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INSTINCT: TAPPING YOUR ENTREPRENEURIAL DNA TO ACHIEVE YOUR BUSINESS GOALS

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- Authored by Harrison, Thomas L.; Frakes, Mary H.
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Reviews

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Related: Do You Have Entrepreneurial DNA? 4. Innovator. You will usually find the Innovator entrepreneur in the lab working on their invention, recipe, concept, system or product that can be built into one or many businesses. That’s why I also put major emphasis on startup traction, milestones achieved and metrics rather than listening again to how great it’s going to be. Nevertheless, I see tremendous value in understanding your entrepreneurial DNA, as part of your personal preparation, or in conjunction with incubators, accelerators or advisory boards. I am not convinced that any organization has the ultimate system to map your DNA to business success, with all the unknowns of a new business and personal idiosyncrasies, but it’s a good start. Relevant skills for entrepreneurial success. While some people possess relevant capabilities and instincts that make them exceptionally good at entrepreneurial pursuits, others may lack these qualities and capabilities thereby causing them to fail at becoming entrepreneurs ceaselessly until they are totally discouraged from it. This is the reason why people talk about entrepreneurial DNA. Do you have entrepreneurial DNA? Get ready to find out. This 31-question quiz--adapted from the Entrepreneurial Personality Quiz in Instinct: Tapping Your Entrepreneurial DNA to Achieve Your Business Goals, by Thomas L. Harrison--is based on the widely used, five-factor model of personality identified in 1985 by Paul Costa Jr. and Robert McCrae of the National Institute on Aging. Note: Take the quiz before continuing to read about the methodology behind it. You’ll give yourself the best chance of answering the questions honestly, rather than trying to select the ones that yield the result you might want to hear. Entrepreneurship is hard enough--if you’re fundamentally not suited to it, you’ll want to know.