

4 / 2019

YOU KNOW

WORK FROM SCRATCH

Is art a business?

CV tips

*Your talent is your
weapon*

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Is art an business?

IF YOU ARE ONE OF THOSE DREAMERS THAT WANT TO OWN A CAFÉ AND YOU HAVE NO IDEA HOW TO REALIZE YOUR DREAM, KEEP READING ON. MAYBE YOU WILL FIND SOME INSPIRATION IN THE WAY HOW IT MADE OUR GUEST MR. LUBOMÍR BARNIŠIN.

MR. BARNIŠIN CREATED A BIG NETWORK OF CAFÉS CALLED ARTCAFÉ AND REACHES SUCCESS. NOW HE HAS MORE THAN 170 BRANCHES IN EUROPE. READ AND FIND MORE ABOUT HOW THIS IDEA WAS BORN.



Hello Mr. Barnišin. Why did you choose café as a subject of your business?

Hello everyone. It was easy choice for me. I love coffee and I'm lazy. (laugh) I always wanted to be my own boss so I decided to create something mine. And as I said, I'm lazy, so it couldn't be something where is a lot of work like for instance IT company or web design. On the other hand, I didn't have some special competences for

anything, so I connected things I like.

Was there some big vision in your business from the beginning?

Of course not. I just wanted to have something what is mine and earn enough money for average life for me and my family. And it worked. My café had a success so I decided to open next one in another city.

What do you think that is the main reason of your success?

Probably my strategy. Okay. To be honest, it is not my strategy. But is one of strategies they teach you in school. I opened my café in a small city. I focused on small town where is literally missing a lot of all.

So I opened café in city with 15 000 citizens.

Do you really believe that this is a reason why you succeed?

Yes, I really do. I'm a student of economical faculty so I should now what I'm talking about. (laugh) Small towns are not interesting for big competitors.

They can't see an opportunity in such a small town. It doesn't make enough of profit. And local people usually don't know how to handle their idea or deal with that. They are afraid of failure so much that they don't even start



According to what you have said, it was a risk for you then, right?

Not exactly. I saw a big potential in those „microsegments“, because I wasn't a big competitor in this area in that age. But I knew one thing. And it's that a lot of people like coffee. That it is PEOPLE who like coffee and people like to talk and meet each other. So it was done for me. (laugh)

I'm sorry, but I didn't ask at the beginning of the interview. Can you tell us something about your coffee? In case that somebody doesn't know about your brand.

Sure. My goal is to make a coffee and make comfortable place for talking in my cafés. However, as the name of company says, we make some art with coffee. It means that every coffee has some painting. Except normal coffee we have also colorful coffees. Blue ones etc.

Okay. But you told that qualification wasn't needed, but if somebody wants to work in your café, must be a barista.

Yes, it is true. Qualification wasn't needed for me. I'm not that one who's making a coffee. But my

employees make coffee art so they must become baristas if they want to apply for a job. You know, one of pros of being your own boss.

You have over 150 branches in Europe. How it is possible that you are not famous that much?

Because of strategy. I don't make marketing. My customers make marketing. When you are the only creative café in town it goes easily.

So do you have some advice for some other coffee dreamers?

Try to follow your dreams. But there is a „BUT“. Don't lose your brain and make it real. If it is hard to fill your dream, try to combine something or make compromise, but never give up. There is always some way.

CV *tips*

A CV IS THE FIRST THING AN EMPLOYER WILL LOOK AT FROM YOUR APPLICATION. THE TRUTH IS THAT MOST OF EMPLOYERS WILL PROBABLY JUST LOOK ON YOUR CV FOR 10-20 SECONDS.

SO YOU SHOULD KNOW HOW TO IMPRESS THEM IN THIS 10-20 SECONDS. HOW TO DO IT?



Just start from beginning. You have to type your name using really big letters, just put your name in a title. Put your contact below (only email and number). You should write the position that you're applying for. Now you have to write about your skills in few sentences, no more than 3 lines. Next step is your experience and education, start with this more impressive. When you're writing your experience you should start with date, then the name of the company and yours position. Below in few points write what was your tasks. Now is time for languages. You should rate your writing, reading and speaking skills in languages that you know from basic, intermediate and advanced. Now is time for some hobby. Say something about it, but not to much. What you should avoid? You should avoid everything that can discriminate yourself. You should avoid photo, age and you can not lie. If you lie somewhere in your cv, that your whole cv is a lie.

Your talents are your weapon

A LOT OF PEOPLE ARE NOT PLEASED WITH THEIR JOBS. BUT OFTEN IT'S NOT A PROBLEM OF THE JOB BUT OF PEOPLES CHOICES. LET'S THINK WHAT OUR CHOICES DEPEND ON AND HOW TO MAKE IT BETTER.



How is it look like?

When we are looking for a job we want to:

- * have a good salary
- * have an elastic plan
- * be close to our workplace
- * got some extras (ex. sport card)

Thinking about all these things is nothing bad and it shows that we know about our needs.

But we have to remember also about our natural talents which we can use at work.

Why should I use my talent?

Everybody wants to be happy and it's an easy way to do it. As said, Confucius:

"Choose a job you love, and you will never have to work a day in your life."

What exactly does it mean? That we should do what we are good in. If you are good in math that's your talent and you need to remember about it during looking for a job.

How can talents make me happy?

Your natural talent is something that is easy and nice to you. You don't need to spend a lot of hours to learn something new, you just know how something work and do it. Doing something that is easy for you it is giving pleasure so also makes you happy of this what you are doing. Doesn't it sound great? So now we just have to find natural talent!

"I don't have talent"

You don't have to be a winner of the talent show to could say you've got a talent. Everybody has it but sometimes we don't realize it because hearing this word we're thinking only about playing a guitar, singing, dancing or acrobatic. If you're still thinking this way you are completely wrong! Your talent is just something that you can do. Maybe you are good at explaining something to other people, writing about this what you saw or you're just a natural leader and people follow you. That's exactly what you have to find.

What's the next step?

When you know your talent you also know how to define your the best 5 skills (you can choose more but not too much). Wrote them on paper from the best one and keep it. Think about jobs which are your dream and where you can use your natural talents as well. Find some pieces of information about them and wrote the most important skills which you need there. As you could suspect now you have to look at all these things and find common points.

Now you have to just go and get this job, good luck!



Preparing for future businesses

Young people should first clear the new business and success recipes. They should be clear about the future meaning of these two concepts and situations.

Work and work place: Every moment online, connected to each other, live and live from space, time-independent, all kinds of media, office workplace will be. People can be involved in a project, where they want, anywhere else they want, when they want to be skillful. It is not a necessity to be physically in the same environment to work together or to work for a company / institution. In digital environments, everything is possible with remote access via wearable technologies. The workplace of the future will be our "brain." Our mind, the inside of our brain; our office will be our office. In fact, in the next stages, we will connect to the cloud (to each other's brain), and to the head.

Skill: Young people are above all the ability to find their favorite area, subject matter. Because they can only devote themselves to what they love. However, they can only be experts and skilled people in what they are devoted to.

However, they may have a job in the area they are capable of.

What to do for personal development? It should work. The idea is that creativity is very important but you have to do something to reveal things. When talking about development, this part has been neglected in recent years. In other words, for the personal development, the inner think and the action should proceed in such a way that it always goes side by side.

What aspects do we need to develop in the future to have a business?

Must have skill, be confident, disciplined and work very hard, - To develop creativity continuously, to develop, to think innovative, - He should look positive, conciliatory, respectful, curious and open to learning. - Must have a futuristic point of view, think hybridly, integrate with technology, and most importantly always read.

Find a difference

TEST YOUR EYES! LOOK FOR 7 DIFFERENCES

