

The “Entrepreneur Persona” characteristics

The common patterns across Entrepreneurs, captured from interviews with men & women Entrepreneurs:

Hungry	Transposes experience to learn fast	Does not give up
Focused	Solution & action orientated	Loves his/her life
Driven	Gained experience with sweat and tears	Takes calculated risks
Humble	No significant differences between men and women: the Entrepreneur’s mindset is similar	Tries until finds a way
Opportunistic	Does not fit (no standard career path)	Money is a reward and mean to an end, but not the primary driver
Fast	Quick decision maker	Wants to be outstanding at what he/she does
Accountable	These patterns are not influenced by where you come nor gender	No way back to being an/the same employee
In your face (no game)		Success comes with personal growth
Empathetic		
Authentic / full in		
Believe		

Supporting data

Based on interview extracts

What is your definition of being an entrepreneur?

“You live and breath to be an entrepreneur!”

“Once you have tasted it, there is no way back! You may have to go back to the office, but as soon as you can, you’ll exit to try again!”

“It is someone that is driven and hungry. It goes beyond yourself, you just have to keep on doing it!”

“You dedicate blood, sweat, passion.... ! And you put some of your own money in!”

“You are on a mission!”

“It is someone who delivers a services/product to a market; and does it well and better and better over time.”

“I will be ahead of the caravan and we’ll go ahead! Leadership and unstoppable!”

“The majority of entrepreneurs are people who bring together, with high expectations”

“Sees a problem and wants to solve it!”

“Entrepreneurs have hunger. They crave for more! While the average employee doesn’t.”

“You put yourself out there!”

“We use both feminine and masculine energy”

“Personal growth + business = entrepreneurship”

How did you become an entrepreneur?

“I wanted to be rich AND king!”

“Contrarily to employees, entrepreneurs wants to serve with sincerity before they receive! This is a mindset shift.”

“You are not selling yourself or promoting yourself, you are promoting the impact you make. Your company is a part of you, but not solely you. “

“You build a mindset, and you stretch!”

“Any suspicion of administration, we run away from you!”

“Expect to be challenged and struggle. Hence it does require a certain personality. Lots to do, then nothing, then lots again...”

“The system where you operate is much larger, and you do not depend on a boss. “

“During my corporate days, I used to think I worked hard.... Until I became an entrepreneur!!!!”

“By accident!!”

“Anyone can do it - it starts with wanting it. Not that you were born or specific environment! Everyone is legitimate. If you wonder, then you should do it!! That’s a sign!”

Do you enjoy what you do?

“You can be king alone, or have a kingdom. This is a mindset.”

“Not always easy as you are on your own. “

“My intent to solve the problem was greater than my need to be secured. So I jumped! “

“Very motivated by helping and solving. And I want values on top!”

“I like to solve problems”

“Left corporate because she did not want to continue do one thing only.”

“It is a passion! Your company needs to be a commitment, with the intent to build something – big, and that you could transfer to your family!”

“I love this life. And I know why I do it: I look after my beloved ones”

“It is stressful, but you have the energy for it!”

“It is way more than a job. Plus I enjoy the freedom I have”

“I had a strong inner voice telling me when the business was not good at times: ”Do I really want to go back to my old self?” and the clear answer was “NO”!!”

“Obvious first big risk I took was to start my own company – while norm would have been to look for another job”

“You often retire late as you like what you do. It is beyond doing a job!”

“Best entrepreneurs have passion at what they do!”

“I don’t feel I am working. I feel I am playing!”

How do you see the world: What catches your attention? What do you dislike?

“I see market potential and opportunities (or not)”

“Love to know other people who create opportunities”

“Beyond business, my value will be in our exchange, in how to grow together”

“I think too much!! I ask myself too many questions!”

“I don’t like politics”

“I like finding like minded people, determined to make a positive change and make things done.”

“The uncertainty of entrepreneurship is at times difficult.”

“Pressure and heat – and it make you grow too. You find a lot about yourself you may not find in corporate”

“There is no ladder”

“I don’t like regrets – I own my decisions”

“Entrepreneurs think to take decisions. They are quick at moving and seeing opportunities”

“Very open to people I could relate to”

“If you’re truly yourself, you will meet very interesting people: there is no role to play”

“Don’t like when people don’t have high standards! When people are not committed or don’t want to grow. “

“I don’t like repetitive tasks. That’s where the team comes in!”

“I do like innovation!”

How about solidarity?

“We know what it means to have a company, and we also need support”

“That is something entrepreneurs have, and that is not natural when you are an employee. As an entrepreneurs, we are all in it together. “

“I would not exist if there had been solidarity”

“There is also this notion to be open to opportunities, and you don’t know where a conversation could lead to. “

“You do help, because you needed help too and you know how hard it can be! You can’t succeed alone. “

“We step into one another’s world because we have to make parallels and learn from one another – versus call out for the expert, as you would do in a company!”

“We transpose ideas”

“The more people achieve, the more humble and the more cool – as they also know what it takes, and that they had luck too. “

“Survival implies solidarity!”

“The back biting you have in corporate you do not find with entrepreneurs.”

“When you are not in competition, you do help one another.”

“When you are highly successful, you are more likely to help start ups, new entrepreneurs. Partly because of your ego, partly because when you help people they help you back.”

“I find that when you ask for help, most people do help in return.”

“If you want to succeed you have to give.”

What is your relationship to risk? Do you care about avoiding risk?

“no pain no gain!”

“You are conscious about the risk you take.“

“You get blind sided, you believe in what you do. Else you can’t do it (if you look at statistics)”

“I am quite risk adverse, but what overcomes it is when there is an opportunity to solve a problem!”

“It is all about how many risks you can manage”

“We understand the risks and we manage them the best we can”

“I take measured risks.“

“I am OK at seeing that some things don’t work, and stop them. Either way, it is OK because you’ll get something out of it. Plus you can’t know ahead of time for sure that something will work”

“You take calculated risks, and then you try again. You try and you try until you succeed.”

“You start with small risks, and as you are able to manage them, you take more!”

“Don’t fix what works! Only change it if it is broken. Also keep up with external forces (as another reason to change), else you could be excluded from an evolving ecosystem.”

“I am not a gambler but I do like taking risks”

What is your definition of success? And how does that relate to money?

“If you see yourself rich, then you go for senior exec in a big company”

“The boat suddenly takes off, while it has been at the port for long.”

“Financially successful and independent is a nice thought, but happiness will come from the people you interact with. “

“At the beginning, I was stressed about money”

“I need to earn a living - else I can’t continue be an entrepreneur”

“Sustainable value creation”

“Real success is impact on the ground with people, and changing global mindsets.”

“Sustainable financials are more important than growth. You need the financial buffer”

“Success will come from delivering impact to my customers”

“Being rich is the cherry on the cake!”

“No one succeeds over night. It does take time. “

“Success for me come by stage”

“You need also to have a cash flow – so good too to have a plan B, in case plan A does not deliver!”

“I have to take the hit instead of my employees – I have to take care of them. In many corporates, managers tend to dispatch the pressure down. Probably a big difference with being in a corporate!”

“It is to be wealthy – both financial and loved and healthy.”

“If while I have my company going, I can sleep peacefully at night!”

“More to do with an esoteric definition: it is about how you feel internally. It is about being at peace with yourself. “

“It is not ending: there are victories but no success per say as the adventure does not end!”

I hope you enjoyed the read as much as I did speaking to you!

I want to thank each and every person who contributed to building this document, and to my personal growth. All your experiences and good advises made me wiser – and that has no price!

THANK YOU!