

tions. They don't want to be told what to do. Entrepreneurs know what they want to do and how to do it.

Creators

Entrepreneurs like to create things. A business entrepreneur likes to create businesses and organizations. Often the more unique the business the better entrepreneurs like it. They like the challenge of coming up with new solutions.

Entrepreneurs may not be the best managers. After the organization is built they may lose interest or not have the skills needed to manage the business. Just because they are good at creating a business doesn't mean they will be good at running a business.

The Ten D's of an Entrepreneur **

Below are ten D's that help define an entrepreneur. If you want to be an entrepreneur, you will need to possess many of these behaviors. As you read over the list, compare yourself to these behaviors. How do you stack-up? What do you need to change?

- 1. Dream** — Entrepreneurs have a vision of what the future could be like for them and their business. And, more importantly, they have the ability to implement their dreams.
- 2. Decisiveness** — They don't procrastinate. They make decisions swiftly. Their swiftness is a key factor in their success.
- 3. Doers** — Once they decide on a course of action, they implement it as quickly as possible.

4. Determination — They implement their ventures with total commitment. They seldom give up, even when confronted by obstacles that seem insurmountable.

5. Dedication — They are totally dedicated to their business, sometimes at considerable cost to their relationships with their friends and families. They work tirelessly. Twelve-hour days, and seven-day work weeks are not uncommon when an entrepreneur is striving to get a business off the ground.

6. Devotion — Entrepreneurs love what they do. It is that love that sustains them when the going gets tough. And it is love of their product or service that makes them so effective at selling it.

7. Details — It is said that the devil resides in the details. That is never more true than in starting and growing a business. The entrepreneur must be on top of the critical details.

8. Destiny — They want to be in charge of their own destiny rather than dependent on an employer.

9. Dollars — Getting rich is not the prime motivator of entrepreneurs. Money is more a measure of their success. They assume that if they are successful they will be rewarded.

10. Distribute — Entrepreneurs distribute the ownership of their business with key employees who are critical to the success of the business.

* *Hofer and Sandberg*

** *Graves, William D. The Portable MBA in Entrepreneurship. John Wiley & Sons, 1994, page 5.*

... and justice for all

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