

Finding your niche



Discover

Diversity

Being Different





there is
more to the
sea



than water
and fish
(and me...)

mass spawning =
different corals reproducing together!







Cornell International Living (i.e. Loving) Center



Working with differently-abled/disadvantaged

【我都做得到】在水中重拾盼望 傷殘男女潛水初體驗

2,813

205

分享



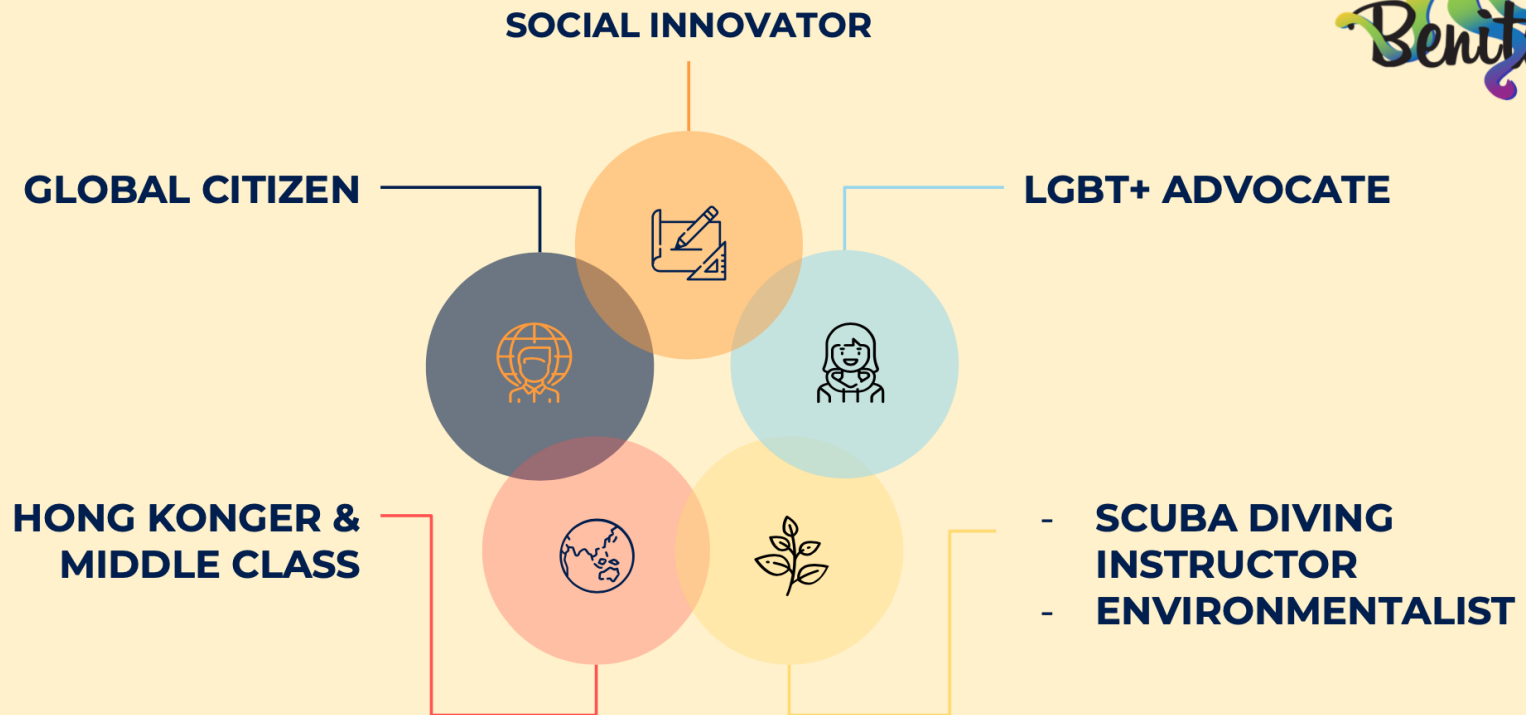
戚本乙 Benita
潛水教練



LGBT+ advocate /
Community Business Lesbian Inclusion Award Finalist



IDENTITY MAP



B.A. in Biology (Cornell University)

M.A. in Marine Biology (Boston University)

Postgrad Diploma in Education (HKU)

CEO and Founder, Encompass HK

Board Director, AIDS Concern

Admission Interviewer, UWCLPC

Mentor, RESOLVE Foundation

PADI and NAUI Scuba Diving Instructor





ENCOMPASS HK

OUR COMPANY

Established in December 2018

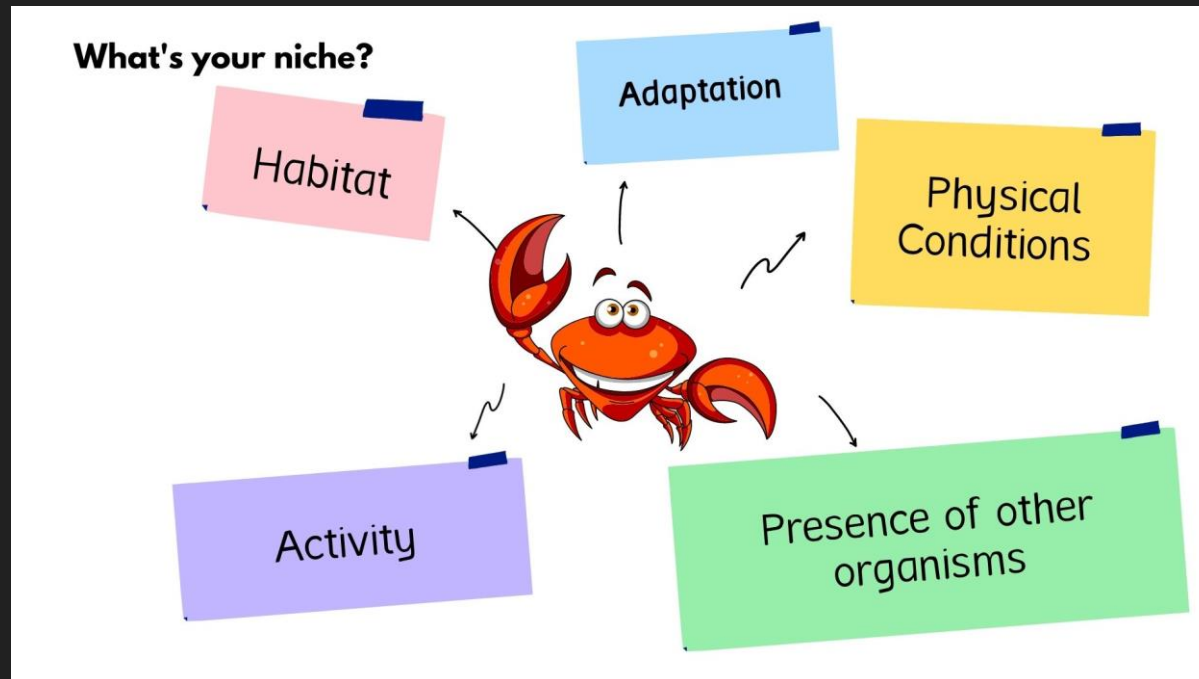
Structured as a social enterprise, donating 60% of all net profits to NGO and community partners

Created and planned over 50 workshops and experiential learning programs

Encompass HK's mission is to assist and inspire institutions in the achievement of the UN's SDGs

What is a niche?

An **ecological niche** is the role and position a species has in its environment; how it meets its needs for food and shelter, how it survives, and how it reproduces. A species' **niche** includes all of its interactions with the biotic and abiotic factors of its environment



全港唯一玩具醫生「封刀」：玩具不會被淘汰

■ 休閒 10:53 2016/01/28

👍 讚好 3

A+

A-



關注文章



儲存文章

分享：



熱門

曾偉權

超市大搜查

防敏

自助餐優惠

踩過界II

使徒行者3

兒童健康

劇情預告

烹飪教煮



▲ 相片來源：經濟日報資料室

Now draw your niche

Habitat – Where do you want to hang out when you are not “working”?

Adaptation – What are you good at?

Physical Conditions – What conditions will you be your best self?

Presence of organisms – Who do you like to talk to? What other people get you excited? What clubs and organizations do you belong to?

Activities – What activities do you like the best? Is this something you love to do in your free time, or that you'd do even if you weren't getting paid for it? What do you look forward to doing when you aren't doing it?

What is a niche ?

A niche is something that a person feels they are best suited for. In business, this is usually a job that you may be particularly good at or a service you can make available to clients. It can be an activity that aligns well with your personality and talents, and it is something unique to your specialties. By having a niche, you can cater to a certain person or market.



Now how about barriers to your niche?

Who are your competitors? Who are also good at what you do?
How do you differentiate yourself?

What barriers there are to realize your niche?

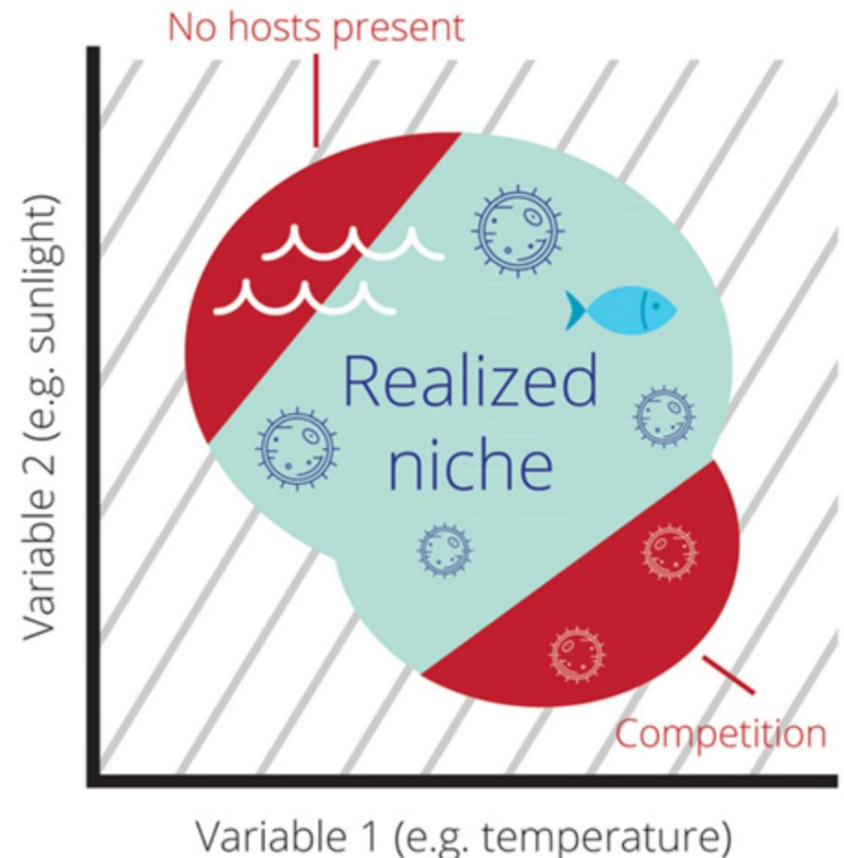
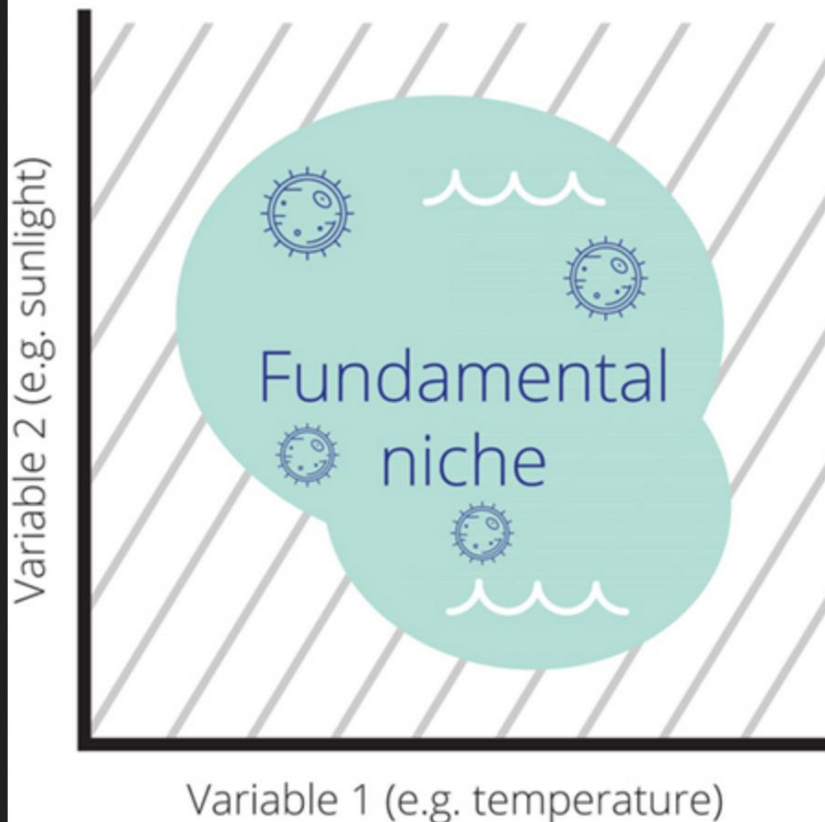
Why identify your niche?

Identifying your niche can help you create a plan for your business and build relationships with people who will benefit the most from the work you do. No matter your interests, you can focus on a niche that will also appeal to others. Identify your niche to become satisfied with your work and offer support to an audience who needs

Fundamental and Realized niche

Fundamental niche: The total range of environmental conditions that a species could theoretically tolerate

Realized niche: A portion of the fundamental niche which takes into account the biotic factors such as food availability, hosts, and competitive exclusion. This is where a species will actually be found.



Realized niche in real life?

Having a passion for a particular niche isn't enough – is there a market for your niche? What are the societal forces that make you unique in what you do/good at? Learn about your market

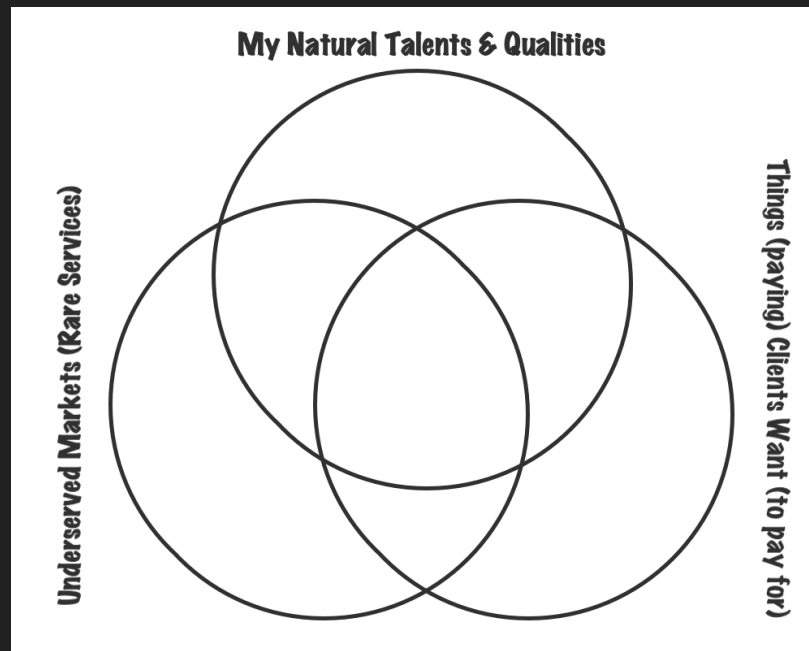


Realized niche in real life?

Name one thing that you think the world will pay you do what you love/good at?

Identify problems you can solve

Research your competitors



How to best find your niche

No need to be best in the world – what the set of things you love to do and that you do well?

Decide a focus within your niche – you cannot do everything

=

How to best find your niche

No need to be best in the world – what the set of things you love to do and that you do well?

Decide a focus within your niche – you cannot do everything

Match your passion to the people who most want it (Rule #1)

Evaluate and test your niche → Listen to their feedback (Rule #1)

Ok...now you know what kind of “special organism” you are – develop your own personal style and brand

INTRODUCING “THAT BEE-GUY”, ENCOMPASS HK’S NEWEST BIODIVERSITY GUIDE

03/07/2020



Most people think of insects as pests: flies, cockroaches, mosquitoes and other creepy crawlies. But if you say that to Marco Chan, also known as [@That_Bee_Guy](#), he will quickly dissuade you. Marco is a 17-year-old macro photographer who is fascinated by Hong Kong’s biodiversity, especially its insects. Marco is so passionate that he now leads Encompass’s newest tour, [the Tai Po Kau Night Biodiversity Tour](#). It is an excellent opportunity to meet Hong Kong’s microfauna up close, through the eyes of an expert guide.





that_bee_guy

Message



175 posts

2,734 followers

2,523 following

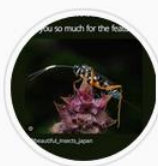
Marco Chan

Animal lover showcasing the diverse wildlife of Hong Kong (and other places I think) through wildlife and macro photography. Olympus EM1MK2 user 🙌

Followed by kokaho, ken.lee_photography, keilem_ching +3 more



Wildlife 4



Features



Everyday I...



Uni



Everyday I...



Wildlife 3

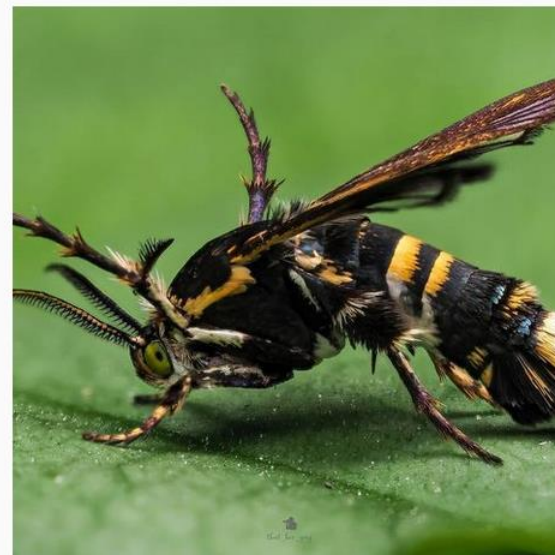


Pets

POSTS

IGTV

TAGGED



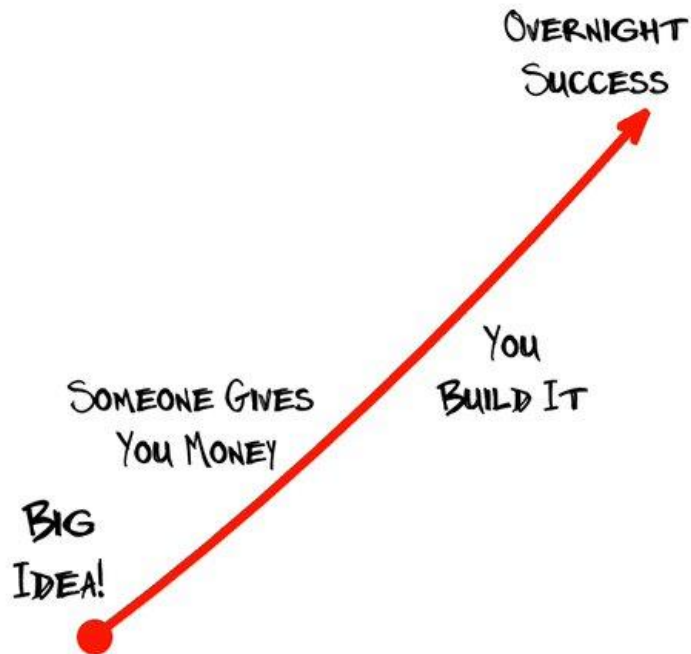
Define your niche statement

I want to help {insert type of person – age/gender/profession/etc} who are experiencing {insert common situations they face or pain point} and want to {insert type of change they'll be making or solution to pain point} and by doing so they will achieve {insert their dream or goal or outcome you will offer}.

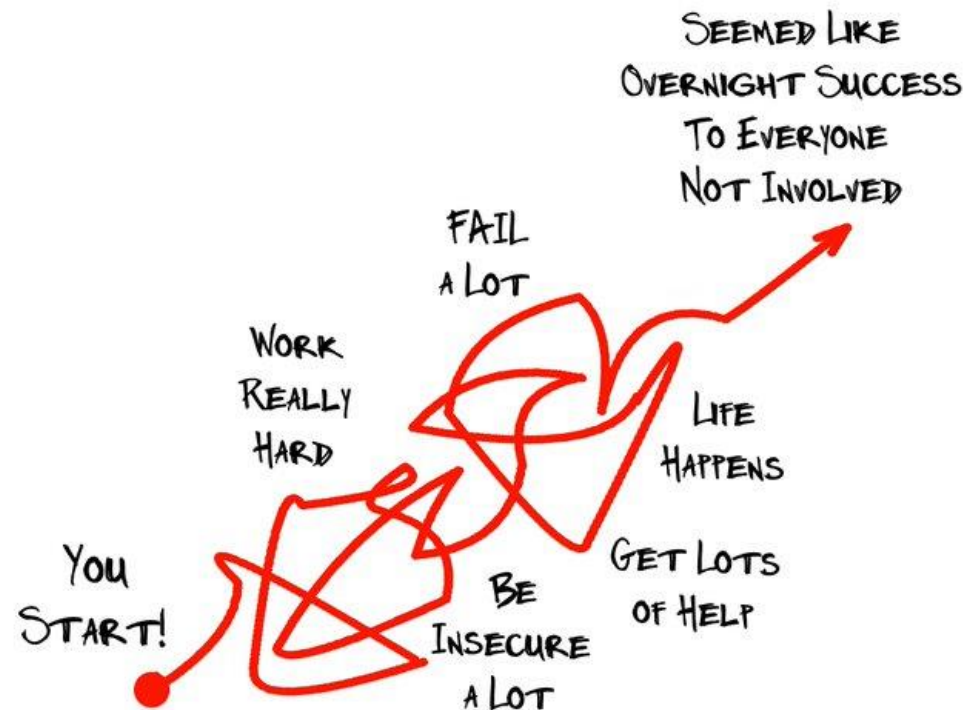
I want to help HR and CSR professionals who are experiencing trainings needs and want an external professional to help curate unique, experiential-learning programs and by doing so they will achieve transformative experience for their colleagues.

Some closing thoughts

- How would you position yourself an expert in this niche?
- Are you willing to shift your career and professional development as your niche shifts and evolves?
- Are you willing to fully invest you in this niche?
- What value will you put for your niche? (Rule #2 and 3)



WHAT PEOPLE THINK
IT LOOKS LIKE...



WHAT IT REALLY
LOOKS LIKE...