

SELF-ENTREPRENEUR

A career on your own terms

The idea of self-entrepreneurship originated during the startup boom, when tech professionals acted like partners in companies. Today, this mindset is more relevant than ever: skilled professionals operate like businesses, analyzing fit, positioning themselves strategically, and entering employment talks as equals. A job interview becomes a negotiation on a joint venture—mutual fit takes centre stage, not a one-sided application.

Think strategically, act entrepreneurially

Seeing yourself as a self-entrepreneur means shaping your career proactively. What's your offer? What sets you apart? How can you stay relevant tomorrow? These questions mirror business strategy—and yet they're deeply personal. Lifelong learning becomes an investment in employability. Instead of just looking for a job, self-entrepreneurs present themselves as a business case—with strong self-awareness, a clear profile, and market-ready personal branding.