

## Discussion

### Test Your Entrepreneurial Acumen Result

# YOU ARE A MAKER

Makers bring ideas to life through tangible plans. A maker sees the big picture and the smallest details, simplifies complex problems – their strength lies in execution. Simply put, they're great at getting things done. Makers prefer processes and systems over people, and apply their organizational skills across fields.



#### CORE DESIRE

SOLVE PROBLEMS  
EFFICIENTLY

#### CORE FEAR

LOSING CONTROL

#### CORE PRIORITY

PROCESS

### STRENGTHS

- Very disciplined and organized
- Goal-oriented
- Master Planner

You are very good at planning and operational work; coming up with structures, processes, and systems to get things done as efficiently as possible.

### WEAKNESSES

- Does not like to give up control
- Can be dominating or aggressive
- Low emotional quotient

You are naturally focused on process and tasks - you will need to connect with people and be open to new ideas to be an effective leader and entrepreneur.

### FAMOUS MAKER



#### HENRY FORD, FOUNDER OF FORD

Henry Ford revolutionized production and manufacturing, thereby making automobiles (which were then a luxury) accessible to masses.

## Discussion

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# YOU ARE A MERCHANT

Merchants are often on the lookout for the next big thing — they quickly spot a market opportunity, an unmet need, and identify how to match demand with supply. They often tweak or improvise on existing ideas, and innovatively apply concepts from other industries.



#### CORE DESIRE

CAPITALIZE ON OPPORTUNITIES

#### CORE FEAR

LOSING MONEY

#### CORE PRIORITY

PROFIT

### STRENGTHS

- Decisive
- Persuasive
- Improvisor

You are very good at spotting opportunities. Rational, resourceful, and tactful, you decide and act quickly, and persuade others to come on board.

### WEAKNESSES

- Focused on short-term goals
- Prone to taking shortcuts
- Impatient

While you have high business acumen, and quickly find profitable solutions, you will need to focus on ethical practices, and the big picture - not just short-term profits.

### FAMOUS MERCHANT



#### **RICHARD BRANSON**, FOUNDER OF VIRGIN GROUP

Richard Branson is one of the most celebrated entrepreneurs, who has made a mark in everything from music to space tourism.

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### Test Your Entrepreneurial Acumen Result

# YOU ARE A MAGICIAN

Often challenging the status quo, the Magician dreams of what can be. He or she takes risks that aren't always calculated, navigates uncharted territory, and stays ahead of the market. Magicians are the ones creating the future, surprising their customers and competitors. These are the visionaries and rule-breakers who ask - "why not?"



#### CORE DESIRE

TO INNOVATE

#### CORE FEAR

RUNNING OUT OF  
CREATIVE IDEAS

#### CORE PRIORITY

IDEAS

### STRENGTHS

- Thinks wildly and imaginatively
- Has an innovation mindset
- Not afraid to challenge status quo

You are very good at thinking big and coming up with gamechanging ideas. You tend to go by your gut and take risks for things that you believe in strongly.

### WEAKNESSES

- Impractical at times
- High emotional investment in ideas/ defensive

While you are great at ideation, you should focus on execution as well, so that your dreams come with a plan. Remember that ideas without action create little impact.

### FAMOUS MAGICIAN



**STEVE JOBS**, FOUNDER OF APPLE AND PIXAR

Steve Jobs was a visionary and radical entrepreneur, best known for his perfection and great design. He revolutionised personal computers, animated movies, music, phones, tablets, and digital publishing.



## Discussion

### Test Your Entrepreneurial Acumen Result

# YOU ARE A MOBILIZER

Mobilizers are the connecting thread - they connect ideas, people, and resources and are great at building relationships and high-energy teams. They are often involved at the grass-roots level, and tend to focus on large-scale social problems and act as catalysts to bring about systemic change.



#### CORE DESIRE

TO HELP OTHERS

#### CORE FEAR

CONFLICT

#### CORE PRIORITY

PEOPLE

### STRENGTHS

- Connects ideas and people
- Empathetic and compassionate
- Catalyst for social change

You are very good at relating to others and bringing the right people together to work as a team. You care deeply about social problems and want to make an impact.

### WEAKNESSES

- Dependency on people is high
- May lack depth or expertise

While you are great at connecting people to create systemic change, you should also focus on building your expertise in an area, and reduce dependency on others.

### FAMOUS MOBILIZER



#### MUHAMMAD YUNUS, FOUNDER OF GRAMEEN BANK

Muhammad Yunus is a Bangladeshi social entrepreneur, banker, economist, and civil society leader who founded the Grameen Bank and pioneered the concepts of microfinance and microcredit.

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### Test Your Entrepreneurial Acumen Result

# YOU ARE A MASTER

Experts in their own right, Masters are highly skilled and knowledgeable individuals with great passion for their chosen field. They adhere to high quality standards and expect the same of others. An expert is often looked up to as a role model, thought leader, or influencer in their industry.



#### CORE DESIRE

TO BE AN EXPERT

#### CORE FEAR

BEING AVERAGE

#### CORE PRIORITY

KNOWLEDGE

### STRENGTHS

- Highly skilled and knowledgeable
- Confident
- Has high standards for excellence

You are very good at seeking out knowledge and mastering things better than others - your experience makes you highly valuable. You are a perfectionist.

### WEAKNESSES

- Can be inflexible
- Can become myopic

While you are great at building on your domain expertise, you face the risk of losing sight of the larger picture. Be open to others' opinions and what's beyond your area of expertise.

### FAMOUS MASTER



#### **BILL GATES**, FOUNDER OF MICROSOFT & GATES FOUNDATION

Bill Gates, undoubtedly an expert at computer programming, revolutionized the software industry by introducing the Windows OS. He is also a great leader and a highly influential philanthropist.