

College of Humanities and Legal Studies

School of Business

Centre for Entrepreneurship and Small  
Enterprise Development

# Entrepreneurial Personality

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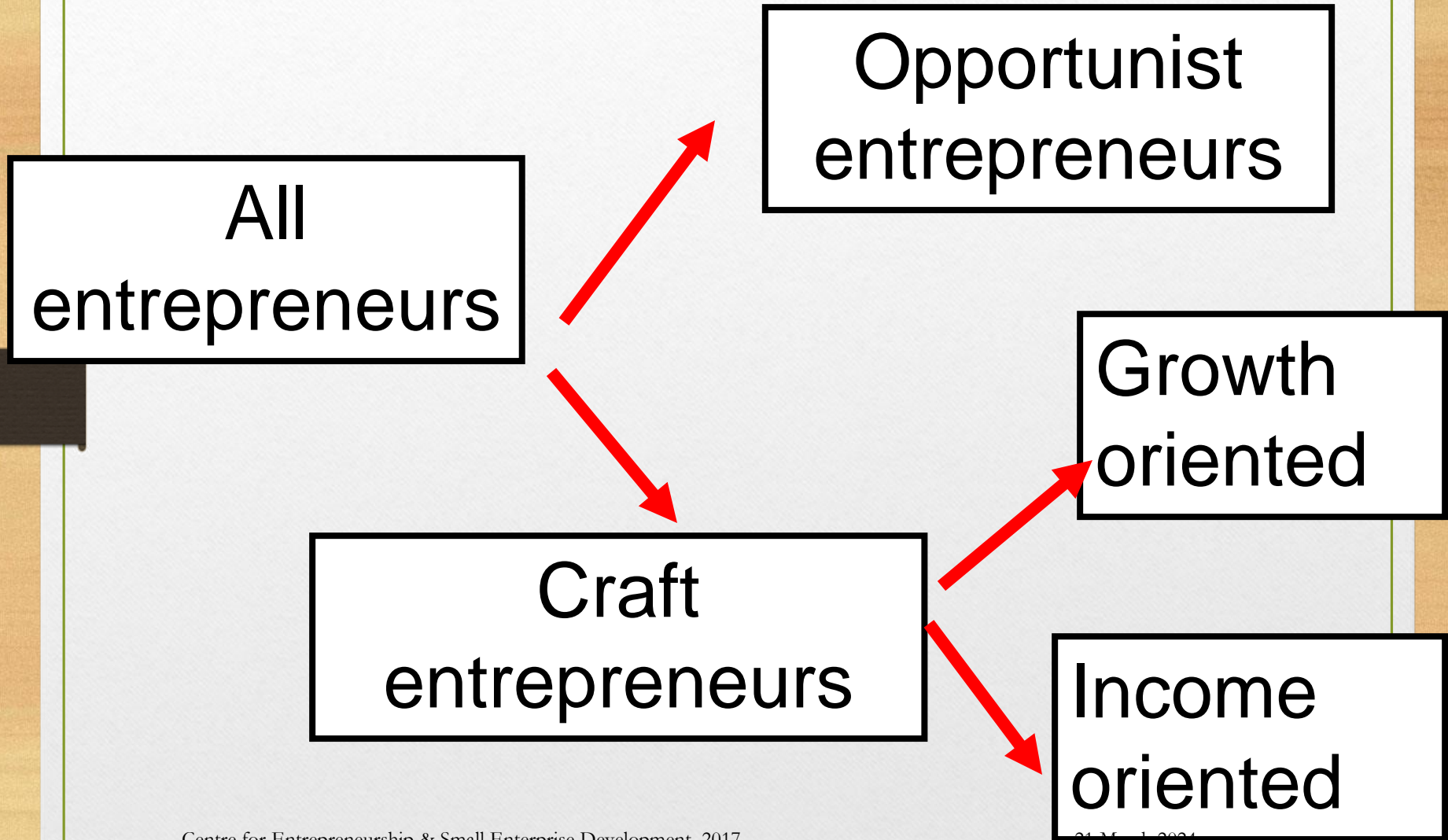
Centre for Entrepreneurship & Small Enterprise Development, 2017

21 March  
2024



“I knew that if I failed I wouldn’t  
regret that, but I knew the one  
thing I might regret is not trying”  
**Jeff Bezos (Amazon.com)**

# Classification of entrepreneurs





# Opportunist entrepreneurs

- Have no grand vision,
- Are interested in what can be exploited in their environment.
- Are resourceful
- Are quick thinkers when it comes to manipulating resources and opportunities

# Opportunist entrepreneurs

- Characterized by a level of restlessness  
– move from one business to another
- Tend to lose interest in business once established
- Have an appetite for challenges



# Craft Entrepreneurs

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- Have vocational qualifications required for the exercise of their profession
- Manage the enterprise
- Train apprentices
- Direct skilled workers.

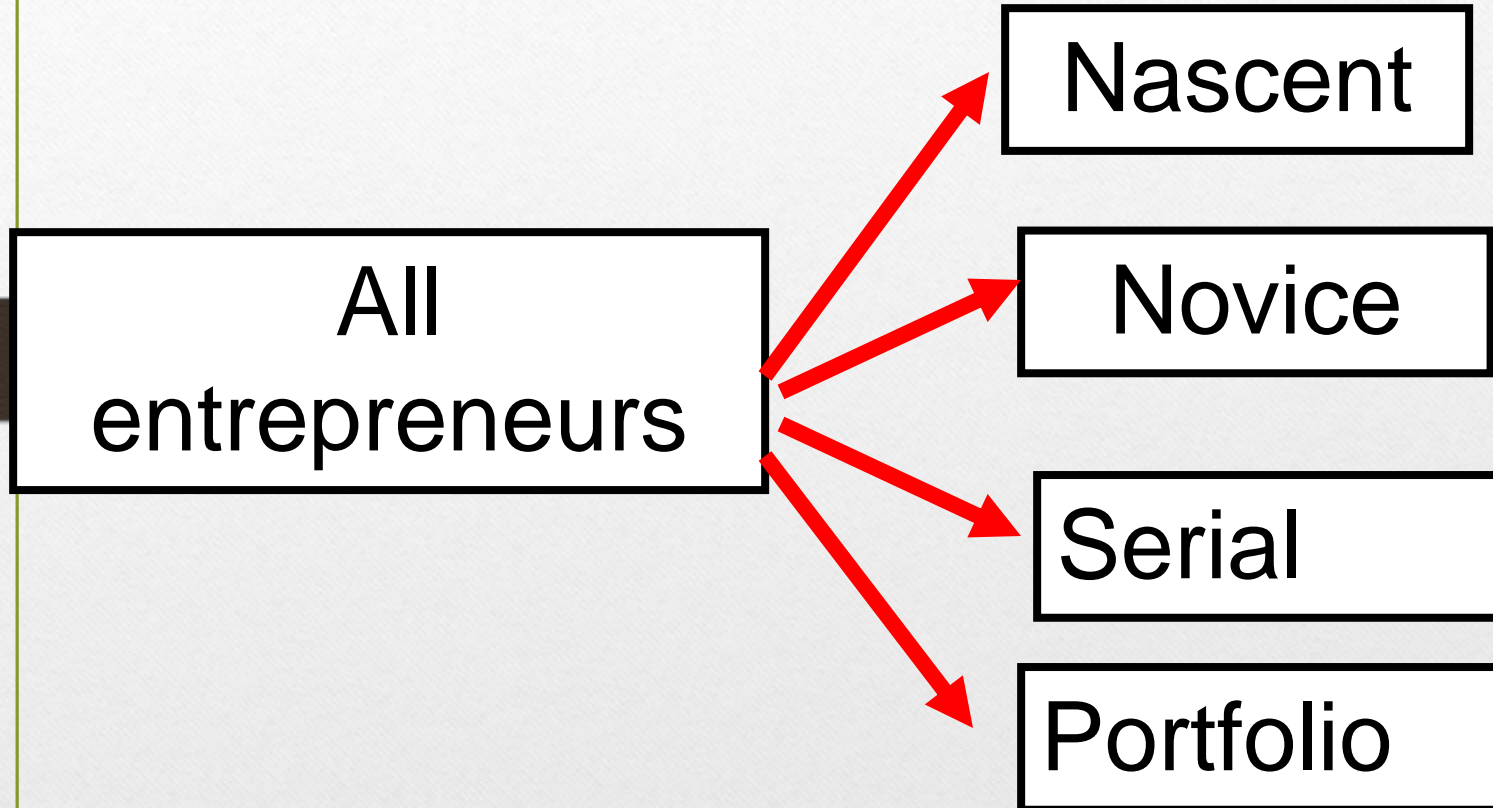
# Craft Entrepreneurs

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- Participate directly in daily work so that final product reflects their competence



# Classification of entrepreneurs (Continued)



# Nascent Entrepreneurs

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- Actively engage in creating a new venture either alone or with someone
- Expect to be the owner or part owner of this start-up



# Serial Entrepreneurs

- Start a new business after having already started and exited a previous business venture
- Thrive on the excitement of starting a business from scratch
- Take an idea to market and make it happen

# Serial Entrepreneurs

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- May consider entrepreneurship as a profession
- A serial entrepreneur's expertise may be in creating new ventures
- Ventures can experience high rates of failure



# Novice Entrepreneur

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- Owns equity stake in an independent business
- The business could be new, purchased or inherited.
- Have no prior minority or majority business ownership experience

# Portfolio Entrepreneurs

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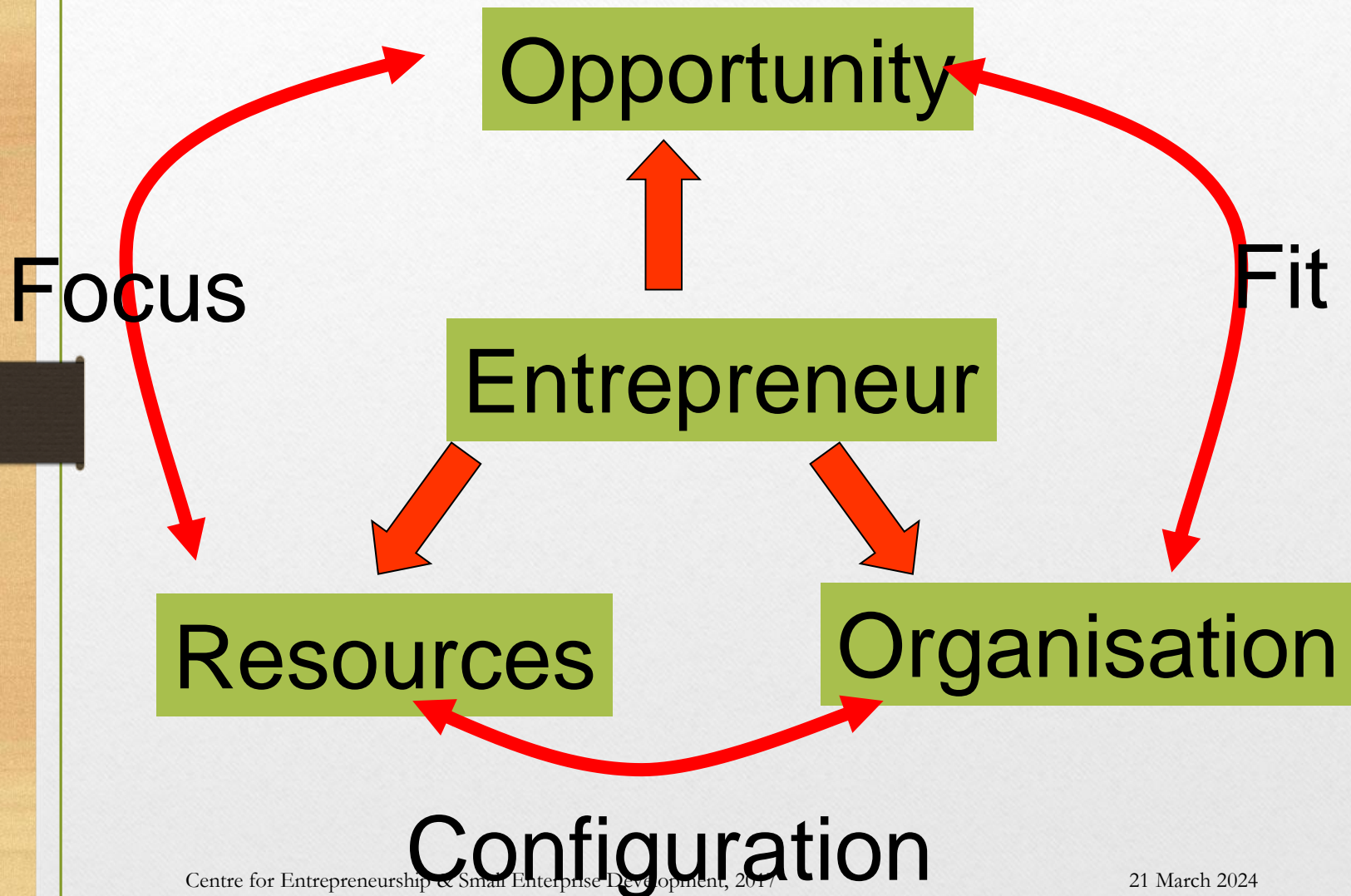
- Own more than one business simultaneously
- May have minority or majority ownership stakes in two or more independent businesses
- The businesses could be new, purchased and /or inherited.



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# **The Entrepreneurial Process (EP)**

# The EP: Focus, Fit & Configuration





# Focus

Relates to the venture

- having the resources, &
- the resource balance

that is right for the opportunity it seeks to exploit.

# Fit

Relates to the venture having

- a structure – the type of legal organization used and the general method of competing, such as franchises, manufactures
- systems &
- processes

that are appropriate to exploiting the opportunity.



# Configuration

Relates to the way in which the venture

- acquires,
- controls &
- shapes its resources

In a sense, the venture *is* the resources it owns and has access to

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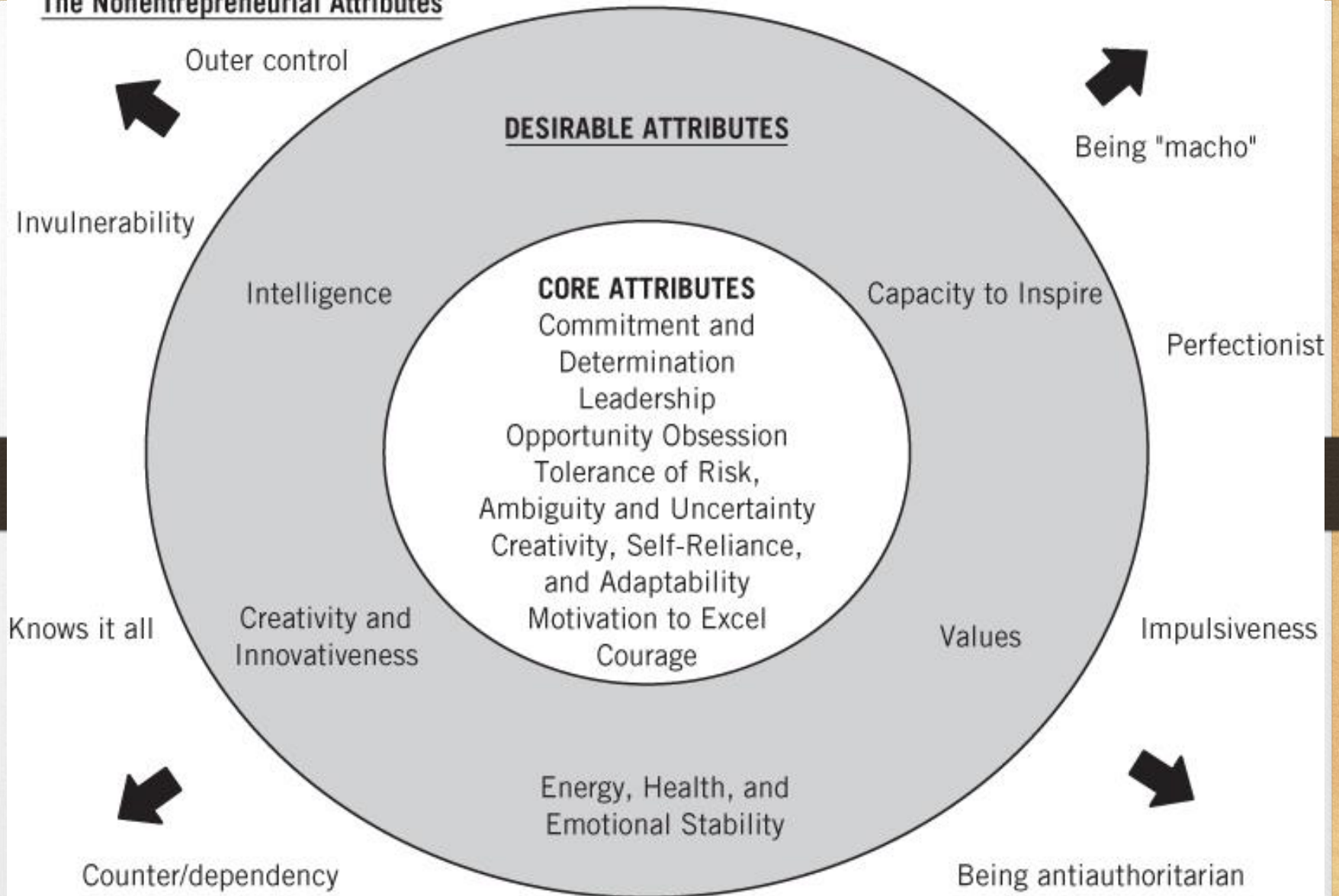
# Entrepreneurial Personality



# Personality

- The characteristics of an individual that cause consistent patterns in that individual's behaviour overtime.
- Represents the predisposition to have particular beliefs, attitudes, and behaviours.

## The Nonentrepreneurial Attributes





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# Reasons why people become Entrepreneurs

# The Psychological Approach

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The need for achievement- People with high levels of n-Ach:

- have strong desire to solve problems on their own,
- enjoy setting goals & achieving them through their own efforts, and
- like receiving feedback on how they are doing



# The Psychological Approach

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Locus of control: there are two types of people:

- The Externals; who believe that what happens to them is a result of fate, chance, luck, or forces beyond their control
- The Internals; who believe that, for the most part, the future is theirs to control through their own effort
- An entrepreneurs effort affects the future performance of his business

# The Psychological Approach

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## Risk-taking propensity:

- ☐ Related to the n-Ach
- ☐ the task of new venture creation is apparently fraught with risk
- ☐ the financing of these ventures is often called risk capital
- ☐ Risk of not having a social life



# The Sociological Approach

## Negative displacement:

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- The marginalisation of individuals or groups of individuals from the core of society
- These individuals or groups may be seen as “not fitting in” to the main flow of social & economic life

## ‘Between things’ :

- People who are more likely to seek entrepreneurial outlets than those who are in the “middle of things.”
- They are sometimes outsiders, e.g. immigrants, refugees

# The Sociological Approach

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## Positive Pull/Positive Pull Influences:

- Positive influences lead to the decision to investigate entrepreneurship
- They can come from a potential partner, a mentor, parent, customer or investor



# The Sociological Approach

Positive push:

E.g. of positive push factors are:

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- a career path that offers entrepreneurial opportunities
- an education that gives the individual the appropriate knowledge and opportunity

# Situational characteristics

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## Perceptions of desirability:

- Could come from individuals, family peers, colleagues & mentors