is seeking change has proven to be significantly more successful than forcing change from the top down. Studies show that this approach takes more time up front yet saves tremendous amounts of time down the road, as well as prevents negative feelings, experiences and outcomes along the way.</p> <p>Where to Begin</p>
<p>Resources for Starting a Business</p> <ul style="list-style-type: none"> • How to Incorporate • Business Licensing • Nonprofit and International Business Registration • Easy online business incorporation • Using a Payroll Service • Expense Management • Customer Relationship Management • Bookkeeping Systems • Being adequately insured 	<p>The first step to facilitative change is getting both parties on the same page with regard to benchmarking the current status and agreeing on where we want to go from there. All of this can and will evolve over time, but the important thing is to start out with consensus around self-employment goals and objectives.</p> <p>Make it Tangible</p> <p>Putting goals in writing makes them real. When it comes to facilitating progress around self-employment goals, the VR Tier 1 Counseling System provides a methodical, highly structure process for capturing a VR Customer's unique objectives and goals. For example:</p> <ol style="list-style-type: none"> 1. Profiling unique vocational circumstances 2. Reviewing the Self-Employment Development Process 3. Mutually agreeing to collaborate one step at a time 4. Assessing Self-Employment Traits and Business Ideas 5. Gaining consensus around Business Concepts 6. Business Forecasting, Proposal Summary and Readiness 7. Pulling it all together as a complete Business Proposal Package <p>For a further detailed description of the Facilitative Process to Self-Employment counseling, visit the SE Business Development System.</p>

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