

# Finding Your V Spot!

IEEC September 2019

**Diana Pasek-Atkinson**

**Phil Clarke**

Enterprise Advisers

# What We Do at The Hive





**Do what  
you  
love...  
...Love  
what you  
do!**



# Why do you do what you do?

***Why did you choose the stuff that you study/studied?***

***Why do you do what you're doing now?***

***Why now?***

***Why is it that you do what you do?***

***Keep asking yourself...***

***Why is that so important to me?***

***Why that?***

***Why is that important?***



# Where do you start in self-employment?

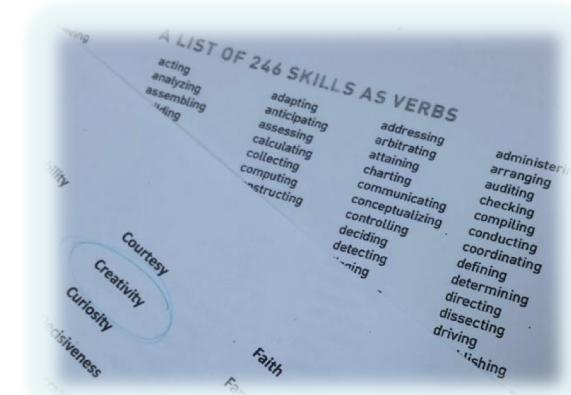
# Skills

# *Knowledge*

# *Experience*

# *Expertise*

# *Service or Product*



**You also have beliefs and values  
unique perspectives, understanding,  
empathy, creativity, imagination, insights...**

# What do YOU Value?



Your personal values are...

*...the things that make you  
feel truly alive and  
passionately committed to  
what you are doing.*

# Explore your Values

Pick out  
**YOUR top  
five**





Five Minutes  
to consider  
**YOUR** Values

*“Values are like fingerprints. Nobody's  
are the same, but you leave 'em all over  
everything you do.”*

Elvis Presley



**YOUR Values**

*“Where your talents and the needs of  
the world cross, there lies your  
vocation.”*

Aristotle



Explore  
YOUR Values

*“To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity.”*

Douglas Adams



Consider  
YOUR Values

**"Effectiveness without values is a tool  
without a purpose."**

Edward de Bono



Recognise  
YOUR Values

*"The ideals which have lighted my way, and time after time have given me new courage to face life cheerfully, have been Kindness, Beauty, and Truth."*

Albert Einstein



Live by  
**YOUR Values**

*“Real integrity is doing the right thing,  
knowing that nobody's going to know  
whether you did it or not.”*

Oprah Winfrey



Utilise  
YOUR Values

*“Don’t be intimidated by what you don’t know.  
That can be your greatest strength and ensure  
that you do things differently from everyone  
else.”*

**Sara Blakely, Spanx**



Discover  
YOUR Values

*“Whatever you do, be different – that was the advice my mother gave me, and I can’t think of better advice for an entrepreneur. If you’re different, you will stand out.”*

Anita Roddick, founder of The Body Shop



Discuss  
YOUR Values

“Take the time to define yourself and define your value. If you're having a hard time doing that, ask yourself: What is something I would say to someone I love?”

Beyonce Knowles



Express  
YOUR Values

*“Always be yourself, express yourself, have faith in yourself, do not go out and look for a successful personality and duplicate it.”*

Bruce Lee



Employ  
YOUR Values

*“It's not hard to make decisions when you know what your values are.”*

Roy Disney



**Understand  
YOUR Values**

*“My values are...”*



Prioritise  
YOUR values

Always important  
Sometimes important  
Rarely important  
Never important





## So what do you do with these values?

- Keeping on track
- Staying inspired
- Testing and adjusting your ideas
- Establishing and communicating your **brand**



# Communicating your brand



# Creatives we've supported

Instagram profile for **insekten\_design**:  
1,213 posts, 1,309 followers, 912 following  
Vicky-michelle Squire  
Nottinghamshire based photographer + bug nerd. Specialising in cameraless photography, as seen on DIY SOS and Practical Photography magazine! [www.etsy.com/uk/shop/InsectCreations](http://www.etsy.com/uk/shop/InsectCreations)

**TORI MURPHY**  
WOVEN & MADE IN ENGLAND

**Eloise Renouf**

**Debbie Bryan**  
A place to meet, shop, eat & be creative

Award winning shop, tea room & creative space in Nottingham's Lace Market  
Selling beautiful hand-crafted gifts, serving delicious, freshly made lunches and Afternoon Tea plus hosts of superb food, creative and cultural experiences

August 20th 2018 | Supperclub with Little Edie Bag £25.00  
Hand-woven Scarf £25.00 - £26.00  
Busti's First Afternoon Tea £35.00 - £42.00  
September 8th 2018 | Craft & Persevere Tin Pie £35.00 - £42.00  
Handmade Gold Leaf Biscuit £45.00

# Super U – Sean Ali and Charlotte Bailey

The screenshot shows the 'Our Story' page of the Super U website. At the top, there is a navigation bar with links for HOME, SHOP, OUR STORY, and CONTACT. To the right of the navigation are social media icons for Facebook, Instagram, and YouTube. Below the navigation is a sub-navigation menu with 'Our Story' highlighted. The main content features a photograph of two people, Sean and Charlotte, smiling behind a kitchen counter. They are holding large containers of Super U products. On the counter, there is a fruit bowl, a bottle of juice, and two glasses filled with smoothies. A potted plant sits on the right side of the counter. Below the photo, the text 'Hey!' is followed by 'We're Charlotte and Sean, the founders of Super U.' and 'We wanted to share with you our story on how we have experienced first-hand, the benefits of natural superfood ingredients and how they can improve your overall health and wellbeing.' At the bottom, there is a link: 'Let us tell you a bit more about how we got to where we are today and why we decided to create Super U.'

Hey!

We're Charlotte and Sean, the founders of Super U.

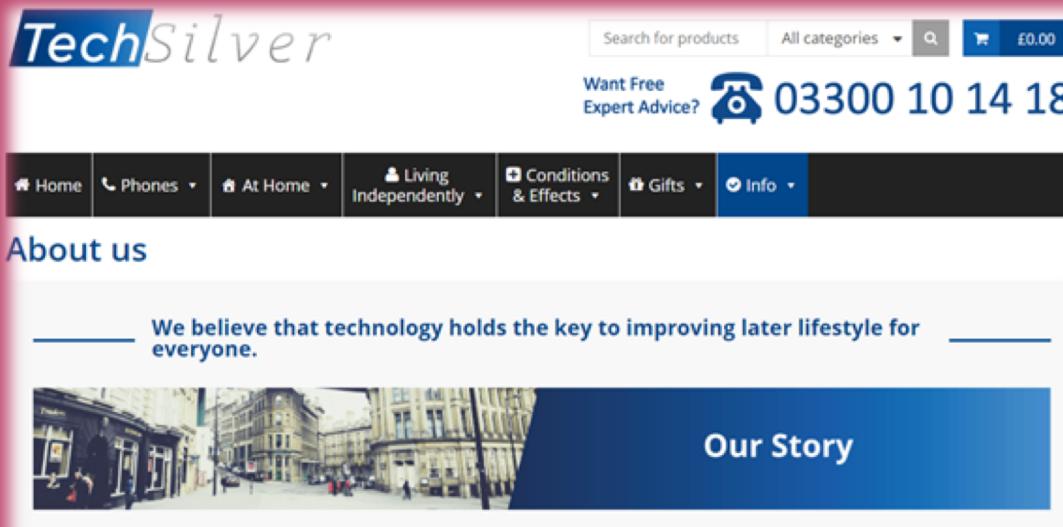
We wanted to share with you our story on how we have experienced first-hand, the benefits of natural superfood ingredients and how they can improve your overall health and wellbeing.

Let us tell you a bit more about how we got to where we are today and why we decided to create Super U.

# Clean U – Arushi Agarwal



# Miles Waghorn - Tech Silver / Square One



The screenshot shows the homepage of TechSilver. At the top left is the logo 'TechSilver'. To the right is a search bar with 'Search for products' and 'All categories' dropdowns, a magnifying glass icon, and a shopping cart icon showing £0.00. Below the search bar is a phone icon followed by the number '03300 10 14 18'. A navigation bar below the search bar includes links for Home, Phones, At Home, Living Independently, Conditions & Effects, Gifts, and Info. The main content area features a heading 'About us' and a quote: 'We believe that technology holds the key to improving later lifestyle for everyone.' Below this is a blue button labeled 'Our Story' over a background image of a street scene.

Whilst working with electronics at a major high street retailer we realised that customers would repeatedly return to seek knowledgeable, honest and friendly advice. It became apparent that the guidance we provided to every customer was unique, personal and lacking from modern day



The screenshot shows the homepage of Square One. At the top right are links for HOME, TICKETS, SHOP, BLOG, VIDEO, and CONTACT. The main title 'SQUARE ONE' is prominently displayed in large white letters. Below the title is a subtitle: 'NOTTINGHAM'S DEDICATED DRUM & BASS PARTY'. At the bottom is a 'BOOK TICKETS' button.

# Niyo Enterprise - Oyinkansola Adebayo



# Actions speak louder than words!



# Keep in touch with us!

**phil.clarke@ntu.ac.uk**

**diana.pasekatkinson@ntu.ac.uk @anaidmpa**

**The Hive  
Nottingham Trent University  
[www.ntu.ac.uk/hive](http://www.ntu.ac.uk/hive)**

**Facebook & LinkedIn: The Hive at NTU  
Twitter: @NTUTheHive**