

NOW.

no oppertunities wasted

**Create
your own
job!**

**Looking for
success? Hear
Joel out!**

**Tips for going
international!**

**Passion CAN be
work!**

Erasmus+ YE-UK «Business basics»
12/08/17-20/08/17

HI, I'M ... (INSERT YOUR NAME HERE) AND MY WORK IS MY PASSION

Whether you have realised that yourselves or not, the lack of diverse speciality businesses is causing an enormous competition within the more popular professional positions. Think about how many people do you know studying or working within the finances and economics only?

There's nothing wrong with being interested in a particular industry, but based on our interests and backgrounds, we can combine our academic speciality with the field of interest to be the professionals in what we actually like doing. Have you ever experienced a product or customer service competent and professional with a positive working attitude that keeps you smiling and coming back for more, when needed? If not, let me introduce you to Elina.

Elina Dobele is an educated architect from Latvia. After successfully finishing her studies and having had several work placements followed by job offers, she still did not feel like using both - her interests and professional skills. This idea inspired her to think outside the box (in this case - her educational background) and list all interests and skills she would feel confident and most importantly - excited using in whatever she does for living. Now she's a well-known shoe designer and craftswoman not only in Latvia, but Europe and Asia where most of her designs are sold. She has managed to combine her architectural and practical point of view with the artistic design and durability aspect. Now think of how you spend your free time, what are you good at and what are your friends and family asking you to help them with. This might just support your own opinion or show a brand-new point of view and perspective on your competences.

We are the best at what we do if there's a genuine interest in it, if we educate ourselves on the latest trends and inventions in the particular field and if we are excited for the new working day when waking up. So - if you're missing one of the drives from above, think of a role making you excited and go for it! If you can't find one - create a vacancy or initiate a business yourself!

Words and visualisation by Anna Vildaus, Latvia.



SECRET TO SUCCEESS

When I was younger I never had the opportunity to see a lot of greatness and success in my surroundings. The fact that I lived in a neighbourhood where there was a high rate of crime, violence and drugs made me think that I'll never get out of this situations and always be "trapped" in this environment. At a younger age I had to face all those problems that I just mentioned and at 16 I dropped out of high school. I had the vision that my friends we're more important than having a good degree and even if I had a degree I would end up working in a production company like Ford or GM. By that time I had no scholar education, no money and my mom kick me out of the house so I ended up on the streets. Being homeless for 2 years, eating out of trash cans and living in abandoned buildings was a routine for me and I thought that this would go on for the rest of my life.

So one day I met up with this 'guru' guy and I told him about my situation, that I wanted to take my life to another level, be educated, make money to have a much better life. He said 'if you want to be at the same level as I am we'll meet at the beach at 4 AM'. I was so excited when I got there and the guru said 'how bad do you want to be successful?' And I replied 'really bad!'. So he told me to go in the water and first it was waist deep. He told me to go much further and the water got to my throat. He said go a little bit much further and it got to my mouth. I thought that the guy was crazy and ran out of the water. The guru asked 'I thought you wanted to be successful?' I said 'yes I want to!'. So he grabbed my head and put it in the water, I was fighting hard with him to get out and as soon as I wanted to pass out he pulled me out. The first question he asked me was 'what did you wanted to do when you was underneath the water' and I said 'breath'. He reply by 'if you want to be successful as bad as you want to breath, than only you'll be successful. And when you get to this point you must be willing to give up a lot things otherwise you will miss a lot of opportunities to make a dream become a reality. He gave me something to believe in and supported me in my vision while no one else believed in me. I learned how to read more books about creating my own public speaking business and went more to the library because library-cards are for free. Books are the tools that release the havens of your mind that's why they always say that 'leaders are readers' cause if you want to succeed you must read. I wanted to study something that would get the best out of me. So I started with 10 minutes a day for 30 straight days, that's 1 book a month and 1 book a month that's 12 books a year. And if you can do this in 1 year you're able do to the things that people do in 5 years.

After putting myself in a better environment I learned how to settle better realistic goals. Because people make a lot of new year's resolutions but after one month they already get back in to their bad habits cause they didn't made up a good plan. So I learned how to write my goals down, select one idea and put the best effort in it to make sure that I succeed in

it the best way and continue with the same efforts step by step.

This is how I got from being homeless to own a million dollar business company with the help of several individuals who thought me that it's not about where you come from its about never giving up, you have to be able at any moment to sacrifice what you are for what you will become and last but not least, pain is temporary it may last for a minute, an hour, a day or even a year but eventually it will subside and it will be replaced by something else because at he the end of pain is success. But if I quit however, it will last for ever.
Words by Joël Mpokufuri, Belgium.

BROADEN YOUR HORIZONS

Let's start for the fact that you do not judge other countries by the "perfect country". Each country (and even each state of US) has its own identity .If you want to open a business abroad or even if you want to work in another country, you must know about employment laws, benefits and entitlement, data-protection and much more.

Another fact you must take into consideration is your tax responsibilities. For example in UK the income tax is 260 euros and the minimum salary is 1300 euros so you should know how to minimize your tax liability by as much as possible. Another tip is that you should plot out your sales strategy, we all know that one size never really fits all, and that means to take the right approach in each jurisdiction through partnering, franchising or having employees on the ground. Furthermore a critical area - one with a lot of risk and complexity you should be sensitive is the local markets and cultural norms. Be careful about employee expectation of what they will get from the job because the loyalty to you will be tested. Even if you are working for a business in another country should know about salaries and what are the expectations. Here is a board for the minimum salaries in some EU countries

Per mount	Latvia	Cyprus	Romania	Greece	Belgium	Turkey	Bulgaria	Czech Republic	Poland
Minimum salary, EUR	380	660	322	580	900	429	230	430	372

Finally, the last tip I would like to share is actually one of the most important steps is to give yourself time. And by that I mean don't rush the process. Give as time as you need to research, seek trusted counsel, and navigate the ins and outs of moving in another country.

Words by Thanos Kaloudis, Greece.

TRY TO BUILD THE WORLD THAT DOESN'T EXIST YET

How to jump your passion into a business

The first thing you have to do before starting your own business is to question yourself if it is your real passion and if you are able to develop your idea using your skills and experience.

You should definitely choose the business on the thing that you really love as it will be the base of your success.

In order to start a business and succeed in it, you should develop a strategical approach.

Before launching a new product or service you should ask yourself if it is really needed on the market.

- What skills do you need to develop your business idea?
- Who are your competitors?
- What difference will you bring to the market?
- Do you have the financial capacity?

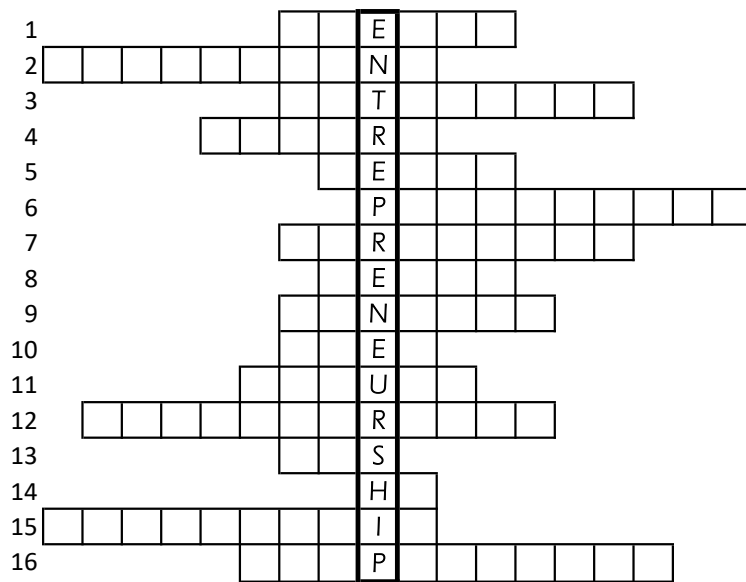
There are several skills you need to have in order to build a successful business:

- management skills
- interpersonal and communication skills
- technical knowledge
- marketing skills
- finance skills

At first, you have to make a market research and find out what is going to be your target audience who you are going to sell your product or service to.

Creation of a business plan is a required part of starting a new case. It helps you to identify goals and develop strategies for achieving them.

Words by Daniela Bekasova, Latvia and Alina Huruban, Romania.



- 1 To cover demand by placing an .. (bl)
- 2 Meeting and mingling with new people (eng)
- 3 The drive behing every action we do (pl)
- 4 The result of one's atchievements (tr)
- 5 Financial aim for all businesses (lv)
- 6 Influencing to do (eng)
- 7 Preparation process (ger)
- 8 Tool used to place value (gr)
- 9 Supervisor (eng)
- 10 Every business starts with an ... (eng)
- 11 When taking a loan, you're in .. (nl)
- 12 Determination (eng)
- 13 ..is money (cz)
- 14 Department for employee flow (eng)
- 15 Devoting contribution is giving an... (eng)
- 16 All sharing the same goal and offering the same service/product (eng)