



Do you have what it takes to be an entrepreneur?

- What are the characteristics of an entrepreneur?
- How does an entrepreneur think and think about things?
- Is your profile close to that of a successful entrepreneur?

While there is no perfect entrepreneurial profile, many common entrepreneurial behaviours exist.

1. High Basic Metabolic Rate and Good health.

Entrepreneurs are resilient, independent of their state of physical health. Being fit tremendously helps, and entrepreneurs gradually move towards fitness as they recognise the need. They work for extended periods, and they cannot afford to get sick while building their business. Mental energy drives them more than physical energy. Many run on psychological fuel as they become possessed and often obsessed with their rainbow!

2. Active Involvement and learning

In businesses with small teams, the entrepreneur is always there. Many cannot afford support staff to cover all business functions, so they need to work long hours and get involved in everything. They also learn different things very quickly. At the end of a long day, when everyone else leaves, the entrepreneur often starts work or before everyone comes to work.

3. Achievement Orientation

Entrepreneurs often do not function well in structured organisations and do not like someone having authority over them. Most believe they can do the job better than others and take maximum responsibility and accountability. They enjoy creating business strategies and thrive on achieving their goals. Once they achieve a goal, they quickly replace it with a greater or a different one. They strive to exert whatever influence they can over future events. Entrepreneurs prefer individual sports over team sports, such as golf, skiing, or tennis. They prefer games in which they can directly influence the outcome and pace of the game. Their drive and high energy levels make them achievement-oriented and tireless in pursuing their goals.



4. Need for freedom

They believe they are bright and have a compelling need to do things their way. They need the freedom to choose and act according to their perception of what would lead to success.

5. Self-Confidence

Entrepreneurs are self-confident when they control what they are doing and working alone. They tackle problems immediately with confidence and are persistent in pursuing their objectives. Most are at their best in the face of adversity since they thrive on their self-confidence.

6. Bias for Action

Entrepreneurs have a high sense of urgency to develop their ideas. Inactivity makes them impatient, tense, and uneasy. They thrive on action and are not likely to be found sitting on a river bank fishing unless the fish are biting. When they are in the entrepreneurial mode, they are more likely to be found trying to get things done.

7. Ability to see the bigger picture and the rainbow in the distance

Entrepreneurs can understand and analyse complex situations, including planning, making strategic decisions, and working on multiple business ideas simultaneously. They are far-sighted and aware of important details. They continuously review all possibilities to achieve their business objectives. At the same time, they devote their energy to completing the tasks immediately before them. They can zoom in and out very effectively.

In contrast, accountants spend hours balancing the accounts and closing them out. For them, the achievement is to have balanced books. The entrepreneur only wants to know the magnitude of the numbers and their significance for the operation of the business so that they can make decisions for course correction.

8. Realism – Crap Detector ON

Entrepreneurs accept things as they are and deal with them accordingly. They may or may not be idealistic, but never unrealistic. They quickly change direction when they see opportunities to improve their prospects and realise their goals. They want feedback and to know the status at all times. They use negative feedback to improve things.



News interests them if it is timely and factual, providing them with the necessary information. They verify the information they receive before using it to make a decision. They have their crap detector on all the time.

The exception is when they trust people. Entrepreneurs say what they mean and often assume everyone else does the same. Some of them tend to be too trusting and may not be sufficiently suspicious in their business dealings with other people. Their tendency to be positive sometimes prevents them from seeing pitfalls.

9. Conceptual Ability

Entrepreneurs can identify relationships and linkages quickly amid complex situations. They identify problems and begin working on their solution faster than other people. They have low "uncertainty avoidance" and are not bothered by ambiguity or uncertainty as they are problem solvers. They will quickly identify alternative problem-solving approaches if they are pointed out that their solution to a problem will not work for a valid reason. They can generate multiple options.

Their lack of interest in details could lead to non-standardising systems and processes. This could negatively affect scalability and consistency of service and product quality, which investors highly value.

10. Status Requirements

Entrepreneurs find satisfaction in external symbols of success. They like praise for the business they have built but are often embarrassed by praise directed at them personally. Their egos do not prevent them from seeking facts, data, and guidance. When they need help, they do not hesitate to admit it, especially in areas outside their expertise. Entrepreneurs concentrate their resources and energies on essential business operations during challenging business periods. They want to be where the action is and do not stay in the office for extended periods.

Symbols of achievement, such as positions or titles, have little relevance for them. Successful entrepreneurs find their satisfaction of status needs in their business performance, not in the appearance they present to their peers and the public. They postpone acquiring status items like luxury cars or houses until they know their business is stable.



11. Interpersonal Relationships

Entrepreneurs are more concerned with people's accomplishments than with their feelings. They generally avoid becoming personally involved and may sever relationships that could hinder the progress of their business. When resources are scarce during business-building, they seldom devote time to satisfying people's feelings beyond what is essential to achieve their goals. Their low sensitivity to people's feelings can cause turmoil and turnover in their organisation. Entrepreneurs are impatient and drive themselves and everyone around them. They don't have the tolerance or empathy necessary for team building unless it's their team, and they delegate very few critical decisions. This could negatively affect the creation of a core team, especially if some team members are sensitive to such factors.

Their moderate interpersonal skills, adequate during the start-up phases, can cause problems as they adjust to a larger, structured corporate organisation. Entrepreneurs with good interpersonal skills can adjust and survive as their organisation grows and become more structured. The rest will find it very challenging. They should transition to a strategic or mentoring role or go on to chase a new rainbow.

12. Delegation

Entrepreneurs undergo a classic management crisis as the business grows and assumes an organisational structure. For many of them, their need for control makes it difficult to delegate authority effectively, as a structured organisation requires. Their strong, direct approach induces them to seek information directly from its source, bypassing hierarchy, levels of authority and responsibility. These approaches could undermine the authority of the senior professionals who work for them.

13. Emotional Stability and stress

Entrepreneurs exercise considerable self-control while handling business pressures. They are comfortable in stressful situations and get challenged rather than discouraged by setbacks or failures. They are less comfortable when things go well. They frequently find some new activity on which to invest their pent-up energy.

Entrepreneurs tend to handle people's problems with action plans rather than with empathy. Their moderate interpersonal skills are often inadequate for stable and long-term relationships.