









NAME: _____

DATE: _____

Distinguishing Entrepreneurial Characteristics

Entrepreneurial Mindset Characteristics

	Adaptable	If you are adaptable, you have an easy time adjusting to new or changing requirements. You take setbacks in stride, learn from your failures, and easily change direction, as needed.
	Creative	If you are creative, you actively seek out different and unique solutions. You listen to feedback and use it to improve ideas.
	Problem-solver	If you are a problem-solver, you enjoy finding the best solution to a problem. You research and analyze a problem to come up with a creative solution for moving forward.
	Decisive	If you are decisive, you make informed decisions quickly. You analyze and think about the options before making a final decision based on what you know.
	Persevering	If you are persevering, you never give up on your dreams. You push through changes, problems, and failures and keep moving forward.
	Risk-taker	If you are a risk-taker, you are not afraid to take calculated risks and chances.
	Critical thinker	If you are a critical thinker, you approach things clearly and rationally. You use information and logic to find the best possible answer.
	Self-confident	If you are self-confident, you are certain of your abilities and believe in yourself. You know your limits and are willing to take risks within your skill set.

Activity: Recognizing Entrepreneurial Characteristics

Read the following excerpts from profiles of entrepreneurs. Determine which entrepreneurial characteristics each entrepreneur exemplifies based on the information they share about their start-up companies. Circle the characteristics, and in the space provided, add any specific evidence from the text that supports the characteristics you identify.

Entrepreneurial Characteristics:

1. Adaptable (adjusts to change)
2. Decisive (makes and sticks to decisions)
3. Creative (thinks in new ways)
4. Problem-solver (sees problems as opportunities)
5. Critical thinker (examines issues from all sides)
6. Persistent (learns from failure and keeps going)
7. Risk-taker (weighs risks and rewards and acts despite possible challenges)
8. Self-confident (certain of abilities and believes in possibilities)

Profile 1 - Eldritch Games

When I started Eldritch Games, I knew there was a ton of competition in the industry. Tabletop gaming was extremely popular. There were even movies and TV shows prominently featuring gaming! People were making entire careers out of streaming videos of themselves playing games with their friends on sites like YouTube. But for every new gaming company that created a hit game, there were dozens that failed without ever launching a single product. Despite all that, I believed in the story I was trying to tell with my first game, so I rolled the dice, both literally and figuratively, on starting my own company. Now, five years and six successful games later, I can safely say that everything paid off.



Timothy Yang

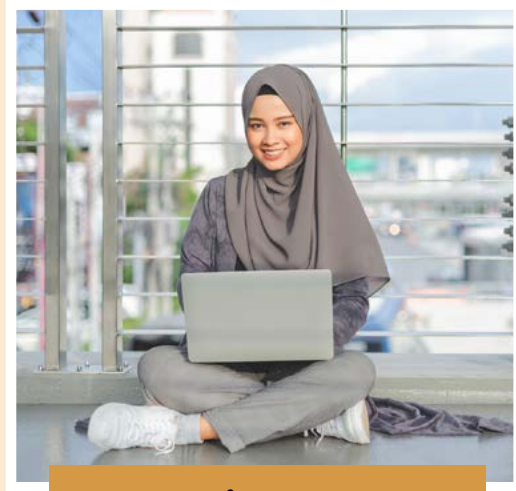
CEO and Founder, Eldritch Games
Syracuse, New York

Circle any entrepreneurial characteristics you identify and note the supporting evidence for each below:

1. Adaptable _____
2. Decisive _____
3. Creative _____
4. Problem-solver _____
5. Critical thinker _____
6. Persevering _____
7. Risk-taker _____
8. Self-confident _____

Profile 2 – Pure Energy

I always knew I wanted to run a tech company that transformed electronic devices. When I founded Pure Energy, I channeled my biggest frustration with modern gadgets into a solution: longer battery life! I read a lot of reviews of new phones, tablets, or other devices when they came out. Battery life was always a major customer focus and always provided challenges! I did research on every battery type on the market to find out which had the most power capabilities. I studied scientific and performance data and user reviews to find out where the deficiencies were. Two years later, with many ups and downs, my engineering partner and I have developed a new battery prototype. We are ready to bring it to test markets. This product could revolutionize the electronic device market!



Sana Mtimet

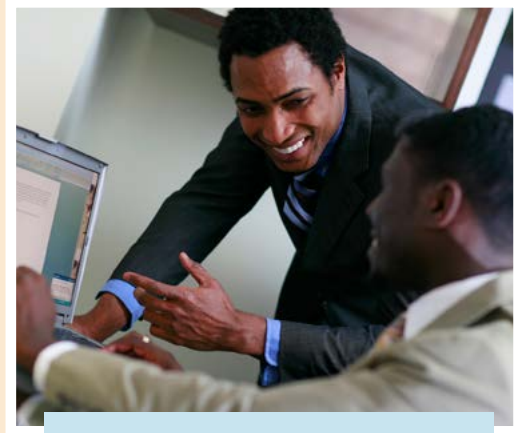
President, Pure Energy
Chicago, Illinois

Circle any entrepreneurial characteristics you identify and note the supporting evidence for each below:

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6. Persevering _____
7. Risk-taker _____
8. Self-confident _____

Profile 3 – Global Growth

I started Global Growth, a staffing and HR services company, in 2014 after spending almost a decade at a business that did basically the same thing. That company was a consulting firm for small businesses that needed help with staff recruitment and human resources services. I decided that I would provide those same services to international clients. I quickly found out that my old company’s model worked for them because they were a bigger, established company. As a start-up, my business tried to cover too broad of a market. I almost went bankrupt! I had to shift resources to the areas of the business that were prospering. I went from offering general staffing services to specializing in technical recruiting for high level IT positions in international locations. I adjusted my whole approach. I took a business that almost went “belly up” and made it extremely profitable.



Eugene Owens

Principal Consultant,
Global Growth
Baton Rouge, Louisiana

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5. Critical thinker _____
6. Persevering _____
7. Risk-taker _____
8. Self-confident _____

Profile 4 - Whimsy Productions

Early in my career, I worked on several film and television productions in a variety of genres and styles. I heard clients gripe time and again that it was nearly impossible to find one talented production group to handle their diversified needs. Each production group worked in their own specialized niche. In 2017, I started Whimsy Productions to offer customers a wide range of different options. I spent time talking to a lot of colleagues in the industry to get tips on best practices. I also spent tons of time with potential clients, talking to them about what they'd like to see in a "one stop" production shop. I wanted anything I produced, from a commercial or sitcom to a music video or horror film, to get equal artistic vision and superior customer service. Then, I took it to the next level. I produced a catalog of options for my clients that provided an à-la-carte list of services where they could choose shooting options, talent, locations, etc. My clients felt like they were an active voice and were invested in the entire process!



Lora Reynolds

Executive Producer,
Whimsy Productions
San Diego, California

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