



1 ANTICIPATE CURRENT REACTION OF POTENTIAL EMPLOYERS

The fact of having been independent:

- captures the interest of potential employers (*"What did she/he do? Was she/he successful? She/he must have outstanding entrepreneurial skills..."*);
- and – at the same time – scares them (*"She/he will not stay with us more than 2 years! If the company is still operating, she/he will spend lots of office time (on the side) to run her/his company..."*).

2 BE AWARE OF 5 SENSITIVE ISSUES

2.1 Name of company launched

If this company:

- had/has your name: use initials whenever possible;
- had/has another name than yours : you are safe.

2.2 Responsibility in the organization

- Avoid words like: "Owner", "Self Starter", "Entrepreneur", "Go Getter".
- Use: "Responsible for...".

2.3 Share in the equity

Avoid giving details about your share in the equity (i.e.: "percentage owned 95%!") and make sure to mention your partners' names.

It is often better not to mention if you hold the majority of the equity. Disclose this information only if you are asked.

2.4 Company closed or still running

- If this company has closed:
say why and deliver a 20-second positive pitch (i.e.: *What have you learned and what skills you acquired*).
- If this company is still running:
stress the fact that you now act as only a strategic consultant. Insist on the fact (provided this is true) that this was a *"one time experience"* and you did not plan *"to do it all your life"* (i.e.: You consult with them once a month).

2.5 Your past motivations and future objective

Describe your professional objectives:

- 5 years ago ;
- Now...and tomorrow.