

# Anthropological Entrepreneurship: Contradiction or Reality?

Terry Redding, MA  
Ben Blount, PhD

NAPA Workshop: Business Anthropology Matters!  
AAA Meeting, Washington, DC  
29 November 2017

# Agenda

- 1-1:15 p.m.: Overview, introductions
- 1:15-2:15 p.m.: Big-picture review of various aspects of being an independent contractor/consultant/small business owner
- 2:15-2:45 p.m.: Case study, *SocioEcological Informatics*
  - Ben describes his background, the steps to creating his organization, what he does, how it came into being, etc.
  - Description of a typical project, start to finish, and the management of various aspects of it.
- 2:45 p.m.: Break
- 3 p.m. to close: Roundtable discussion
  - Mari Clarke (World Bank), Judy Tso (AHA Solutions Unlimited), Maryann McCabe (Cultural Connections LLC), Elizabeth Briody (Cultural Keys, LLC), and Michael Youngblood (The Youngblood Group)
- 4:45 p.m.: Evaluation

# Introductions

- Your name
- What you hope to do
- 2-3 minutes each



# Typical Path

- Work somewhere 2-5 years, gain broad experience and knowledge
- Establish networks along the way
- Create specialized knowledge base/expertise for yourself
- Know clients and potential clients
- Look for potential collaborators
- Look for the opportunity, make the leap

# First Steps

- How/when to make the leap
  - Do you have potential clients?
  - Do you have a specialty to promote?
  - Is there a potential niche to target?
  - “Bread and butter” client?
  - What is the potential for growth?
  - Are you already known in the field?
  - Are you really ready (family, logistics, economy, debt, etc.)?
  - 6-12 months cash reserves
- Find a mentor or two
- Take another workshop!
- Networking on Friday/Saturday

# Make a Business Plan (50-60%)

- Statement of Purpose
- Description of the Business
- The Market
- Competition
- Location of Business
- Management/Personnel
- Finances



# Type of Entity

---

- Sole proprietor/partnership
- LLC
- Corporation
- Private or nonprofit?

# Best Structure for You

## Independent vs LLC

- Sole proprietor:
  - Easy to form and manage
  - Owner is personally liable
- LLC:
  - Easy to track expenses (separate bank account, credit card)
  - Owners are shielded from personal liability
  - Hire employees



# The Business of the Business

- Licensing (Business license, home office license, EIN)
- Office set up (Create a quiet space)
- Equipment and software
- Paperwork: filing/receipts/spreadsheets/calendars
- Working hours



# Accounting

- Separate bank account
- Make a spreadsheet
  - Track everything you spend
  - Keep all your receipts
- **Quarterly ES payments to IRS**
- Get an accountant
- Deductions: meals, utilities, mileage, meeting expenses, telephone, equipment

# Basic Marketing

- Website (history, specialties/focus, clients, samples, testimonials)
- Linked In page
- Business cards/letterhead
- Dedicated telephone number and email
- Site content: focus on your experiences and strengths, how you can help client
  - Great if you know both qualitative and quantitative method tools (e.g., NVivo and SPSS)

# Finding and Retaining Clients

- Networking
  - Listservs
  - Colleagues, alumni, past clients, friends, neighbors
  - Professional meetings
- Cold calling/warm calling
- Online contract postings
- Track newspaper/news outlets

# Setting Rates

- How much should you charge?
- Hourly vs daily vs set cost?



# Contract Negotiations

- Fixed fee, RFP, negotiated activities
- No matter which, attend to details!
  - Goals and objectives
  - Roles and responsibilities
  - Who pays for what? Travel, printouts, materials, incentives, rentals, mileage
  - Communication schedule/expectations
  - Iterative process/flexibility
  - Background information/research provided
  - Chains of command
  - Invoice/payment schedule, expense reimbursement
  - Deliverables
  - Data ownership, publishing control, intellectual property
  - Follow up and referrals
- Don't overpromise, let client know
- Track your outcomes for next time

# Contract Negotiations

- Prepare. Look online for:
  - RFPs/RFAs (pre and post)
  - Grant-making organization examples
  - Sample contracts
- During: Ask for an amendment if needed (poor data, instrument decisions, unreliable client)
- Client wants you to succeed (they don't want to hire someone else)
- Revisit long-term contracts periodically

# Billing

- Create an invoice form soon
- Bill client immediately according to contract terms
- Set up online banking if needed
- Be aware of payment lags

**Waiting..**





# Ethical Considerations

- Stakeholder protections
  - e.g., privacy issues
- Use/misuse of data
  - Withholding of findings
  - Misrepresentation of findings
- Irresponsible client behavior
- New NAPA ethical guidance
- Ask colleagues

# Multitasking



- Learn to balance more than one contract at a time
- Anticipate down time
- Anticipate unexpected calls
- Keep feelers out for opportunities several months in advance, and promote while you are in the middle of other projects
- Holidays, travel, other obligations

# Reporting/Deliverables

- This is what the client will have on hand to judge your work, and to show to superiors and colleagues
- Be clear in the contract
- Ask for extensions if needed
- Get help as needed

# Closure

- Be sure to submit all final expenses
- Ask client for
  - feedback
  - reference
  - referrals
- Touch base over time



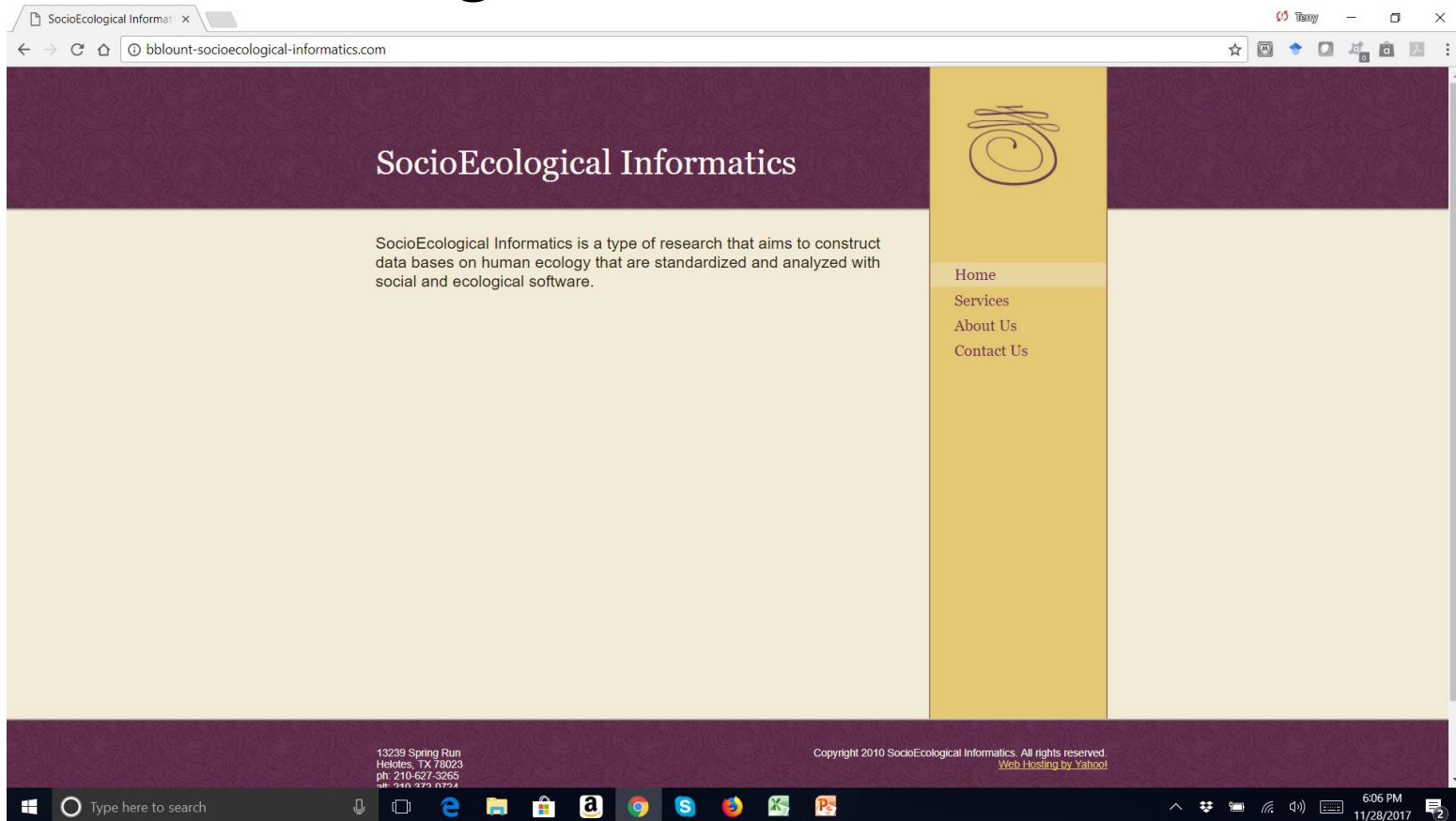
# Resources

---

- NAPA Careers Center
- Service Corps of Retired Executives (SCORE)/SBA
- Local regulatory entity website
- Local Chamber of Commerce
- Ethnographic Praxis in Industry meeting (EPIC)

# Case Study

## ■ SocioEcological Informatics



# Roundtable

- Everything you always wanted to know
  - Don't be afraid to ask!
- Ben Blount: SocioEcological Informatics
- Mari Clarke: World Bank
- Judy Tso: AHA Solutions Unlimited
- Maryann McCabe: Cultural Connections LLC
- Elizabeth Briody: Cultural Keys, LLC
- Michael Youngblood: The Youngblood Group

# Evaluation

---

- Please take a moment to help us make a better workshop.
- Thank you for your attendance!