# A New Way to Identify and Enhance Entrepreneur Qualities

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## Abstract

The message of this article is quite simple, we want to advance entrepreneurship education for all types of person using an action-based application rooted in a specific set of practices. From our  extensive experience training a global cadre of entrepreneurship educators(six-year university professor), we have observed that the mindset of most educators is discipline specific and rooted in process model , Though the entrepreneurship process orientation is the most common approach seen in entrepreneurship education today, we posit that it is neither the most realistic nor the most effective approach for the current environment , testing application can improve entrepreneurship qualities by a simulation of real cases ,that can give educators a simple way to diagnose a strategic planning to improve the weaknesses qualities. The aim of this paper, however is to describe entrepreneur strength qualities ,and  how an application will help to promote the qualities of future entrepreneurs based on an internal entrepreneur model and a model describing its interaction with his external environment.

**Keywords:**
Entrepreneurship; entrepreneurship education; testing application; entrepreneurship qualities; entrepreneur model.


## 1.  Introduction

Most of us spend too little time identifying our innate talents or developing them into distinctive strengths that we apply day after day. One of the best ways to change this is through heightened self-awareness. To get started,  we might use the following lists to begin identifying some the activities or approaches where we believe we shine:

We live in a weakness-focused world. Based on the erroneous belief that good is the opposite of bad , for thousands of years humanity has been fixated on faults and failures. True, we are each imperfect , but our weaknesses reveal little about strengths which  we must cultivate from instinctive talents and champion in our everyday lives rather than letting these gifts languish while we spend most of our time trying to fix weaknesses.

This issue becomes all the more vital in light of the fact that the brain's reticular activating system in primed to magnify negative incoming message and to minimize positive. Criticisms and weaknesses tend to be amplified tin the higher brain centers; in other words, they are blown out of proportion. Therefore, they must be managed with care ,We are far better served by focusing most of our energy and attention on positive activities and pursuits that bring us vigor and satisfaction.

Lifestyle entrepreneurs often initiate businesses on the basis of the goal of realizing a particular lifestyle balancing economic, family, and social needs [1][2][3] Entrepreneurs play an important role in every free market society ,they act as force for creative destruction, sweeping away established technologies, products , and ways of doing things and replacing them with others that the marketplace as a whole sees as representing greater value. In this sense entrepreneurs are agents of change and , hopefully progress.

It is important the acknowledge that entrepreneurs do more than just think of new concepts and recognize their commercial opportunities. They take the next step ; forming enterprises and marshaling resources to  address them.

This article a linear approach to the topics that concern entrepreneurs, from the initial question ("Am I the type of person who should start a business?") to the last issue that a successful business owner needs to consider("How can I

cash out of the business I've built?").That linear approach presented as an application may not correspond to the facts of life for every entrepreneurial venture.

The paper is organized as follows. Section 2 the self-diagnostics that every prospective entrepreneur should undertake, the first steps in the entrepreneurial process is to identify low qualities. twelve characteristics that must be present to be a successful entrepreneur is described in Section 3 followed by test application Model in section 4. Implications of research findings are discussed in Section 5. Sections 6 conclude the paper by summarizing contributions and limitations of this current study with suggestions for follow-on research.

## 2. Self-Diagnosis
### 2.1 Innate or Learned Skills:

High levels of innate talent do not mean that deliberate practice and hard work are unimportant.

In the realm of entrepreneurship , innate talents seem to make some people better at noticing new business opportunities and more likely to be risk-takers, natural salespeople, and adept at cultivating social networks[4][5] .

Business support programs can teach basic management, accounting and finance, or marketing skills. But support programs and coaches cannot teach to recognize opportunities or to become a risk-taker. Nor can they teach how to best use social networks to further business interests.

In sum, it is likely to be most successful when working with dominant natural talents. Training and education will certainly help you to achieve excellence in an entrepreneurial role.

if innate talents are strong predicators of behaviors that affect business outcomes [6] , then it follows that we can study individual's behavior, identify their intensity of entrepreneurial talent, and then support them to speed the process of venture creation and growth.

During our research, we found a tremendous variety of behaviors among successful entrepreneurs. For instance, successful entrepreneurs effortlessly cultivate deep relationships with customers and employees(trait= interpersonal), are laser-focused on business outcomes(trait=thought process), are creative problem solvers ( trait = creative thinking), and are the best spokespeople for their business (trait = pomotion).

### 2.2 Vision on ancient methods
The majority of tests used with entrepreneurs could be described as personality tests rather than tests of ability, attainment or aptitude [7], Many books and Web sites provide self-scoring tests that people can use to assess their fitness for entrepreneurial life. Here are some of the usual questions:

Can you tolerate a high level of risk? are you an overachiever ? are you willing to put in ten-to twelve-hour days over an extended period, including weekends, to reach your goals? are you a self-starter ? would you describe yourself as a good decision maker ? are you willing to put your personal funds at risk ? do you have the commitment required to build a business in the face of long hours and modest odds of success?

such questions help people think through the personal side of entrepreneurial work and their fitness for it. This thought process is especially important for the would-be business owner who says, "I have a great idea for a business." Ideas are important, but rarely are they as important as personal background, motivation , and attitude.

Take these tests, but don't rely exclusively on their results because few of them are empirically based. Also, individual differences cannot be captured in a test.

What separates successful business owners from less successful ones ?

what are the traits and behaviors that drive an individual to start, sustain, and grow a successful company ?

How does the psychology of entrepreneurs influence their decision making ?

Do entrepreneurial attitudes toward autonomy, risk, work and income affect business outcomes ?

Are the personality characteristics required to create a venture different from those that facilitate a venture's expansion and growth?

Our application will differ from the others[8][9][10] by the simulation of the real cases that will allow us to detect the reactions of the users in order to be able to diagnose it, direct questions can never reveal what the personality cache.

## 3. Entrepreneur Model :
General entrepreneurship studies on identity have contributed to the understanding of the multiple inducements that characterize entrepreneurship[11][12][13][14][15][16][17][18]. These studies look at entrepreneurs from various sectors, such as health, theatre, building and construction and an internal vision to the brain composition of successful entrepreneur.
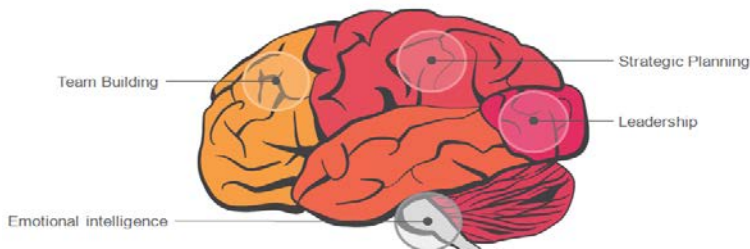
Fig. 1. Entrepreneur brain composition

Team Building : We adopt the team-building definition given by Klein et al[19]. as 'the formal and informal team-level interventions that focus on improving social relations and clarifying roles as well as solving task and interpersonal problems that affect team functioning'. In the literature, there is a consensus that there are four distinct approaches, which can also be combined. These approaches are goal-setting, developing interpersonal relations, clarifying roles, and employing problem-solving techniques[19][20].

Strategic Planning : The field of strategic planning has an extensive history that includes the emergence of multiple and competing theories to explain the strategic planning process and its relationship to achieving management objectives. Two schools of thought that have received the majority of the attention are the "planning" or rational school and the "learning" or adaptive school, which reflect polar extremes in terms of the planning approach that should be used [21] [22][ 23][24] .

Leadership : The leadership theory has developed significantly during the last century, and a paradigm shift occurred in the mid-1970 when new theories of leadership emerged under the labels of transformational and transactional leadership. Burns [25] argued that transactional leadership occurs when one person takes the initiative in making contact with others for the purpose of an exchange of something valued, whereas transformational leadership is based more on the compliance of follower through shifting their beliefs and values. Bass [26] refined this idea in his studies of leadership. He argued that transactional leaders "focus on what can clearly work, keeping time constraints in mind, doing what seems to be most efficient and free of risk".

Emotional intelligence: Emotional intelligence has been defined as an individual's capacity to process emotional information in an accurate manner and use that information both to inform their cognition and regulate their and others' emotions [27]. The construct has been viewed either as a set of abilities [28] or alternatively a set of personality characteristics or behavioral tendencies referred to as trait-EI [29]. [30]argue that ability and trait conceptualizations of emotional intelligence may be complementary aspects of adaptive emotional functioning. Individuals with high levels of trait emotional intelligence have more rewarding interpersonal relationships and demonstrate more prosocial behaviors [31].

Intrigued by questions and this mind-map, we studied 10 entrepreneurs and other researches results to understand the actions and decision that lead to venture creation and growth. 12 specific talents had been identified.
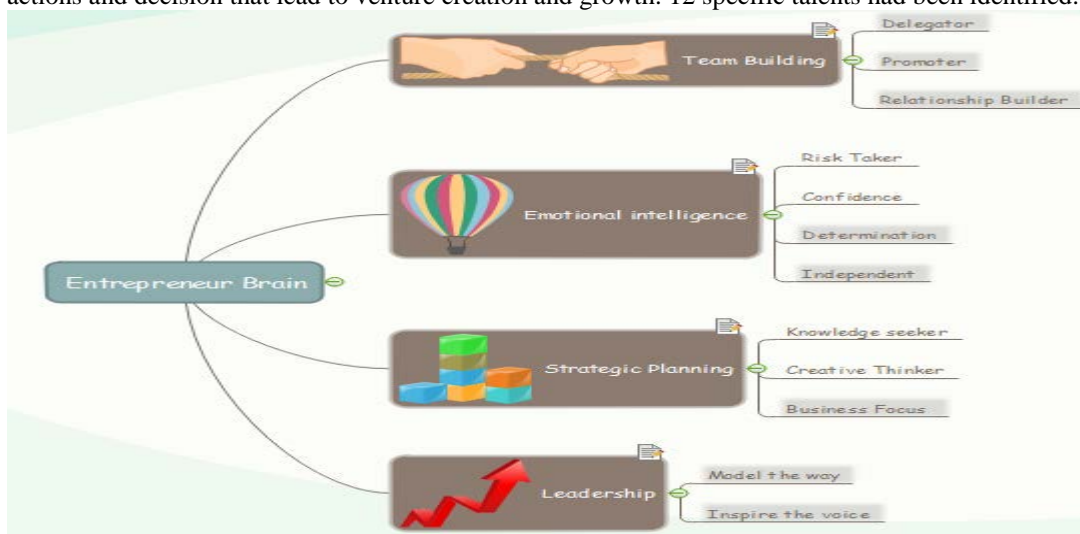


Fig. 2. Entrepreneur Strengths Qualities

Creative thinker : Exhibit creating in taking an existing idea or product and turning it into something better.
Independent : Prepared to do whatever needs to be done to build a successful venture.
Delegator : Be willing to contemplate a shift in style and control.
Business Focus : Decision maker based on observed or anticipated effect on profit.
Determination : Preserve through difficult, even seemingly insurmountable, obstacles.

Confidence : By knowing ourselves and understand others.

Risk-Taker : Opportunity identification and entrepreneurial intentions are key characteristics of potential entrepreneurs [32]. Instinctively know how to manage high-risk situations.

Relationship-Builder : Having a high social awareness and an ability to build relationships that are beneficial for the firm's survival and growth, Entrepreneurs need to influence others around them including investors, customers, suppliers and employees to launch and sustain their businesses successfully.

Knowledge-Seeker : Having the ability to constantly search for information that is relevant to growing business.

Promoter : Being the best spokesperson for the business.

Inspire the voice : Most entrepreneurs state motives such as 'being my own boss', 'being independent', 'being creative', and 'having an interesting job' as being most important for becoming an entrepreneur regardless of the industry [33] [34] [35] [36].

Model the Way : Leaders establish principles concerning the way people should be treated and the way goals should be pursued.

The degree of natural ability in each of the 12 qualities will determine where this person will be successful and where will fall short in entrepreneurial journey. There are three levels of ability for each talent: dominant, contributing and supporting.

Successful entrepreneur may pay special attention to his dominant talents, and use them to his advantage. He must be aware of his contributing talents, but do not spend too much time on them. Look for partners or put strategies in place to manage these talents. Finally , reinforce his supporting talents with partnerships and support from others.

## 4. Application to test qualities :

Answering a question about real case requires that respondents interpret the question to understand what is meant and retrieve relevant information from memory to form an answer. In most cases, they cannot provide their answer in their own words but need to map it onto a set of response alternatives provided by the researcher.

By answering of those questions we will have a clear entrepreneurial values map to this user, Each answer has a coefficient and in the end an algorithm will calculate the rate of each value and will give some advice to this user to improve the weak values and reorient her/him to some skills which can help him to acquire this value. (Fig. 3 illustrates the different steps of this approach).

MDA present the backbone of this application ,CIM will permit to describe the interactions between the application and the user and also the abstract interaction of major factors which construct entrepreneurial behavior values, next step consist on the conception of PSM based which module the relation between two huge packages ,first contain user definition and the second will take care about rate of each entrepreneurial value obtained on user response, this last will be filtered, stored and after a smart algorithm will offer some indicators that will define advice which will be displayed for this user[37].
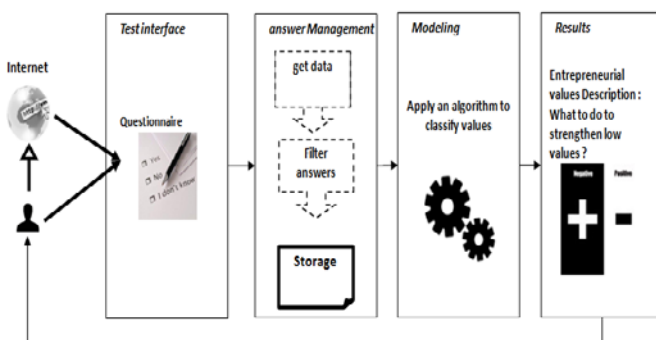


Fig. 3. Our approach of the analytics data obtained from forms to define self values about entrepreneurship

The user will connect to the application, a form containing several cases of the problems that an entrepreneur can confront, will appear, after checking the reactions they wish, one will extract these data, filter them, coefficients of qualities Are already present to be able to classify strong and weak qualities.

## 5. Talents classification :

Based on several years of experience and several researches it was possible to give coefficients of qualities for each question, a question can be attached to several qualities or at least one.

At each answer a plus or minus will be given to this quality, a calculation will be made at the end of the test, the grade for this quality is calculated, intervals are already defined to classify this qualities, it can be strong or weak, After classifying these values by note with advice to evolve them.

Below , a table with an example of situations with associated qualities and grades given for each answer.

Table 1. Example of situations

| Situations | First answer | Second answer | Influenced qualities |
|---|---|---|---|
| Imagine that you are doing a difficult task that others have failed to accomplish. Which of the following best describes what you would do ? | Personally take action to complete the task. | Find the right team to complete the task. | Independent Delegator Confidence Creative Thinker |
| Imagine that you are in team where other members haven't great sense of team commitments | I give them regular feedback | I let them make decisions | Inspire the voice Relationship-builder Delegator |
| If you have a business you would be | Totally engaged to running it efficiently | Totally committed to its growth | Business Focus Determination |
| In situations where you have encountered resistance to your agenda, which best describes how you responded? | I met that resistance head on. | I found positive compromise. | Determination Model the way |
| Which of the following best describes your point of view when it comes to achieving great success ? | Working long hours appeals to me | Working long hours does not appeal to me | Determination |
| When a new opportunity presents itself | I never doubt myself | I think doubt is a voice you should listen to | Risk taker Confidence |
| When solving a problem | I easily see patterns and make connections between things. | I rely on those who know more than me | Determination Independent Knowledge-seeker |
| Do you think employees want to take responsibility | Some employees do, some don't take | Most employees want responsibility | Model the way Inspire the voice Delegator |
| In making decisions | I use my intuition | I gather knowledge about the situation | Knowledge-seeker Determination |
| In case you have to make a decision leading to a big risk | I take calculated risks | I choose the safest route | Risk taker Confidence Business Focus Creative Thinker |
| I am committed to | Building something that is great and lasting | Leading a good life that matters to others | Model the way Inspire the voice Confidence |
| Change for you is something | That needs a good reason | That I love | Business Focus Confidence Promoter |
| In my old experiences , delegation is most effective when | The right people are given freedom to make decisions | People are clearly told what needs to be done | Delegator Model the way |
| When I face a problem and I begin to solve it by | Looking at it from an entirely different angle than the current perspective. | Establish that the facts are correct | Knowledge-seeker Creative Thinker |
| In your life what do you think | It is easy to meet new people | Enjoy interacting with people I know | Relationship-builder |
| When I have a hard issue | I know when to quit | I never give up | Confidence Business Focus |
| When planning for the future | I set flexible goals | I set very clear goals | Model the way Business Focus |

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| | | | |
|---|---|---|---|
| When you want to start | I prefer to take the risk and build my own business | I prefer to have a challenging career that pays me well | Risk Taker Confidence |
| How do you make business decisions | I focus on future trends | I focus on current customers | Business Focus |
| If you were speaking to a group, would it be more important to | Come across as confident | Come across as informed | Confidence Inspire the voice |
| Which best describes you when you are in a group | I get everyone involved | I am always the best prepared | Determination Confidence |
| When do you assume a leadership role | I do it when I need to | I do it all the time | Business Focus Model the way |
| In my life I expect to | Build a reputation I can be proud of | Do something that will change to world | Promoter Determination |

The table above present some questions that the user will have when accessing to our application, each quality can have a note, plus for a favorable response, minus for an unfavorable answer, zero for a neutral answer.

The difference between our conception and that of the other applications that already existed is that they offer direct questions that can be answered by yes or no, our application give the possibility to position oneself in real cases that can be confronted during the evolution of our company.
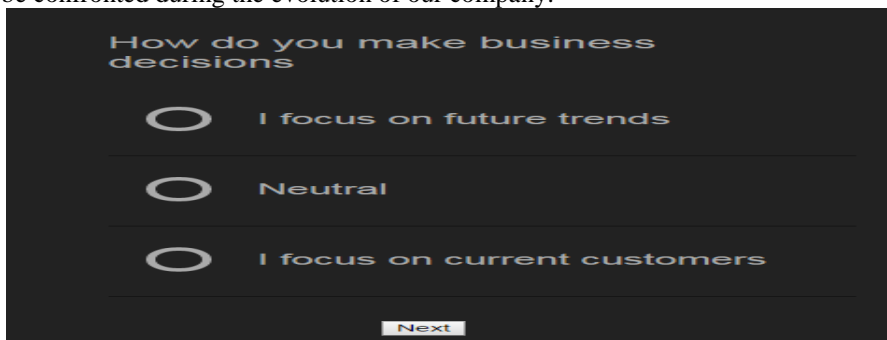


Fig. 4. Example of situation

The application contains 60 questions that cover all the qualities and that will guarantee us a clearer vision on the strong and weak qualities, in order to ensure a good diagnosis.

After the registration of the qualities, a sum of the points of each quality will allow us to classify the qualities in descending order.

Recommendations are given for each user based on intervals, each interval has its own advice to be followed by users to enhance his qualities.

*5.1   Tests results:*

After the calculation of the notes, a charter will be displayed classifying the qualities in ascending order with the notes of each qualities.
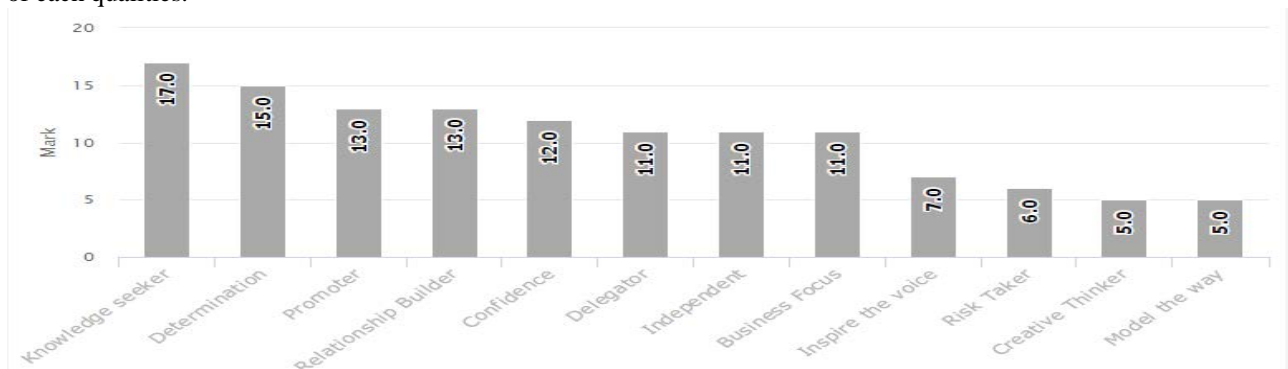


Fig. 5. Example of talents ranking

Based on these notes, the user will have a list of action to follow and example of behaviors that he must have to convince himself that he has met this need.

This list of advice and examples are the result of several years of research in the world of Entrepreneurship and lifestyle change based on the mental aspect and the environment of the concerned person , which allowed us to know and guide people during our coaching sessions to reinforce these qualities, it gave real results on the people who we coached.

Table 2. Example of recommendations

| Talents | Action To Do | Behavior results |
|---|---|---|
| Risk | Review available resources before the start.<br>Have a progressive spirit to dispel the obstacles.<br>Dispel emotion from your decision-making process.<br>Ability to confront hard challenges. | Take a reasonable approach when taking decision.<br>Be comfortable with ambiguity.<br>Embrace challenges enthusiastically |
| Creative Thinker | Increase experimentation.<br>Share perspectives with your network.<br>Make incremental improvements to your offerings.<br>Follow the novelties and try to have a spirit of criticism and development | Imagine possible future.<br>Brim with new ideas.<br>Think of novel ways to move things forward.<br>Try to promote all existing ideas by giving your own touch. |
| Confidence | Assess the competition if entering new markets.<br>Consider diverse points of view to assess opportunities realistically.<br>Surround yourself with partners who can challenge your thinking. | communicate clearly.<br>Persuasive.<br>know themselves well.<br>convince others of their ability to get<br>positive results |
| Relationship builder | Join an industry organization most<br>relevant to your endeavors.<br>Offer to help others to build lasting relationships.<br>Allow close partners to connect you<br>with others. | high social awareness.<br>attract and maintain partnerships.<br>build diverse networks. |
| Delegator | Relinquish control of certain day-to-day tasks.<br>Intentionally focus on growing your initiative.<br>Give others autonomy and support. | recognize team strengths.<br>proactive collaborators.<br>easily delegate authority. |
| Knowledge seeker | Collaborate with others to identify better ways of doing things.<br>Encourage employees to learn new skills and knowledge relevant to your business.<br>Push yourself to learn about all aspects of your business. | constantly search for new information about the initiative.<br>obsesses about the activity. |

This table presents for some talents the actions to follow to evolve, and the behaviors that reflect that this talent has become seasoned.

## 6. Conclusion

In this paper, we presented a result that collects our research on the anthropological field by studying the personal aspect of an entrepreneur and which has been divided into 4 global parts , team-building , strategic planning ,emotional intelligence and leadership , and our research on how to generalize this research by offering an application which allows via profound questions to diagnose the qualities of entrepreneurship in a person, and finally offer advice and actions to follow to acquire the qualities of success for an entrepreneur.

We are now working on broaden our research into other qualities that will be covered to better analyze the personality

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of the person who wants to become an entrepreneur.

Then we wish that our application becomes in addition a social network between future entrepreneurs who have ideas and capitalist ventures and angels.

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