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PAPER TITLE: Freelancing and Portfolio Working

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Key Words

- Freelancing
- Portfolio working
- Outsourcing
- Self-employment

Introduction: Background of the Study

Botswana, like any other countries is in a dilemma due to:

- Lack of employment
- Annual increase in the number of job seekers
- Worsening of job scarcity
- Permanent and pensionable jobs that are on the brink of extinction
- Downsizing
- Restructuring

Introduction: Research Question & Objectives

Research question of the study

- To what extent were freelancing, and portfolio working used to create employment in Francistown?

Objectives of the study

- Find out the extent to which freelancing is practiced in Francistown
- Determine the proportion of freelancers to portfolio workers
- Use the results of the study to recommend ways of employment creation
- Influence a change of mindset, thus, empowering the job seekers to venture into freelancing and portfolio working

Introduction: Freelancing

Freelancing calls for:

- Self-employment
- Outsourcing some services that can be done better by outsiders
- Reduction of clutter and going lean
- Reduces barriers to market entry
- Provides entrepreneurial expertise not available in-house
- Enables employees to focus on core business
- Enhances the flexibility and agility of businesses

Introduction: Freelancing

Freelancing:

- Provides entrepreneurial expertise not available in-house
- Enables employees to focus on core business
- Enhances the flexibility and agility of businesses
- Enables businesses to use greater specialization of labour
- Is a source for innovation and entrepreneurship
- Enable businesses to manage, and reduce entrepreneurial risk
- Promote innovation and entrepreneurship

Introduction: Freelancing

- Creates jobs by increasing the level of innovation and efficiency in the economy and helping new projects succeed
- Enables businesses to maximize performance
- Promotes efficiency-driven economic performance
- Enables businesses to maximize performance across peaks and troughs in demand
- Promotes efficiency-driven economic performance

Introduction: Portfolio Working

- Portfolio working is another employment strategy particularly for:
- Retirees who are still economically active
- Those who have retired and are still bursting to the seams with skills that are needed in the job market
- Those who want to supplement their pension
- Those in their midcareer, who have amassed experience, and honed their skills.

Introduction: Portfolio Working

Portfolio working is for those who:

- Have retired and are still bursting to the seams with skills that are needed in the job market
- Want to supplement their pension
- Are in their midcareer, who have amassed experience, and honed their skills
- Diversification of a person's portfolio of income

Methodology

Nature of the study:

- The study used a quantitative method
- A structured questionnaire was used
- The questionnaire was used to collect data from 20 respondents
- The respondents were self-employed professionals
- The study was conducted in Francistown
- The respondents were selected using stratified sampling technique

Study Findings

The study was significant in that:

- Freelancing is significantly (90%) practiced in Francistown as opposed to (10%) portfolio working
- The majority (45%) of the participants were youth aged 35 years and below, showing that freelancing avails opportunity for self employment
- Male constituted majority (75%) showing that women are to a certain extent not into freelancing
- 25% were foreigners and all female were in the youth brackets
- Qualifications ranged from secretarial certificate to doctorate degree
- services offered were in training, computer and internet technology, accounting, designing, architectural design, health, education, counselling, and motivational speaking

Study Findings

- Qualifications ranged from secretarial certificate to doctorate degree
- services offered were in training, computer and internet technology, accounting, designing, architectural design, health, education, counselling, and motivational speaking
- Reasons for opting for self-employment included lack of jobs, restructuring, downsizing and privatization, and also freedom, and this corroborated with literature review.

Discussion: Challenges

Challenges affecting both the self-employed and those aspiring to venture into self-employment:

- Licensing authority regulations are a barriers to self-employment
- Some regulations benefit those who proposed them, and are already in the field, thus shutting the rest of the populace out in the cold
- Poor communication and lack of coordination between sister organisations serving the same client

Discussion: Challenges

The study has identified several challenges affecting both the self-employed and those aspiring to venture into self-employment:

- Poor communication and lack of coordination between sister organisations serving the same client
- Delays in registering and accrediting clients by the licensing authorities.
- Policies were not empowering freelancers to grow into the main stream economy
- The public was not in a paying habit when work was done
- Lack of premises from which to operate

Conclusion

- This article has defined freelancing, portfolio working, and outsourcing and demonstrated the impact of same on the job landscape.
- Reflected on the status of freelancing in Francistown
- Recommendations have been made to help policy makers to come up with appropriate policies to encourage freelancing, portfolio working, and outsourcing. It has outlined the benefits of freelancing to entice the reader into freelancing.
- The article has also made recommendations for a massive research of freelancing and portfolio working.

Recommendations

- Appropriate policies should be made to encourage freelancing, so as to alleviate shortage of jobs, particularly among the youth.
- Policies from licensing authorities demanding the youth to first work for someone before they start their business should be abolished
- Tertiary institutions should prepare students in freelancing, in order to produce autonomous individuals who are ready to freelance their services soon after graduation.
- Appropriate policies should be made to encourage organisations to engage in outsourcing.

Recommendations

- Individuals should take it upon themselves to ensure that they are multi-skilled in order to engage in for portfolio working
- Portfolio working should be encouraged even for those who still hold a full time permanent and pensionable job.
- A further research on freelancing, portfolio working, and outsourcing should be conducted to come up with ideas which will help policy makers to come up with policies that facilitate self-employment.

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