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# CENTURY MANIFESTO

Find Your Inner Calling &  
Make The Right Career  
Choice

ableAlly

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## Part I : The Big 5 Psychometric Analysis of Born Entrepreneurs and Careerists

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We are in the middle of a unique trend as a civilization. Almost everyone in the working population is adamant about '*Hustling hard*' and '*Finding their inner calling*'. That's the paramount parameter of success for the majority nowadays.

As a result, almost no one in the working population- entrepreneurs or employees are happy from within.

Everyone is either chasing online trends or 'hustling hard'. College students are launching their ventures from their dorm rooms. The evening discussions everywhere have shifted to which start-up got most funding, and how to crack 'the next big unicorn' puzzle. Everyone thinks entrepreneurship is cool. But is it?

***90% of the entrepreneurs (and start-ups) fail.***

Have you ever thought why only a few succeed? Why some people appear like they are born entrepreneurs? Anything they touch turns to gold. And the majority (who chase a trend or a dream) feel like everything they do is always a struggle?

The answer lies in finding and following 'your natural instinct'. Don't worry, this isn't about play the same old record of finding your inner calling, like other pieces on the internet.

Rather this book will unravel the psychology behind this important decision: are you meant to be a careerist or an entrepreneur.

# Entrepreneurship vs Intrapreneurship

Before we dive deeper into psychology, let us have a look at the difference between both options: being an entrepreneur and an intrapreneur.

Instead of giving you textbook definitions of both, here are a few examples that would make this comparison more contextual and relatable.

You know Elon Musk and Tim Cook. Elon Musk is an entrepreneur while Tim Cook is an intrapreneur (or a careerist).

Elon Musk creates his own path and ventures while Tim Cook is happy to lead Apple (an established enterprise) through his innovative mindset and expertise.

Were you able to differentiate between the two?

**Intrapreneurship is entrepreneurship applied within the conventional boundaries of a company**

In other words, it is the ability to innovate (like an entrepreneur) with better resources minus the risk. But you work for an objective ascertained by the company you work at. You can see intrapreneurs as an employee of a company.

In other words, it is the ability to innovate (like an entrepreneur) with better resources minus the risk. But you work for an objective ascertained by the company you work at. You can see intrapreneurs as an employee of a company.

Likewise, entrepreneurs also apply innovation and agility, but they choose to work for themselves, instead of a company. They launch their own startups, build things from scratch, and take the entire risk of failure on their shoulders.

## Why does everyone want to be an entrepreneur?

You might have seen posts and quotes plastered all over your social media feed in favour of being an entrepreneur. Or you must have Googled 'the most lucrative career option' once in your lifetime.

Some people choose to be an entrepreneur while others are happy to become a careerist with stable incomes and predictable career paths.

*5 psychological characteristics influence your choice for the professional path you choose.*

*These five traits are collectively called 'The Big 5' in psychology.*

## The Big Five: Your 'Inner Calling'

Scientists have been perfecting 'The Big Five' Personality Model for years now.

You must have also heard about it, if not the same term but as psychometric tests that tell you what you're meant for, based on your answers for a few questions.

The Big Five Personality Model is a collection of 5 personality traits that influences a person's decision to choose entrepreneurship or intrapreneurship (being a careerist).

### BIG FIVE PERSONALITY TRAITS

**E**XTROVERSION

**A**GREEABLENESS

**O**PENNESS

**C**ONSCIENTIOUSNESS

**N**EUROTICISM



## The Entrepreneurial Personality

### *Dominant Traits*

*Extraversion & Openness to Experience*

### *Prominent Examples*

Elon Musk, Bill Gates, Steve Jobs

*If you're a social butterfly, impulsive, and imaginative, entrepreneurship might be the 'thing' for you. You're more open to new experiences and find it hard to stay within a box for a long time.*

*Your creativity blooms when topped with flexibility (and freedom). Hence, you are better off creating something of your own (like an artist) than staying within the boundaries of corporate culture or a job profile.*

## The Intrapreneurial Personality

### *Dominant Traits*

*Neuroticism, Agreeableness and Conscientiousness*

### *Prominent Examples*

Sundar Pichai, Tim Cook

*Some people are helpful, highly disciplined, trustworthy and tend to be conscious all the time. Such people can work on their own, but they expect a structure to everything they do. If you are someone who relates to these traits, you are a born careerist.*

*You can do great things when supported by the right resources. But you can get easily anxious when things go wrong or just on the possibility. Hence, you need support and incubation (which can be provided by an organization).*



## Part II : The Definition of a True Entrepreneur

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Entrepreneurship is risky.

We've all heard it innumerable times — from our relatives, parents, peers and 'well-wishers'. Still, our generation doesn't want to work for others.

Kids starting their own 'small businesses' are trending on Instagram, people who've just begun are flaunting themselves as business coaches, and what's an average onlooker doing?

He's wondering if we've finally found a perineal solution to earning money as a civilization by being an entrepreneur.

Before we jump to a conclusion, let's look at the textbook definition of an entrepreneur first:

*An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The process of setting up a business is known as entrepreneurship. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services, and business/or procedures.*

- Investopedia

# The True Nature of Entrepreneurship

Every person using the term 'entrepreneur' is not a true entrepreneur.

When you see everyone on the internet using the term, it creates a deep confusion about who is a true entrepreneur and what does he do.

Well, if you look at the definition, there is a simple aspect that most people tend to ignore — innovation.

Trading in goods, doing a conventional business or simply imitating others (like most 'online entrepreneurs') isn't entrepreneurship because there's nothing new in doing that.

**A true entrepreneur is someone who breaks the existing order of things by creating chaos and subsequently creating a new order out of their efforts. A true entrepreneur stands tall on openness and extraversion just like an artist.**

Entrepreneurs see their product/company like artists look at their 'work in progress'. Both use their concentration, creativity and uniqueness to create a masterpiece.

Entrepreneurs are chaos in the order of the world. From chaos, they create a new world order (or a breakthrough product/service).

# Common Misconceptions about Entrepreneurship in the Digital World

Pick any social media channel and you'll stumble upon an 'entrepreneur' within minutes of scrolling. A lot of 'mimics', 'imitators', 'influencers' and 'social media gurus' use the term entrepreneur promoting false notions about entrepreneurship such as:

### **Entrepreneurship is Cool**

Most youngsters feel that entrepreneurship is a cool job, thanks to the flashy posts on Instagram by pseudo entrepreneurs who flaunt their lifestyle.

People get attracted by the glamour and glitz of lifestyle — big cars, lavish homes, vacations at exotic locations and start believing that's all to entrepreneurship. That's the reason many people get duped by Ponzi schemes and network marketing 'opportunities'

In reality, every job has its own set of challenges and difficulties. Building a product or a company from scratch is no walk in the park and requires dedication and commitment just like any other task.

Only someone who can find order in chaos, is highly creative, open to new experiences, flexible and impulsive can bloom as an entrepreneur.

### **Entrepreneurship = Self-employment**

Many 'small business owners' online flaunt their smallbiz operations showing how they built everything from scratch as a one-person army. That's what makes people confuse entrepreneurship with self-employment.

In reality, building a team is one of the most important parts of the entrepreneurial journey.

One cannot innovate without experts on board and cannot grow or scale a company after a point by just working for oneself.

### **Entrepreneurship is Exciting**

The product development journey can be quite exciting, no doubt. But choosing to be an entrepreneur only because **a 9–5 job is boring and repetitive isn't the right**.

People think that only because entrepreneurship involves flexibility, independent decision-making and full-control, it will be better than a job.

Both paths — being a careerist or an entrepreneur, have their own quirks.

You should choose a path based on your psychological inclinations, which we covered in the first part of this book.

Entrepreneurs need some special skills to succeed and if you're not strong at them, it will be hard for you to be happy, succeed and grow.

The mere thought of doing something exciting shouldn't drive anyone towards entrepreneurship. For many, working together in a team and being supportive of the bigger plans is a natural and better option.

## Are You Fit for Entrepreneurship?

According to The Big Five Personality Model, extraversion and openness to experience are the dominant traits of an entrepreneur. This means a person should be creative, flexible, people's person, and open to trying out new things.

Translating these traits into professional skills, we have come at a skill matrix consisting of all the skills that can help you succeed as an entrepreneur.

## SKILLS THAT MAKE YOU A TRUE ENTREPRENEUR



PROBLEM SOLVING

RESEARCH

CRITICAL THINKING

IDEATION

DESIGN THINKING

TEAM BUILDING

STORYTELLING

So, stop being influenced by online trends and fandoms. Concentrate on self and your inner strengths to succeed as an individual in your life. And if the above skills are part of your strong suits, you should think of entrepreneurship, seriously.

Remember, entrepreneurship is a marathon, not a sprint.

## **Part III : Are You Meant to Be a Lifetime Careerist?**

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*“Get a decent job with a lucrative package and you’ll be deemed as successful!”*

Study, learn, find a job, and earn for the rest of your life. Sounds like the easiest way to earn respect in society, right?

While the scenario might seem like a rat race to many, this path is, in fact, suitable for a large part of the population, without them knowing that they are a true careerist.

The discussion around entrepreneurship has inflated at a level that folks in our generation have forgotten about success as an intrapreneur.

Entrepreneurship might seem like ‘the coolest thing to do’, but being a careerist is equally rewarding, too.

In this blog, we will cover what being a real intrapreneur is like, address common misconceptions and will also tell you about how to check if you are meant to be a lifetime intrapreneur and become successful in the long run.

## Who is a True Careerist or an Intrapreneur?

*“Just excelling at a job profile doesn’t make you a true careerist. It takes more than fulfilling job responsibilities.”*

A careerist or an intrapreneur is more than an employee. An intrapreneur is like an organization’s basic building block who runs, improves, and elevates a structure or a system while embedding innovation at his/her own level.

Think of people like Tim Cook, or Sundar Pichai. They used their knowledge, skills, and expertise to improve their company’s offerings and in turn, their own career graphs. That’s what a true intrapreneur does.

A real intrapreneur stays within an organization, executes responsibilities, and leverages his/her innovative mindset to take the company to the next level. Intrapreneurs are highly-motivated team players who keep objectives, over and above anything else- even personal responsibilities.

If we look at the big five personality model, people who score high on agreeableness, neuroticism and conscientiousness are the real intrapreneurs. They are more organized, responsible, goal-oriented and trustworthy.



# Being a Careerist Isn't Bad: Breaking the Common Misconceptions

Working on a full-time job is often looked down upon, by peers who are bit by the 'startup bug'. They see a careerist as someone who isn't open to take risks, hence, won't be rewarded well in the long run.

Instead, a careerist is a person who is quite organized, determined and can work on something for a longer term than a 'self-acclaimed entrepreneur'. Some misconceptions about being a careerist in the world of pseudo-entrepreneurship include:

### **Regular 9–5 jobs are *boring***

Jobs are never boring or soul-draining. It is always a person's perception towards them.

Every job is important, no matter how small. And they are fun too, when you aren't focused on finding the flaws within an organization and instead focused on what you're good at.

A careerist understands that a routine job is honing his/her skills and making him better.

He/she is an important cog in the organizational machinery, which is meant to achieve bigger things in the future, just like an entrepreneur building something phenomenal.

The excitement of being part of a big team working towards a common goal is enough for a true careerist to keep going.

### ***All one does in a job are repetitive tasks***

Several people think that having a job means doing 'regular' paperwork or 'monotonous' tasks. However, the same isn't true to a large extent.

True that some segments see an employee as someone who can do the same task again and again, like an assembly line. But in 2021, most jobs are mentally stimulating and challenging.

With the rise in the number of entrepreneurs and startups, there is a high demand for intrapreneurs who can take charge and work as independent consultants within an organization to help them achieve something substantial.

In fact, intrapreneurship is better than the self-discovery route in many cases as there is a fixed goal and a structured path with equally challenging tasks like an entrepreneur.

### Who is a real careerist?

Intrapreneurs are amazing team players who have strong conscientiousness abilities. They are disciplined and focused, too. In fact, a real careerist has positive traits within your personality.

You can easily determine if being a careerist is for you or now using the Intrapreneurial Skill Matrix.

## SKILLS THAT MAKE YOU A TRUE CAREERIST



LEARNABILITY

ADAPTABILITY

DILIGENCE

COMMITMENT

FIGHTING STREAK

SELF MOTIVATION

FOCUS

Stop chasing goals set by others, even if they appear more lucrative (being your own boss, the chase for entrepreneurship, etc.) If your personality isn't meant for something, there is no chance you can use your skills to your advantage.

Instead, focus on what's meant for you, and learn to take the right path, based on your psychology, and inherent skills. Being a careerist and owning your career path with pride is a great virtue.

Still, if you're confused if it will be the right path or not, we at AbleAlly help you to decide.

# Brought to you by Team AbleAlly



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