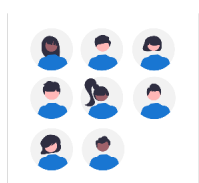


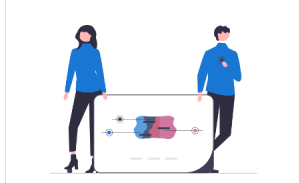
# How to be a more successful entrepreneur: A personality approach

## Why Startups fail?

3 of the top reasons are related to personality



23%: Team composition



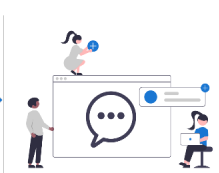
13%: Team disharmony



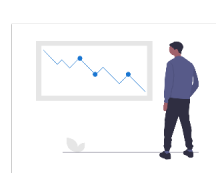
8% Founder burnout



Awareness



- Strengths capitalization
- Communication
- Energy levels



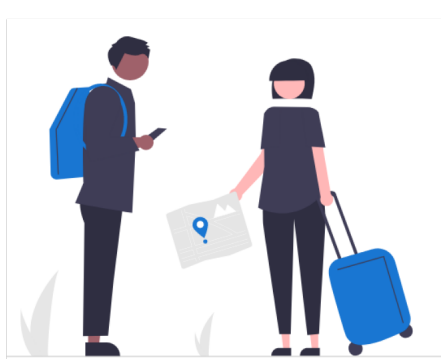
Chances of failure

## How to capitalize on your personality strengths

Research found 5 dimensions to personality: OCEAN. The higher the score in each, the higher the probability to behave a certain way.

### O: Openness to Experience

Distinguishes imaginative, creative people (higher) from down-to-earth, conventional people (lower).



- Thinking outside the box
- High intrinsic motivation



- Distracted by new ideas
- Bored by monotony or repetitive execution

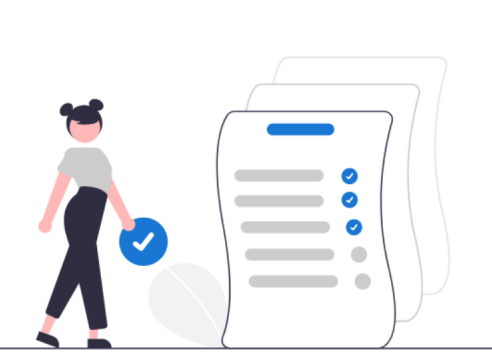


- Reliable, happy with best practices
- Established services/products entrepreneurship

- Resilient to change
- Learning is less enjoyable

### C: Conscientiousness

The way in which we control, regulate, and direct our impulses.



- Productive
- Self driven
- Achievement striving



- Too perfectionist
- Uncomfortable with chaos



- Flexible
- Lean methodology

- Lower self efficacy
- Doesn't like constraints
- Accountability need

### E: Extraversion

Reflects the engagement with the external world.



- Bigger network
- Assertive
- Positive



- High stimulation need
- Like being key star



- Delegate
- Satisfied with less stimulation

- Struggle with being "on stage"
- Exhausted by networking

### A: Agreeableness

Differences in concern with cooperation, altruism and social harmony.



- Cooperation first
- Positive impact driven
- Social goodwill



- Give too much
- Struggle with hard decisions

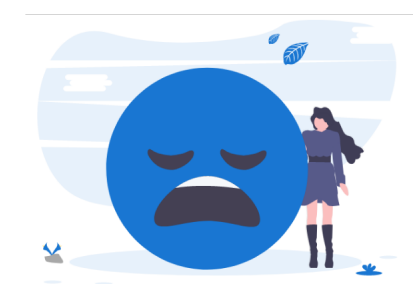


- Strong negotiation
- Competition first
- Hard call more comfortable

- Conflicts with higher agreeableness
- Take too much

### N: Neuroticism

The tendency to experience negative feelings.



- Pivot early
- Contingency planner



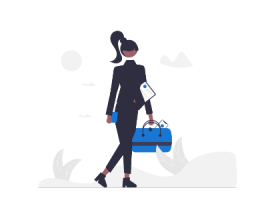
- Need emotional support



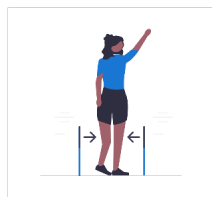
- Resilient
- Strong morale

- Overconfidence
- Doesn't learn from mistakes

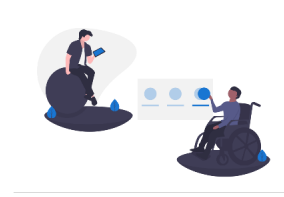
## There's no perfect scores!



Many types of entrepreneurs



Many ways to succeed



What's valid for a study isn't necessarily valid for you

This infographic is a simplified shorthand for the main article: <https://personas360.com/page-entrepreneurship-Big5forsuccess>

Discover your own scores on: <https://personas360.com>