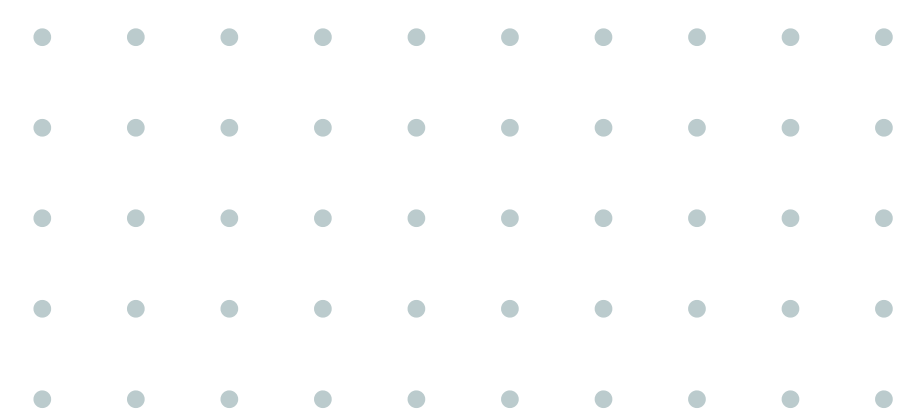


ENTREPRENEURIAL PERSONALITY

Group 3

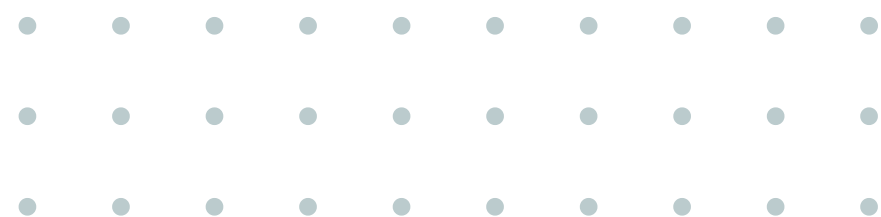


Objective:



By the end of this topic, the students will be able to:

- Define personality and explain its role in shaping entrepreneurial behavior
- Identify different personality types and match them with suitable career paths
- Recognize the key characteristics of successful entrepreneurs such as drive, innovation, and accountability



WHAT IS PERSONALITY

Personality is the set of characteristics that make a person think, feel, and behave in a consistent way. It's what shapes how someone reacts to situations, interacts with others, and makes decisions..



THE ENTREPRENEURS PERSONALITY

An entrepreneur's personality isn't just about traits—it's about how someone thinks, acts, and responds to uncertainty. It's the inner engine that drives someone to create value where others see problems. Each personality type has corresponding type of job that fits it. A certain personality, however, may fit it more than one type of job, although the level of fitness will be different with each job.



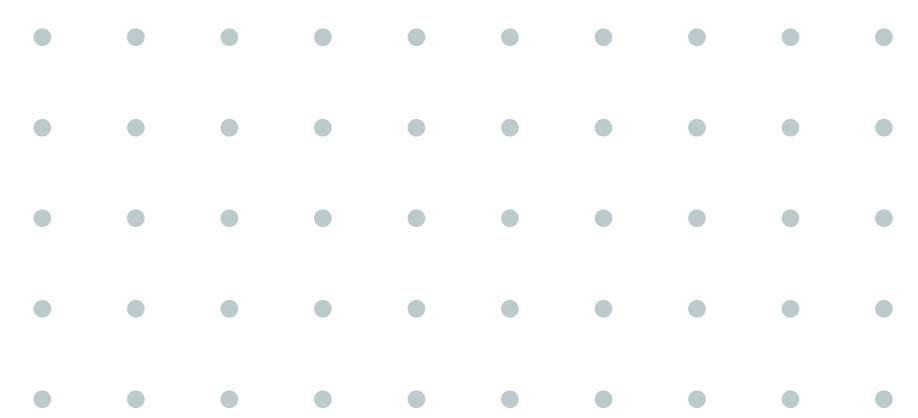


HOLLAND'S SIX PERSONALITY TYPES (RIASEC)

Type	Description	Ideal Work Style / Careers
Realistic (R)	Practical, hands-on, prefers working with tools, machines,	Engineering, mechanics, agriculture
Investigative (I)	Analytical, curious, enjoys solving problems and doing	Science, tech, data analysis
Artistic (A)	Creative, expressive, prefers unstructured tasks and	Design, writing, music, visual arts
Social (S)	Empathetic, helpful, enjoys teaching, counseling, or	Education, healthcare, social work
Enterprising (E)	Persuasive, energetic, enjoys leading, selling, and	Business, politics, entrepreneurship
Conventional (C)	Organized, detail-oriented, prefers structured tasks and	Accounting, administration, data management



CHARACTERISTICS OF ENTREPRENEURS



1. Drive - Entrepreneurs are highly motivated individuals who pursue their goals with energy and persistence, even in the face of obstacles.

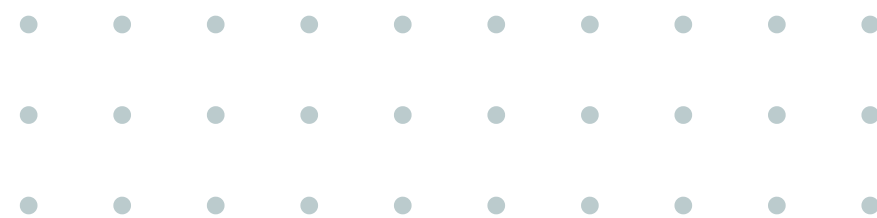
2. Thinking Ability – They possess strong analytical and problem-solving skills, allowing them to make sound decisions and adapt to changing situations.



CHARACTERISTICS OF ENTREPRENEURS

3. Human Relations Ability – They build and maintain positive relationships, showing empathy, collaboration, and effective interpersonal skills.

4. Ability to Communicate – Entrepreneurs express ideas clearly and persuasively, both in speech and writing, to influence and inspire others.



CHARACTERISTICS OF ENTREPRENEURS



5. Technical Knowledge – They understand the tools, systems, and processes relevant to their field, enabling them to build and improve effectively.

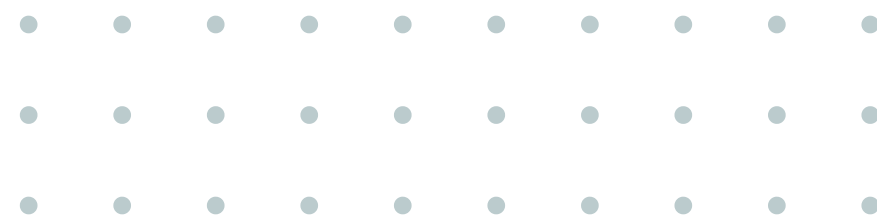
6. Reasonable Risk Taker – Entrepreneurs take calculated risks, weighing potential gains and losses before making bold moves.



CHARACTERISTICS OF ENTREPRENEURS

7. Self-Confident – They believe in their own abilities and decisions, which helps them lead, innovate, and overcome challenges.

8. Goal Setter – They set clear, measurable objectives and work systematically to achieve them through planning and execution.



CHARACTERISTICS OF ENTREPRENEURS



9. Accountable – Entrepreneurs take responsibility for their actions and outcomes, learning from mistakes and staying reliable.

10. Innovative – They think creatively and introduce new ideas, methods, or products that improve existing systems or solve problems.





WHAT MOTIVATES PEOPLE TO BECOME ENTREPRENEURS

1. Desire to be one's own boss - People want the freedom to make their own decisions and manage their own time without being controlled by others.
2. Desire for financial rewards They aim to earn more money and build wealth through their own business instead of relying on a fixed salary.

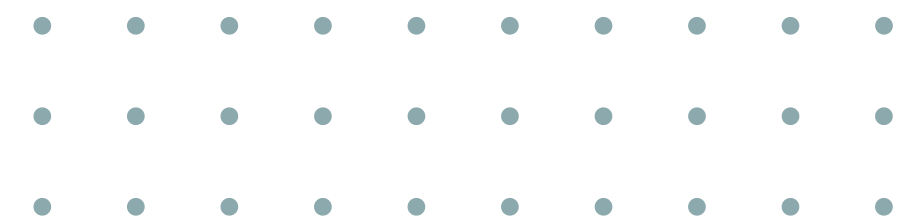


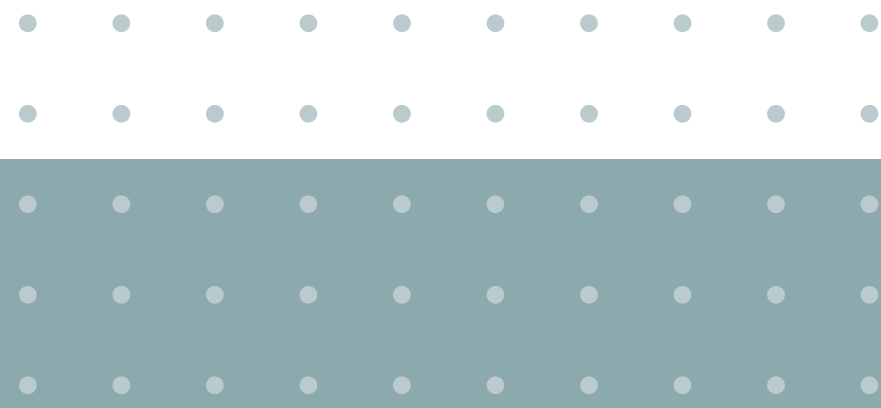


WHAT MOTIVATES PEOPLE TO BECOME ENTREPRENEURS

3. Desire to create one's own job security Instead of depending on a company for work, they build something stable for themselves that they can control.

4. Desire to improve one's quality of life They want a better lifestyle—more comfort, flexibility, and time for family or personal goals.





**THANK YOU FOR
YOUR TIME AND
ATTENTION**

