

CROSSROADS

MAKE THE ULTIMATE CAREER DECISIONS

Discover your inner entrepreneur

Entrepreneurship has been a subject at O-Level. Entrepreneurship education, and as a career choice, tends to gain importance in times of unemployment, especially youth unemployment.

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Terence Mauri, author, speaker and entrepreneurship mentor, notes that essentially all entrepreneurs are driven by the deep-seated desire to start their own successful businesses. "Entrepreneurship is a mindset; a person's way of thinking; it's their beliefs, attitudes, choices and assumptions that affect how you view the world and your gifts. A startup founder or an entrepreneur does not really need someone to tell them what they are capable of, it is just innate which is a good thing too because there is a lot of noise out there masquerading as information which can become a distraction instead," Mauri adds.

According to Mauri, if you have an idea you are dying to express to the world, just take the plunge and put it out there. "Your passions and aspirations might be the answers to challenges in your world," Mauri adds.

Alluding to Mauri's problem solving, Dr Gudula Naiga Basaza, chairperson Uganda Women Entrepreneurs Association, reveals that successful entrepreneurs start businesses that solve problems. "Start

READ

Achieve excellence in your field. Derek T. Kwesiga, the proprietor of JustJoy, reveals that putting out your best quality of work is what separates entrepreneurs from wannabes. It took him four years, doing research and development for his juice which he says was worthwhile. "I am constantly researching online, surrounding myself with people succeeding in their craft and more knowledgeable than myself daily. Saturate yourself with information and research and ask for honest feedback for growing. Constant research and openness to new information have been my resources for growth that I have found helpful." Kwesiga elaborates.



If you do not want to be employed, you can choose the entrepreneurship career path. NET PHOTO.

by identifying a problem because if you solve someone's problem you are guaranteed to have ready market. But take it further, do a simple survey and some research to verify that your supposition is right and you have potential market for your services," Dr Basaza advises.

Form networks

Once you have a viable product, Dr Basaza suggests forming networks that will expand your market. "Form connections with others in your field. Success and growth come easier as you make connections. We live in an information age, make use of it to market and grow your business. Find social media groups in your field and entrepreneur groups that focus on

growth, support and collaboration. The relationships you develop will be priceless," Dr Basaza urges.

Rusta Orikiriza, the founder of Oribags, a multimillion eco-conscious business venture, says she has been an entrepreneur for as long as she can remember. "I started my first business, a second hand clothes shop at 17 years with money from my first salary and have never looked back. I have gone through numerous businesses and I am always on the lookout for more because I yearn to express myself with creativity and be a positive influence in the world," she adds.

Confidence is key

She observes that one way to discover the enterprising person in you is to have the confidence to begin. "Begin with that 'thing' you do or have about you that comes naturally. My first job was as presenter on Voice of Kigezi where my specialty was retelling the folktales that I had learned from my grandmother as a child. This gave me capital to invest in something else and grow as a business person," explains Orikiriza.

An enterprising person will find a way of turning anything into capital. You might not have the funds or infrastructure but you have intellectual potential that you can cash in. "Training others to do what you do is a great way to 'monetize' your knowledge and experience. These days there are a lot of motivational speakers, wellness gurus who thrive on expending their knowledge for the betterment of others," Mauri observes.



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