

Type tips for entrepreneurs



People of any MBTI® type can be successful entrepreneurs. They just need to know and use the entrepreneurial strengths of their type, and be aware of their type's entrepreneurial 'blind spots'.

Here are some strengths and development tips for those with an **Extraversion** preference. Turn over for tips for people who prefer Introversion.



Activist

ESTP and EFP (Favorite Process: Extraverted Sensing)

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

Tips

- Can be distracted or bored easily – don't forget to do admin, it does matter
- Don't 'switch off' if an important contact is boring
- Learn from the past



Explorer

ENTP and ENFP (Favorite Process: 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

Tips

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



Director

ESTJ and ENTJ (Favorite Process: Extraverted Thinking)

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

Tips

- Can be impatient with others, possibly alienating them
- Accept that there is more than one way of doing things – don't micromanage
- You may be unaware of faults. Who can be a 'critical friend'



Nurturer

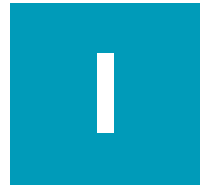
ESFJ and ENFJ (Favorite Process: Extraverted Feeling)

- Caring, supportive, seeks to empower and develop others
- Probably has extensive networks to draw upon
- Organized and persistent

Tips

- Don't let the need for harmony stop hard decisions being made
- You may find it difficult to work alone – find other sources of support
- Try not to take rejection or criticism personally

Type tips for entrepreneurs



People of any MBTI® type can be successful entrepreneurs. They just need to know and use the entrepreneurial strengths of their type, and be aware of their type's entrepreneurial 'blind spots'.

Here are some strengths and development tips for people with an **Introversion** preference. Turn over to see tips for the Extraversion preference.



Conserver

ISTJ and ISFJ (Favorite Process: Introverted **Sensing**)

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

Tips

- Remember to try new things, even though you often prefer tested solutions
- Spend some time building a network of contacts
- Think how to set up a 'safety net' if uncertainty becomes stressful



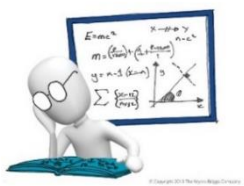
Visionary

INFJ and INTJ (Favorite Process: 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

Tips

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



Analyst

ISTP and INTP (Favorite Process: Introverted **Thinking**)

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

Tips

- Networking/self-promotion – don't 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 (Favorite Process: 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

Tips

- Might procrastinate, especially to avoid conflict
- Try to avoid work that opposes personal values – it could sap energy
- Might dislike networking/marketing – think how to build rapport with individuals