

## CASE STUDY



MyKindaFuture

# Starting a business with Tere, London

Losing a job is rarely a welcome experience, but sometimes it can be a wake-up call. It certainly was for Tere who runs a leisure and tourism business in London. "I decided to work for myself when I 'lost' my full time Office Manager job. It was a relief as I was unhappy so I decided I wouldn't take another full-time job again."

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After a brief period working as a freelancer, Tere worked for a local entrepreneur who helped her with contacts enabling her to start her own business. Although lockdown has meant she was not able to make the progress she hoped, she is fully sold on the idea of earning money independently. Running a business has given her a major psychological boost.

“Making an income from my own talents and abilities has made a huge difference to my self-esteem, and it's only since I took the plunge to become self-employed that I realise how miserable I was working for someone else.

Flexibility has been another key benefit for Tere.

“I have never been a person who enjoys a rigid routine, nor do I like to be forced to work during specific hours or days and it's perhaps this element I struggled with most of my working life.”

Tere used to spend each day watching the clock, but now she “forgets the time and fills each day as needed.” While she plans ahead, she is now able to “drop everything at short notice if necessary.”



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