

side hustle school

Side Hustle School (SHS) Program Review

LES TWENTYMAN
FOUNDATION

[CONFIDENCEHACKERS.COM](https://confidencehackers.com)

 UNCOMMON COLLECTIVE

Written by

Anita van Rooyen - Confidence Hackers

Elijah D'souza - Uncommon Collective

Table of Contents

- 01 — Executive Summary & Key Findings**
- 02 — What Graduates Say About SHS**
- 03 — What the Program Looked Like**
- 04 — The Program Shape**
- 06 — Key Findings & Recommendations**
- 07 — Qualitative Findings**
- 09 — Quantitative Findings**
- 10 — Overall Recommendations**
- 11 — Future Gazing**

EXECUTIVE SUMMARY

This review is intended to provide information and feedback to the leadership and board of the Les Twentyman Foundation about the inaugural pilot program of **Side Hustle School**.

The Side Hustle School (SHS) program equips and empowers aspiring founders and creatives with the mindset and business skills, so they can become who they need to be to thrive in the workplaces of the future, as leaders, side hustlers, and entrepreneurs. Regardless if they choose to start a business or not, SHS provides participants with the scaffolding and tools to grow personally and professionally, and to grow in any role, industry, or context.

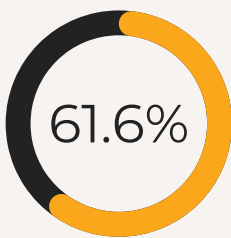
With its unique 50/50 split of business and mindset, SHS is a business program 'hiding' mindset skills, as much as it is a mindset program using 'starting a business' as a tangible project.

Of the 33 starting participants, 13 participants attended the final graduation ceremony, representing a 39% program completion rate.

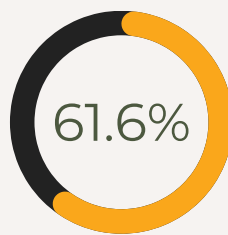


KEY FINDINGS

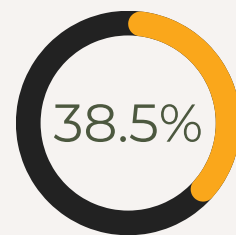
Overall Participant Sentiment: The participants found that Side Hustle School not only met expectations but also surpassed them. For some, their expectations were always surpassed.



Confidence to start their own side hustle business shifted from 30.8% pre-program to 61.6% who had high or very high confidence upon completion.



Feelings of support to start and grow their side hustle increased from 38.5% to 61.6% who felt supported or very supported upon completion.



Feelings of closeness to achieving their side hustle dream rose from 23.1% to 38.5% who felt close or very close to achieving their side hustle dream.

SHS had a significant positive impact on the participants, even for those that didn't attend all sessions. Participants rated session engagement to be on average 4.5 out of 5 and their confidence to start their side hustles after sessions to be 4.2 out of 5.

WHAT GRADUATES SAY ABOUT SHS

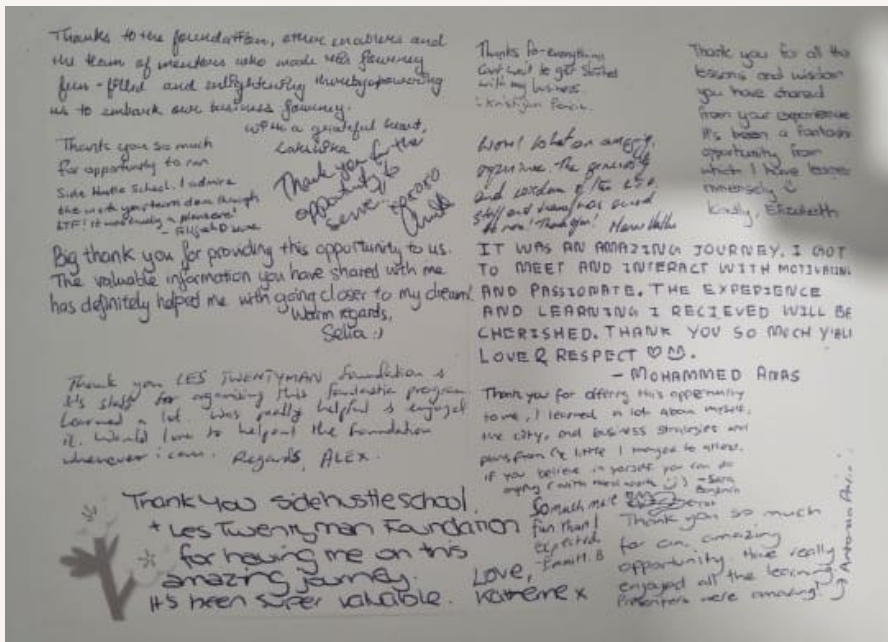
Check out these three 90 second videos of what participants said about Side Hustle School.



[About Side Hustle School](#)

[What We Learned](#)

[Why Join SHS](#)



left: Messages of gratitude from participants

SC

"The support and enthusiasm from all the presenters. The information shared. The amazing group. It's all been fantastic. So pleased I did it."

NL

"The engagement and ability to ask questions were great. I was able to understand and apply new principles to my business journey. The in-person combination with the virtual was great. The hospitality was also excellent"

SH

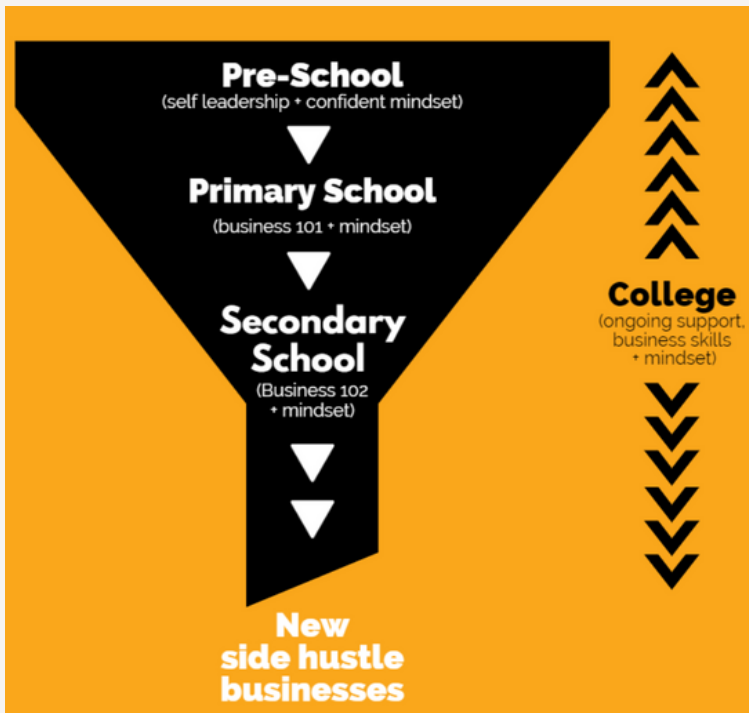
"So full of incredible and helpful information. So appreciative and grateful to have the opportunity to do this course and give me the confidence to 'have a go' at a side hustle. Thank you!"

WHAT THE PROGRAM LOOKED LIKE



above: images from the three in-person graduation events, designed to build community, celebrate milestones and maintain motivation

THE PROGRAM **SHAPE**



To start or grow their business, SHS helps participants hit the ground running with a more developed business idea. Overall, the program goals are to foster a higher level of:

- Self-confidence and resilience in the context of business
- Understanding of ways to build a strong mindset with tools that foster better mental health
- A stronger understanding of business skills, and an understanding of themselves as a marketplace, changemakers, or business leaders
- Individual efficacy in the context of a side business

GUEST SPEAKERS



Lexi Johnstone - LTF Board Member



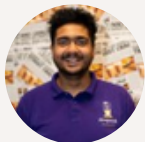
Darren Berley - Operations Manager at Morrows



Vik Sahota - Managing Director of Essence Real Estate



Nick Johnstone - Director at Nick Johnstone Real Estate



Sanjith Konda House - Founder of the Dropout Chaiwala Franchise

Aramon 'lawnmower guy', Michelle & Khairi & Eashan - Young Side Hustlers

Side Hustle School presented a 10-week, 45-hour long program, split with a break for Christmas and New Year, making it run over 3 months, with a combination of online and in person sessions and graduation events. A medium-length program, SHS created an intentional and innovative split focus of 50% mindset and 50% on business skills sessions (workshop oriented, engaging, and culturally accessible) with an entry level (no experience) start-point.

THE PROGRAM SHAPE



The program presented as a funnel structure, with the assumption that not all starters would complete the full program.

- **Pre-School** - This was for participants to start with the right mindset and lead themselves more confidently with tools to improve their mindset.
- **Primary School** - Participants explored their strengths and interests in a business context, to understand the basics of getting ready to start or grow a business. The mindset was further developed.
- **Secondary School** - Participants started actively applying the business content they were being taught while learning how to build an even stronger mindset.
- **College Sessions** - Concurrent weekly sessions, often in the format of inspirational guest speakers and deep dive 'ask anything' sessions
- **In-person Graduations** - Celebrated progress while building a stronger sense of community

The 33 program applicants came from a range of diverse backgrounds, with weekly attendance figures ranging from 6 to 18 participants. 13 participants attended the final graduation ceremony, representing a 39% program completion rate, with 3 consistent attendees unable to physically attend the final event due to prior commitments (47% the additional three are counted).

Our youngest participants were 16 and 17-year-olds, and our oldest participant was 60. Participant business experience ranged from:

- No experience in business (most)
- Little experience in an early-stage business or side hustle (some)
- 10+ years of experience in business, but never started their own business (one)

The participants were surveyed using self-assessed qualitative and quantitative questions at the start, during, and end of the program using application forms, surveys, and polls.

KEY FINDINGS AND RECOMMENDATIONS

Key findings, improvements, and recommendations from running the pilot program that can be incorporated into the next iteration are below.

CONFIDENCE HACKERS AND UNCOMMON COLLECTIVE FINDINGS

STRENGTHS

- The integration of mindset and entrepreneurship skills
- The format of the program, starting with confidence, adding in business skills
- Program management support from LTF, coordinating participants, managing guest speakers and events etc.

STRETCHES

- **Content and Format**
 - Reduce the amount of technical or theoretical content and simplify it with more actionable recommendations or steps appropriate to timeframes
 - Reduce or eliminate the gap between breaks (there was a short gap between Christmas and New Year for this pilot)
 - Reduce to one session a week, rather than twice weekly
 - Integrate mindset tools and entrepreneurship in a more contextualised way throughout the program where relevant and beneficial



- The mix of in-person and online worked well. Participants could 'catch up' on missed sessions and build trust with fellow participants online, before meeting in person.
- Overall, the content resonated with participants as really helpful and relevant to help them start or grow their business and also develop a confident mindset

- **Attendance/ Participation**
 - Add a weekly segment for participants to give a 30-second introduction of their business, building confidence and clarity to speak about it
 - Set up clear standards of engagement
 - Increase opportunities for participant-led activities, both online and in person with a role(s) for students to help organise sessions and engage in an online context

QUALITATIVE FINDINGS FROM PARTICIPANT FEEDBACK

Key findings, improvements, and recommendations from running the pilot program that can be incorporated into the next iteration are below.

QUALITATIVE FINDINGS - WHAT PARTICIPANTS LOVED

FACILITATORS & PRESENTERS

- Overall participants loved the presenters' support and enthusiasm. Sessions were engaging with tailored assistance for individuals even in a group context. They found the facilitators fun.

ELIJAH & MARCUS - UNCOMMON COLLECTIVE

- The main theme of the feedback from participants was that UC's facilitators were amazing, articulate, very helpful, knowledgeable, collaborative, and engaging.

COMMUNITY

- Participants enjoyed meeting like-minded people and felt a sense of community

ANITA - CONFIDENCE HACKERS

- The main feedback was that Anita was awesome, vibrant, enthusiastic, and full of energy, which made participants feel more safe and comfortable stepping out of their comfort zone.

CONTENT & FORMAT

- Participants had positive experiences, including learning in a fun and mature environment, having engaging and interactive sessions, and being able to ask questions. Participants appreciated the focus on mental wellbeing and confidence, and how the program helped them ask different questions about themselves

OVERALL

- Overall, participants found that the course not only met expectations but also surpassed them. For some their expectations were always surpassed.



left: creating personalised vision boards at the first graduation (held at Morrows)

QUALITATIVE FINDINGS FROM PARTICIPANT FEEDBACK



QUANTITATIVE FINDINGS - SUGGESTED IMPROVEMENTS

FACILITATORS

- There was no feedback or suggestions about what could be improved.

TIMING

- Some participants said they would prefer different timings of the sessions and potentially 30 minutes shorter sessions

CONTENT & FORMAT

- Participants liked the online and in-person format, with a theme around more in-person sessions, even casually like social catch-ups. Interestingly, the first iteration of SHS was posed as all in-person, which was not well received.
- Some (later stage) participants wanted more detail into setting up a business, the different parts/functions of a business and how to set up certain structures that underpin the running of a business.
- Some participants wanted more stories from experts, leaders, and changemakers while being able to interact with them, likely because the guest speakers were inspiring and engaging.

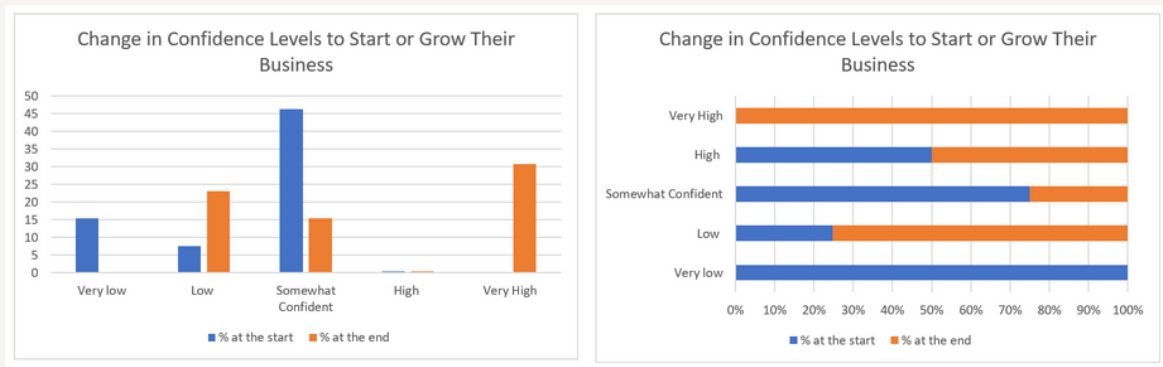
QUANTITATIVE FINDINGS FROM PARTICIPANT FEEDBACK

FEELINGS OF CLOSENESS TO STARTING A SIDE HUSTLE BUSINESS



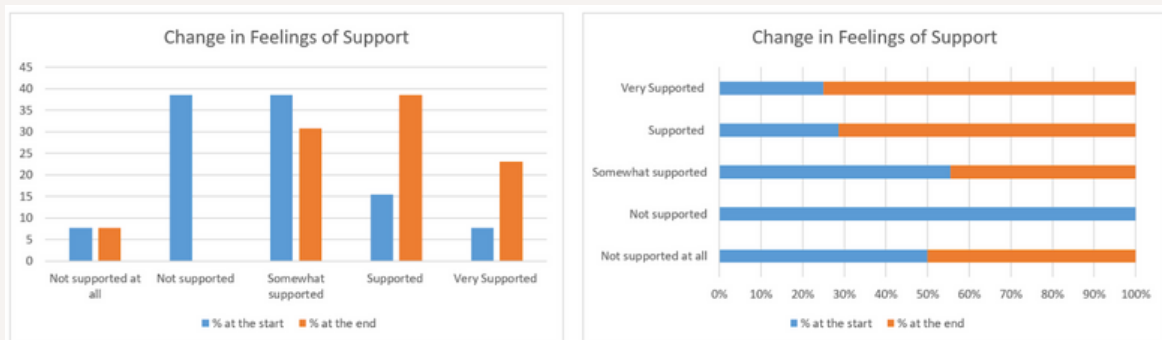
Participants' feelings of 'closeness to starting their side hustle' increased from 23.1% to 38.5% for close to very close upon completion.

CONFIDENCE LEVELS OF PARTICIPANTS IN STARTING OR GROWING THEIR BUSINESS



Participants' confidence about starting their own business doubled from 30.8% who were highly confident, to 61.6% who had high or very high confidence upon completion. The increase in 'low' confidence indicates the presence of the Dunning-Kruger effect - an understanding of the reality of starting a business and how much more support they need. This is a positive, reducing the number of potentially failed businesses due to un- or under-preparedness.

FEELING OF SUPPORT IN STARTING OR GROWING THEIR SIDE HUSTLE BUSINESS



Participants' feelings of support to start and grow their side hustle increased from 38.5% pre-program to 61.6% who felt supported or very supported upon completion.

OVERALL SHS PROGRAM RECOMMENDATIONS



FOR FUTURE PROGRAMS, WE RECOMMEND:

- Run the SHS program as a dedicated 12-week 'start your side hustle from zero' program, with each week consisting of 2.5 hours of class time, rather than two sessions a week totalling 4.5 hours/week.
- Maintain the mix of mostly online delivery, with three in-person graduation events, to build community and sustain motivation. Include one guest speaker per three-hour graduation event.
- Create a weekly ninja/ambassador leadership role that participants can step into, helping with organising and engaging other participants during and outside of sessions. This fosters program ownership, confidence, and communication between participants.
- Participants pay a small 'refundable-on-completion' deposit (\$50-\$100) with 'scholarships' where needed. This creates 'skin in the game' and is a successful strategy for a number of similar programs.
- Once a number of these programs have been run, run an 'accelerate and grow your side hustle' program, for later-stage founders.

INVESTMENT

\$39,000 + GST per program for program delivery only.

WHERE ELSE COULD SHS BE IMPLEMENTED?

