

Curriculum: Freelancing

Key Concepts

- Discovering one's passion,
- Building and following one's gut,
- Understanding the limitless possibilities of resources out there in the modern world and owning the resources to the level that we can utilize and master them,
- Pricing oneself on the market,
- Combining freelancing and entrepreneurship.

A freelancer is an independent laborer who earns wages on a per-job or per-task basis, typically for short-term work. The benefits of freelancing entail having the freedom to work from home, a flexible work schedule, and a better work-life balance.

Entrepreneurship is the act of starting and running one's own business or a tendency to be creative and wish to work for oneself in oneself's own ventures. An example of entrepreneurship is a person who is running their own business.

Key Skills

- Working and communicating with clients,
- Understanding the culture of the clients' needs,
- Grasping the learning process throughout the way,
- Building self-brand and self-promotion in the market,
- Placing oneself out there,
- Finding a market niche, and
- Determining the offer of the participants as future freelancers.

As freelancers, students may not have a traditional boss. Still, we need to realize that the client is the boss and that keeping professional boundaries and satisfying the client are of utmost importance.

Personal branding or self-branding is the conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, increase their circle of influence, and have a more considerable impact.



Timeframe

The course will last for nine hours in total for three days in a row, including interactive conversation, group work, and role play. This is the optimal amount of time necessary for diving into the training material and for learning immersion.

Further time-related details are described in the training schedule.

Soft Skills Required

These are the soft skills necessary for attending the training:

- **Work ethic and a professional attitude,**
- **Communication skills,**
- **Time management,**
- **Emotional intelligence, and**
- **A host of other related personal attributes.**

They all are crucial for career success. Additionally, problem-solving, delegating, motivating, and team building are much more manageable if participants already possess soft skills.

Collaboration and Critical Thinking

Critical thinking, collaboration, communication, and creativity are essential subjects for a successful career. In addition, interpersonal interaction and a community approach are vital to the degree that the person feels comfortable enough to own them. That is why the trainer will instill all of these abilities in the participants attending the course.

Participants will be taught to turn on thinking mode as future freelancers and become aware of their environment and clients' needs. As freelancers, they will also learn how to collaborate and build their networks. Communication with diverse people will open them up to new ideas, helping them go back to their plans and make adaptations and changes when needed.

Technology

During the course, simple tools will be used that are approachable today to everyone, as well as smartphones with social media apps, Upwork, LinkedIn, and other social media platforms for self-promotion.

For a better learning experience, participants can bring laptops, but this is not a requirement.

Training Methodology

The style of the trainer is called ghost teaching. The overall idea is this: the expert is there, but everything is led by participants with the guidance and support of the expert. The trainer is not and should not be the center of attention.

Although an expert trainer delivers the course, the participants have the possibility to interrupt the trainer and ask for clarification at any point.



Accountable Talk and Student Inquiry

The whole course is about learning together and interaction. There are no set rules or fixed style of training. All sessions are designed to encourage active participation and peer collaboration besides instructor-led guidance. Thus, accountable talk is an essential ingredient.

Accountable talk refers to the type of talk that moves learning forward. Wolf, Crossen, and Resnick (2006) describe three aspects of accountable talk:

1. **Accountability to the learning community.**
2. **Accountability to accurate knowledge.**
3. **Accountability to rigorous thinking.**

Measuring Student Learning

The trainer will conduct a baseline, find out about students' expectations, and measure their experience to the extent possible. A second evaluation will be done toward the end of the course to see if expectations were met and knowledge acquired.

The lessons themselves are very open and abound in communication between the teacher and students, as well as among the students themselves. Therefore, the teacher will always have time for questions and answers, after which we will create a rough idea of how well they understood it.

Toward the end of the training, there will be Q&A sessions to answer specific questions and direct them to additional resources.

Authentic tasks and material immersion are an integral part of the training sessions. Completing numerous authentic tasks will be encouraged through the use of real-world scenarios.

In short, authentic tasks require participants to use strategies, knowledge, and skills learned while completing a real-life assignment that a person needs to perform in their professional or private lives.

Learning Issues

The course is centered around the students. Hence, based on their needs, the program will be adapted. To counter learning issues, understanding and studying the group's energy is essential so that the trainer can adjust in the best way possible to make sure they are happy and engaged in the training. If students do not seem to be acquiring knowledge and skills presented during the course, they will receive individual guidance and material that should help them better understand the subject. In addition, the trainer will make themselves available at any point upon course completion through email and social media platforms.

In such situations where issues arise with learning, the trainer will pass on additional material to the student that may be helpful to them. During lectures, the trainer will aim to ensure that the student has understood the lesson well enough to be able to explain

the basics of the knowledge learned.

All measures will be put in place to resolve any learning issues that may arise during training implementation, promoting the most valuable learning experience.

Optimal Learning Space

A room large enough to accommodate all students in a physical space to move around and work in groups when needed. Also, a stable internet connection and smartphones are necessary. When necessary, students will take preventive health measures, including face masks, gloves, and disinfectants.

The optimal learning space for this training is in-person. However, in case of an emergency or public health crisis, the course can also be implemented through an online platform like Zoom, Microsoft Teams, Google Meet, etc.



Teacher Feedback

The follow-up is the most important thing for these types of groups. However, the learning does not end there. Thanks to social media, the teacher and participants will create an online group and share their knowledge during the process when students are in the field and are trying out new things. Also, participants can share feedback during challenges and their success stories.

The students will get a chance to receive feedback, and they will be carefully instructed and guided throughout the course. The trainer will emphasize to all students that this training does not conclude the learning process. The trainer is always available for all questions, no matter how much time has passed since the course's implementation. That way, we will ensure that proper teacher-to-student feedback promotes the learning path of participants even upon training completion.

Measuring Student Knowledge and Skills

The trainer will conduct a general survey on the topics of brand development, marketing and sales, graphic design and content creation, and social media management as they relate to freelancing and entrepreneurship.

By doing so, the teacher will have a better insight into the skills and knowledge gained during the 3-day training course.



The Trainer on the Job Market

One of the biggest advantages in today's world is getting started as a freelancer. Instilling an entrepreneurial spirit at a young age is the opportunity to learn essential skills such as teamwork, networking, problem-solving, critical thinking, innovation, self-discipline, among other things.

All these would not be possible unless one is open to understanding the needs of their community and serving what's best for them and the environment.

In 25 years, 47% of jobs and professions will disappear. This leaves us hoping that we will find ways to replace these with new professions in the best way possible that would equally improve people's lives.

This training course is only one way to respond to this increasing trend of disappearing jobs and professions.



Trainer

Besnik Leka has over 17 years of experience in nonprofit organizations, youth development, diversity and inclusion, leadership, and career orientation. He obtained a master's degree in sociology at the University of Prishtina and a professional certificate in women's and gender studies at Dartmouth College.

Leka has served as a steering committee member of MenEngage Europe and board member of Kosovo Women's Network, YMCA, and Kosovo Journalist Association. Besnik is an owner and creator, CEO of LEKA-LAMPS, CEO of CEREBRUM multimedia company.

He also works as a freelancer and trainer for private companies and local and international organizations.