



# Type tips for Entrepreneurs

People of any MBTI type can be successful entrepreneurs – provided that they leverage the entrepreneurial strengths of their type and watch out for the pitfalls. Here are the likely strengths, and some development tips, for people with **EXTRAVERTED** Core Characters (dominant functions).

Turn over for the **INTROVERTED** Core Characters.



## ACTIVIST (ESTP and ESFP: Extraverted Sensing)

- Happy to take risks and 'go for it', generally positive and optimistic
- Seeks out new experiences, people and things
- Energetic, unlikely to be deterred by a lack of resources

### top-tips

- You can be distracted/bored easily – don't forget the admin, it does matter
- Don't switch off if an important contact bores you
- Remember where you're going and what you can learn from the past



## EXPLORER (ENFP and ENTP: Extraverted iNtuition)

- Enjoys meeting new people and building a network
- Curious, creative, willing to try new approaches and take risks
- Flexible, adaptable and generally enthusiastic

### top-tips

- Starting a business can be lonely, so keep in contact with other people
- Apply structure so you can avoid the last-minute rush to finish things
- Don't forget that detail, especially financial detail, is important



## DIRECTOR (ESTJ and ENTJ: Extraverted Thinking)

- Persistent, resilient, drives hard to make things happen
- Enjoys working with, organising and directing other people
- Organised, structured, planned and solutions focused

### top-tips

- Avoid alienating people by being less impatient
- Your way of doing things is not the only way – don't micromanage
- You may be unaware of your own faults. Who can be your 'critical friend'?



## NURTURER (ESFJ and ENFJ: Extraverted Feeling)

- Caring, supportive, seeks to empower and develop others
- Likely to have extensive networks that can be drawn upon
- Organised and persistent

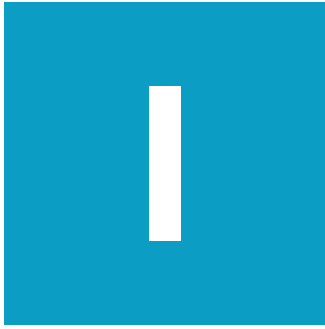
### top-tips

- Don't let the need for harmony stop you making hard decisions
- You may find it difficult to work alone, so find other sources of support
- You will face rejection and criticism, so try not to take it personally

Data source: Type and entrepreneurship: a research study from OPP. 2017, OPP Ltd.

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## CONSERVOR (ISTJ and ISFJ: Introverted Sensing)

- Structured, organised, detail-conscious, sees quality as important
- Knowledgeable, can draw on past experience
- Reliable, hard-working, delivers on schedule

### top-tips

- Remember to try new things, even though you are likely to prefer tested solutions
- Spend some, but not all, of your time building a network of contacts
- You may find the uncertainty stressful – think how you can set up a 'safety net'

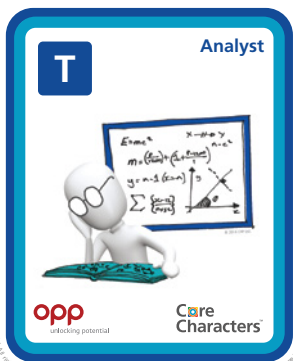


## VISIONARY (INFJ and INTJ: Introverted iNtuition)

- Tenacious, persistent, works hard till the job is done
- Enjoys creative problem-solving and constructing a vision
- Can often draw on a high level of personal integrity

### top-tips

- You can struggle to describe your vision – think ahead about how you will do this
- Self-promotion may sap your energy – how can you do this differently?
- Don't over-think the negative possibilities in a situation



## ANALYST (ISTP and INTP: Introverted Thinking)

- Brings a logical, objective focus to problems
- Flexible, adaptable, open to new ideas or experiences
- Will often have deep expertise or competence in a specific area

### top-tips

- You may not enjoy networking/self promotion, but try not to avoid it
- Don't put off admin for something more interesting or involving
- Don't be too internally focused – check what's happening in the outside world



## CONSCIENCE (ISFP and INFP: Introverted Feeling)

- Strong underlying principles and values
- Often connects well with others, especially on a one-to-one basis
- Builds success from a specific skill or knowledge area

### top-tips

- Learn to recognise and stop procrastination, especially to avoid conflict
- Try to avoid work that opposes your values – it could sap your energy
- You may dislike networking/marketing – think how to build rapport with individuals

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