

We've all heard of being "in the flow" or "in the zone," especially from those involved in challenging but enjoyable activities that cause them to lose a sense of time, such as sports and creative artistic pursuits.

But let's face it, probably most of us struggle to maintain focus much of the time. Is there something we too can do to achieve flow?

Yes, there is. In this article, we will explain the flow state of mind, flow activities, examples of flow in action, and how to achieve it. We also discuss training and coaching programs available to help optimize flow in your personal and professional life, and in the lives of your clients.

Before you read on, we thought you might like to [download our three Positive Psychology Exercises for free](#). These science-based exercises explore fundamental aspects of positive psychology, including strengths, values and self-compassion, and will give you the tools to enhance the wellbeing of your clients, students, or employees.

This Article Contains

- What Is a Flow State of Mind?
- 4 Examples of Flow in Action
- Flow Activities: How to Get Into a Flow State
- Flow State Training – Coaching & Courses
- Resources From PositivePsychology.com
- A Take-Home Message
- References

What Is a Flow State of Mind?

[Mihaly Csikszentmihalyi](#) was one of the founding fathers of the positive psychology movement and popularized the concept of the flow state (Csikszentmihalyi & Csikszentmihalyi, 1988).

The vast amount of research built on his work has explored how the brain changes when entering a flow state in a way that minimizes distraction, maximizes productivity and performance, and eliminates procrastination.

A flow state of mind spontaneously arises when we become immersed in an activity so completely that we lose track of time. It has similarities with mindfulness because it requires focus in the [present moment](#).

However, the defining feature of a flow state of mind is intense experiential involvement in an activity that requires personal effort and skill (Csikszentmihalyi,

1990). Mindfulness, on the other hand, does not require focused engagement in an activity.

The flow state is achieved when a person's capacities are challenged by trying to meet a cherished goal. If the task is too easy, apathy and boredom can set in, but if the task is too difficult, anxiety can arise. Both boredom and anxiety are barriers to flow. Any activity that requires high motivation and concentration to enhance enjoyment can facilitate the subjective experience of flow (Bonaiuto et al., 2016).

In 2005, Nakamura and Csikszentmihalyi interviewed rock climbers, chess players, athletes, and artists to investigate why people choose to perform time-consuming challenging tasks that offer no extrinsic rewards.

Their study reported that participants shared a similar subjective experience they enjoyed so much that they were willing to go to great lengths to experience it again (Nakamura & Csikszentmihalyi, 2005). Several respondents described a “current” (or flow) that carried them along effortlessly during the activity.

While research has primarily focused on the experience of flow within structured activities such as sports, education, and creative pursuits (Nakamura & Csikszentmihalyi, 2005), flow also contributes to a sense of wellbeing in other areas of life.

For example, Fritz and Avsec (2007) investigated the relationship between experiences of flow in music students and found that flow was an important predictor of subjective emotional wellbeing. Meanwhile, Mills and Fullagar (2008) investigated student engagement in learning and found that highly motivated learners experienced higher levels of flow.

Flow is also important for healthy aging. Research by Payne et al. (2011) found that older adults experience flow when their cognitive capacity is challenged just enough to engage them fully while avoiding anxiety. Examples include solving puzzles or gardening. Flow may be important for cognitive optimization, lifelong education, and the prevention of cognitive decline.

Nakamura and Csikszentmihalyi (2009) went on to explain how the flow state includes eight key dimensions. These dimensions describe the optimal conditions for entering the flow state and its characteristics. Let's look at these in more detail.

8 Optimal conditions for entering the flow state of mind

1. *Challenge–skill balance* is a powerful contributor to flow. As mentioned above, if a challenge is too demanding, we can become disheartened and even anxious. Conversely, if a task is too easy, we get bored. When we

experience flow, we are actively engaged but not overwhelmed by a challenge (Csikszentmihalyi & Csikszentmihalyi, 1988).

2. *Clear goals & unambiguous feedback* (often from the activity itself) enable the continuous adjustment of our responses to meet the required demands of the task.
3. *Action–awareness merging* involves total absorption in the here and now such that the activity becomes second nature.
4. *Concentration on the task at hand* is characterized by focused attention that circumvents external and internal distractions.
5. *Sense of control* emerges that makes people feel they are unstoppable or like they can achieve anything (Csikszentmihalyi, 1993).
6. *Loss of self-consciousness* results in freedom from self-monitoring, which enhances intuitive engagement to help us achieve our goals with aplomb.
7. *Transformation of time* distorts our sense of the passage of time while being completely absorbed in the moment. We might experience time slowing down, speeding up, or as completely irrelevant (Hanin, 2000).
8. *Autotelic experiences* (from the ancient Greek *autós*, meaning “self,” and *télos*, meaning “result/outcome/end”) are performed for their own sake. They are intrinsically motivated behaviors that trigger the flow state (Csikszentmihalyi, 1990).

Take a look at Steve Kotler’s talk for Big Think on the flow state of mind to learn more.

Now that we have explained what the flow state of mind is, let’s discuss some examples of flow in action.

4 Examples of Flow in Action

Below you will find four examples of flow in action that have been subjects of recent scientific research.

1. Music

Research into the psychology of music has explored how the flow state arises when listening to music and during musical performance (Chirico et al., 2015). While these two musical activities are very different, flow experiences are common to both.

Loepthien and Leipold (2022) found that flow was experienced more often when listening to music rather than performing because performance requires a high level of skill and social appraisal is involved.

Meanwhile, Wrigley and Emmerson (2013) explored flow during musical performance, and Sinnamon et al. (2012) explored musicians' experience of flow by tracking the peak experiences of music students while performing. Both examined personality differences and their impact on flow while performing, and found that students who were intrinsically motivated to make music experienced flow more frequently and intensely.

Also, one review of the music psychology literature suggested that one of the easiest ways to get into the flow state is by listening to music while exercising, which also boosts endurance (Karageorghis & Priest, 2012).

Importantly, the type of music you listen to also affects your ability to enter the flow state. The Berkeley Wellbeing Institute recommends listening to music free from distracting lyrics to evoke flow. Try the video below.

2. Gaming

A flow state can be triggered through video gaming. A study by Klasen et al. (2012) found that the emergence of flow during gaming was because of the balance between the ability of the player and the difficulty of the game, concentration, direct feedback, clear goals, and control over the activity.

Also, game designers Jenova Chen and Nicholas Clark developed a game called "Flow" based on Csikszentmihalyi's flow theory and Chen's (2007) research on dynamic difficulty adjustment.

Their game involves piloting an aquatic organism through a surreal biosphere where players consume other organisms, evolve, and advance their own organisms. Because of the game's customized challenge-skill balance, less skilled players reported an increase in control over the gameplay that led to greater immersion in the game, which triggered flow.

A study by Rutrecht et al. (2021) found that playing a game called Thumper using virtual reality headsets induced flow more rapidly than two-dimensional gaming on a screen. The total score obtained by players as an objective measure of player performance was positively correlated with flow states, indicating that the more flow participants experienced, the better their performance.

Immersive online gaming has been reported to alleviate symptoms of anxiety and depression largely due to the flow state induced. However, these effects require further research (Khoshnoud et al., 2020).

If you want to find out more about how gaming induces the flow state and how flow enhances performance, take a look at this video by e-Athlete Labs.

3. Learning

Researchers have found that individuals participate in an activity more fully if they find the activity interesting and engaging (Choi et al., 2007; Guo et al., 2016).

Online learning research studies have sought to explore how the gamification of learning can improve learning outcomes by making it more enjoyable and interactive (Breuer & Bente, 2010; Hanus & Fox, 2015; Rawendy et al., 2017).

Gamified learning triggers flow by offering a challenging, goal-oriented activity to teach new skills. It provides each individual with autonomy and control over their learning experience (Michels, 2015).

Research has demonstrated a direct link between increased levels of engagement and the introduction of gamification to online learning (Buckley & Doyle, 2016; Hanus & Fox, 2015).

Meanwhile, a poorly designed learning experience interface can lead to frustration or boredom that precludes flow by undermining engagement and learning (Pilke, 2004). Look at this video by EI design for more on how gamified online learning principles can trigger flow.

4. Hobbies

Hobbies are a great example of autotelic (intrinsically rewarding) activities; whether it is art, gaming, dancing, or rock climbing, we all have something we love doing regardless of external rewards.

Taking a break from the mundane to engage in creative activities you find enjoyable can boost self-esteem, increase motivation, and enhance wellbeing (Burt & Atkinson, 2011; van Passel & Eggink, 2013). If you struggle to enjoy your downtime, why not try sketching and painting, learning a craft, taking up photography, or trying your hand at writing?

These are just some activities you can get involved in that can help to induce a flow state. The most important thing is to participate in an activity that suits your needs. Almost any activity you find intrinsically rewarding and that requires full engagement can trigger a flow state (Moneta, 2010).

Flow Activities: How to Get Into a Flow State

The elimination of distraction and multitasking are crucial for triggering a flow state. The key experts on flow all recommend minimizing technology use and social media scrolling because they are highly distracting and send your brain in

multiple directions at once. This is cognitively challenging yet unrewarding (Wilcox & Stephen, 2013).

Distraction is the enemy of flow (Csikszentmihalyi, 1990).

Below is a three-step formula recommended by flow expert Steven Kotler (2021) for getting more flow into your life as a whole. The video guide at the end of this section by organizational psychologist Dr. Benjamin Hardy explains these steps in an audio–visual format.

1. Identify your most enjoyable activity

Choose an activity that you find intrinsically rewarding that you become immersed in, as this is the most likely to trigger the flow state.

Some examples could be cooking, gardening, hiking, running, swimming, gaming, yoga, painting, crafts, and so on. Make sure to carve out enough time. Kotler (2021) recommends at least 90 minutes once or preferably twice a week to immerse yourself in the activity undistracted. This trains your brain toward intrinsic enjoyment and the experience of flow.

2. Identify your most focused time of day

Engage with your most important tasks during the part of the day when your brain is most alive. Some of us are morning people, and others are night owls. Some are at their best after a quick nap. Pick the time when your ability to focus is optimal. Leave your admin and essential tasks for other times.

Put aside 90 minutes each day to engage with the most important task of the day. Kotler (2021) encourages you to take breaks during this time. When I coach writers (Nash, 2021), I encourage them to take five-minute breaks every 20 to 30 minutes that involve moving away from the desk, such as yoga stretching, making a drink, or doing a small chore.

Remember, refraining from internet surfing during breaks is essential.

3. Choose a daily recovery time

Ensure you have a segment of time every day when you completely detach from work and technology. This is called recovery time (Kotler, 2021). You may do this by spending time with loved ones, watching a movie, walking your dog, or meditating. You might enjoy a combination of these things.

We're all different, and each of us has different ways of recovering from a busy day. This will help you wind down and sleep well, ensuring you're primed for the following day.

Again, detaching from the internet during your recovery time is essential. The aim of these three steps is to retrain your brain to enhance focus and optimize performance when flow is required.

If you can reorganize your week and working days to include these three steps, you will start to experience more flow in everyday life. You will enjoy a higher quality of life by being more focused on what's important to you while minimizing distraction. For more guidance, see Dr Benjamin Hardy's video below.

Effectuation is a way of thinking and decision-making that is based on the idea that entrepreneurs create their future by taking action and making things happen.

Effectuation is a process theory that explains the process that entrepreneurs use to create new ventures. When looking at ways to create value for a business, entrepreneurs have the choice between ways of thinking: causal (or predictive) thinking and effectual thinking (or effectuation).

The Principles of Effectuation

Effectuation is a way of thinking and decision-making that is based on the idea that entrepreneurs create their future by taking action and making things happen. It is a way of thinking that is focused on creating opportunities and solving problems by using the resources that are available to you, rather than making predictions and trying to plan for the future.



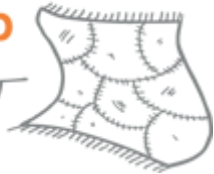
Affordable Loss

FOCUS ON
DOWNSIDE



Co-Creation Partnership

CRAZY QUILT



Leverage Contingencies

LEMONADE



Worldview:

CONTROL VS. PREDICTION



Means

BIRD-IN HAND



Bird In Hand Principle

When expert entrepreneurs seek to build a new venture, they start with their means. These means can be grouped into three categories:

- Who I am—my traits, tastes, and abilities
- What I know—my education, training, expertise, and experience
- Who I know—my social and professional networks.

Using a combination of these means, the entrepreneur begins to imagine possibilities and take action. Most often, she starts very small with the closest means and moves almost directly into implementation without elaborate planning (fire, aim versus aim, fire). With each action, possible outcomes are reconfigured. Eventually, certain emerging effects coalesce into clearly achievable and desirable goals—landmarks begin to appear on the blank map. The end goals are the combined result of the imagination and aspirations of the entrepreneur and the people she has interacted with during the process.

Affordable Loss

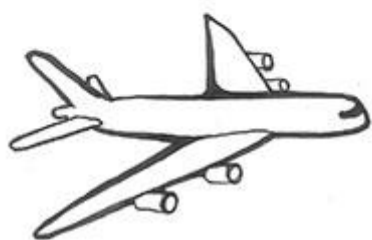
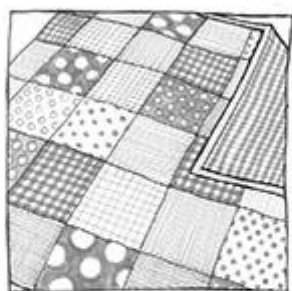
FOCUS ON
DOWNSIDE



Affordable Loss Principle

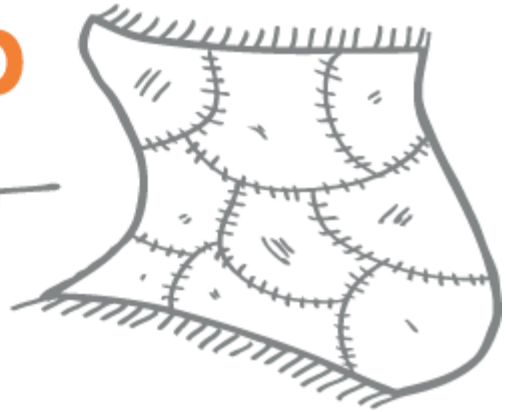
In much of the business world, the manager in charge of launching a new product analyses the market and chooses segments with the highest expected

value. It is a natural reflex that is the result of years of training around a single mantra: maximize returns by selecting the optimal strategy for your target. Expert entrepreneurs turn this logic on its head—they think in terms of affordable loss rather than expected returns. They decide what they are willing to lose rather than what they expect to make. Instead of calculating upfront how much money they will need to launch their project and investing time, effort, and energy in raising that money, the effectual entrepreneur tries to estimate the downside and examines what she is willing to lose. The entrepreneur then uses the process of building the project to bring other stakeholders on board and leverage what they can afford to lose together. An estimate of affordable loss does not depend on the venture but on the person. It varies from person to person and even across his or her life stages and circumstances. For the Greenwoods (GoodKaarma article), affordable loss did not permit the use of cash, but did include the use of their old farmhouse. By allowing estimates of affordable loss to drive decisions about which venture to start, entrepreneurs stop depending on prediction. Instead, they focus on cultivating opportunities that have a low failure cost and that generate more options for the future. The combination enables cheap failure and learning that can be applied to the next iteration of the opportunity. This does not mean that entrepreneurs choose projects that won't cost a lot if they fail—or that they do not expect to make a lot of money. It simply acknowledges that uncertain new venture opportunities are difficult to value upfront, whereas the investment of time, money, and other resources is quantifiable, manageable and controllable.



Co-Creation Partnership

CRAZY QUILT



Crazy Quilt Principle

The crazy quilt principle of effectual reasoning is the focus on building partnerships rather than beating competitors. Since entrepreneurs tend to start the process without assuming the existence of a predetermined market for their idea, they don't know who their competitors will be, so detailed competitive analyses have little value. Instead, entrepreneurs generally take the product to the nearest potential customer. Some of the people they interact with make a commitment to the venture, committing time and/or money and/or resources and, thus, self-select into the new-venture creation process. The partnership principle dovetails well with the affordable loss principle to bring the entrepreneur's idea to market with very little cash expenditure. Obtaining pre-commitments from key stakeholders, suppliers or customers helps reduce uncertainty in the early stages of creating an enterprise. Finally, since the entrepreneur is not wedded to any particular market for his or her idea, the expanding network of strategic partnerships determines, to a great extent, which market or markets the company will eventually end up entering or creating.

Leverage Contingencies

LEMONADE



Lemonade Principle

If you come across lemons, make lemonade! The third principle of effectual reasoning is at the heart of entrepreneurial expertise—the ability to turn the unexpected into the profitable. Expert entrepreneurs learn not only to work with surprises but also to take advantage of them. In most contingency plans, surprises are bad—the worst-case scenarios. But because entrepreneurs do not tie their idea to any theorized or preconceived “market,” anything and everything is potentially a surprise that can lead to a valuable opportunity.

Worldview:

CONTROL VS. PREDICTION



Pilot in the Plane Principle

The struggle for personal control is as old as humankind itself—primitive and innate. There is abundant evidence that most people desire control of the events in their lives, indeed over their lives, and that such strivings for control span history and cultures. The venues, mechanisms and instruments for control-striving today are different than they used to be, but the issue remains. In fact, psychological research suggests that an enormous range of human behaviours relate to control striving in some way and are intrinsically linked to healthy human functioning. For example, personal control is linked to the development of self-esteem and the reduction of stress, whereas loss of control increases the likelihood of feelings of helplessness and depression. In other words, having a desire for control over your life doesn't make you a "control freak" (despite what your friends may say!). Instead, it is normal and healthy. Many entrepreneurs instinctively recognize the importance of personal control: fundamentally, many chose entrepreneurship because they want to be their own boss and choose their own course. Control enables entrepreneurs to work on things they think are important, set their own schedules and work with whom they want. Many entrepreneurs attest that they feel differently about running a business they own as compared with

working for a wage, and that they value being in control. For them, the experience of personal control is closely associated with freedom, self-direction and autonomy. The strength of a person's desire for control can be thought of as an element of his or her means: "Who you are." While everyone has some desire for control, the intensity of that desire varies among individuals and over the course of a lifetime. For example, a high desire for control may motivate someone to become an entrepreneur, but the experience of working for himself may strengthen the desire even further—he may not be able to imagine working for anyone else again.

Effectual Cycle

The entrepreneur's means provide the starting point. The action begins in earnest when the entrepreneur begins interacting with people. Sometimes the starting point of that interaction is an idea, a provisional goal the entrepreneur uses to initiate the interaction. Sometimes the interaction is specifically initiated in the terms of "what can we do?" as the entrepreneur determines possibilities together with the person she interacts with. Regardless, each interaction can terminate without a commitment. In that case, the opportunity, as the entrepreneur and that specific person she interacts with envisioned, is on hold. Alternatively, that interaction might result in a commitment. As we described upfront, those commitments have two effects. One effect of adding a stakeholder to the venture is the addition of that stakeholder's means—the possibilities those means suggest. At the same time, new goals also accompany

the commitment, adding to the constraints accumulated by the venture and converging it toward a specific direction. At any time in this cycle, unexpected events, information and meetings can change the environment the venture is developing. Those contingencies have similar effects to commitments. On one hand, they present new resources—new means the entrepreneur can use to expand the possibilities of the venture. On the other hand, they present new constraints also, perhaps sending the venture in a more specific direction.

Effectuation Theory of Entrepreneurship

What is the effectuation theory of entrepreneurship?

[Dr. Saras Sarasvathy](#) is an Indian born business school professor researching strategy, entrepreneurship and business ethics, currently appointed at the [University of Virginia](#).

Sarasvathy proposed the theory of effectuation in the early 2000s after studying a sample of expert entrepreneurs with diverse backgrounds. Effectuation theory is often considered a process theory because it explains the process that entrepreneurs use to create new ventures. Effectuation theory stems from the way that expert entrepreneurs think about problems and how they go about solving them.

Effectuation logic contrasts with what Sarasvathy calls "causation theories" of entrepreneurship, where it is proposed that entrepreneurs start with a goal and then acquire the resources needed to achieve the goal, in a linear fashion. Each resource acquisition is a step toward the goal.

In stark contrast, effectuation logic involves evaluating resources that are available to use today and then deriving goals out of what can be made from the recombination of those resources. Thus, entrepreneurs don't just recombine resources to meet goals,

they accept floating goals within a set of limits and allow the resources that are available now to guide the evolution of their strategies. By forgoing the need for expensive resource like large sums of startup [capital](#), effectuators do in kind deals that achieve their desired effects.

Elaborating on the theory, Sarasvathy suggested that effectuation involves five core principles.

1) The bird in the hand principle: A bird in the hand beats two in the bush—This refers to maximizing the use of what an entrepreneur knows (i.e., their background and experience), who they know (e.g., friends, family and others around them), and aligning options based on who they are (i.e., what are the entrepreneur's abilities).

2) The affordable loss principle: Only take on affordable losses—Don't obsess about windfall profits, but do try to minimize potential losses. This involves taking low probability bets, but only with a small investment of resources lost with each failure.

3) The crazy quilts principle: Make crazy quilts—Weave potential deals with potential partners until something sticks. Many iterations are often required.

4) The lemonade principle: Make lemonade means to see potential in depressed or under-utilized resources. This is similar to the [alertness principle](#).

5) The pilot in the plane principle—Focus on today, not next year.

Effectuation theory continues to gain research attention from entrepreneurship scholars and has made its way into entrepreneurship textbooks. There is some evidence that expert entrepreneurs use effectuation logic more often than causal logic, providing some support for the theory. One [meta-analysis](#) suggests that most of the core effectuation behaviors are positively related to venture performance ([Read, Song and Smit, 2009](#)).

As an example, a chef using causal logic decides to cook a particular meal recipe and then gathers the requisite ingredients to do so. A chef using effectuation logic looks in the fridge to see what ingredients are available, then improvises a meal using what is there. Causation logic is rational and may be best employed in situations that do not involve too much uncertainty. By contrast, effectuation logic is useful when there is

uncertainty about the goals of the entrepreneur, and therefore, no definable selection environment to analyze ([Chandler, DeTienne, McKelvie, and Mumford, 2011](#)).

Effectuation theory is rising fast in academic teaching because it offers a theory-rich complement to experiential courses such as [Lean Launch Pad](#).

Sources:

[Sarasvathy, S. D. \(2001\). Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency. Academy of management Review, 26\(2\), 243-263.](#)

[Chandler, G. N., DeTienne, D. R., McKelvie, A., and Mumford, T. V. \(2011\). Causation and effectuation processes: A validation study. Journal of business venturing, 26\(3\), 375-390.](#)

[Read, S., Song, M., and Smit, W. \(2009\). A meta-analytic review of effectuation and venture performance. Journal of Business Venturing, 24\(6\), 573-587.](#)

The EIGHT entrepreneurial style profiles

For each profile there are identifiable role models who have made their fortunes by applying their innate entrepreneurial style and approach to a suitable business model. To be successful they also needed to be part of a team comprising complementary skills.

- CREATOR “Create a better product” Bill Gates, Steve Jobs, Richard Branson
- STAR “Create a Unique Brand” Oprah Winfrey, Martha Stewart, Arnold Schwarzenegger
- SUPPORTER “Leading the Team” Jack Welch, Meg Whitman
- DEAL MAKER “Bringing People Together” Donald Trump, Rupert Murdoch
- TRADER “Buying Low, Selling High” George Soros, John Templeton

- ACCUMULATOR “Collecting Appreciating Assets” Warren Buffet, Paul Allen
- LORD “Controlling Cash Generating Assets” Andrew Carnegie, Sergey Brin
- MECHANIC “Creating a Better System” Henry Ford, Ingvar Kamprad (IKEA),

Michael Dell

Can you get an insight into how these profiles might help you discover and relate to a new understanding of your strengths?

How has knowing my Wealth Dynamics Entrepreneurial Style helped me?

When I took the assessment it identified my profile as **‘Mechanic’**. When I read the related information and action plans so much dropped into place.

Events and outcomes from my career to date, relationships with people, my thinking style, all became much clearer.

- Mechanics and perfectionists, looking for ways to do things better. Which is very useful when reviewing client systems.
- They get hands-on with their systems looking for ways to improve things. Which I guess is why Internet Marketing fascinates me.
- It highlights that Mechanics do well when selling other people's products rather than developing products themselves
- However, there is a warning that it takes Mechanics a long time to get started, as they aim for perfection

And this is just a brief highlight of the detailed report and profile that is generated.

Putting the Entrepreneurial Style into practice

In addition, Wealth Dynamics generates a report to guide you on direction and implementation.

For example, it highlights the complimentary profiles and skills you should team up with for success. (I'm still looking)

And it has helped me to build a plan, which is a work in progress.

I also met the entrepreneur behind Wealth Dynamics, Roger James Hamilton, when I attended a one day seminar of his in London in September 2011. He really is great value and ‘the real deal’, not just for wealth dynamics but for his views about the global trends that are underway, and ways that businesses can align with a rising trend.

If you get a chance to attend one of his seminars do go along.

The Wealth Dynamics personality profile

So, if your goal is to increase your income, grow your wealth and achieve more with less effort, or just to find your natural style and talent, find ways to use and develop it, and to get back to having ‘fun’, do take the profile test on the link below.

2 Different Types of Entrepreneurship

Indeed Editorial Team

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Entrepreneurs are people who establish a venture around innovation to change the world. Entrepreneurs are innovators capable of taking risks and possess specific skill sets like communication, leadership, business management and technical skills. Entrepreneurship is establishing, developing, organising and managing a business venture while bearing any of its risks to generate profits. As there are different businesses, there are also many types of entrepreneurship.

In this article, we will discuss 12 different types of entrepreneurship and learn about the characteristics of entrepreneurship.

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The different types of entrepreneurship

People have different visions, goals, dreams and aspirations for the type of business they want to create. For some, hard work is the success factor and for some having enough capital results in a successful venture. Some entrepreneurs give social good priority over other aspects.

Learning about the type of entrepreneurship a company follows can help you decide whether you can survive their work culture. The type of entrepreneurship affects the working environment and the qualities of the entrepreneur. For example, if you are looking to work in a company that fosters creativity and innovation, applying for a job in imitative or social entrepreneurship will not serve the purpose. For you, the ideal workplace would be companies following technology or innovative entrepreneurship.

Here are 12 different types of entrepreneurship:

1. Small business entrepreneurship

Small businesses represent an overwhelming majority of Indian entrepreneurial ventures. People who establish small business entrepreneurship make profits to support their families and live a modest lifestyle. As small businesses are small and lack the innovative factor, they fail to attract venture capital for smooth running. These people usually fund their ventures themselves or take up loans from friends and family members. The employees are usually local people or family members.

Local hairdressers, grocery shops, milk booths, plumbers, carpenters and small boutiques are part of the small business entrepreneurship.

Related: [How to Find Your Desired Career Path](#)

2. Large company entrepreneurship

Companies with a finite life cycle display large company entrepreneurship. These companies sustain because of innovation and it is the best choice for advanced professionals who know how to sustain innovation. When you work in a large company, you are likely to be a part of a large C-level executive team. The products these companies offer are different variants around their core product. Small business entrepreneurship witnessing accelerated growth can become large company entrepreneurship in no time. This is also possible when a large company acquires them.

3. Scalable startup entrepreneurship

This type of entrepreneurship starts with a unique idea that can bring a change. From creating a [business plan](#) to launching it, scalable startup entrepreneurship recognises what is missing in the market and creates a solution. Such business usually receives funding from venture capitalists who provide funding based on the uniqueness of the idea. They hire specialised employees because they seek rapid expansion and high returns.

Related: [Difference Between Management And Entrepreneurship \(List\)](#)

4. International entrepreneurship

In international entrepreneurship, entrepreneurs conduct business activities across the Indian national boundaries. This could either be opening a sales office in another country or exporting goods from India to a foreign country. International entrepreneurship is beneficial when the demand for goods and services is declining in the domestic market and the demand arises from the international market. Usually, international entrepreneurs sell products in the Indian market until they reach the maturity stage and then sell them in the foreign market to earn profits.

5. Social entrepreneurship

Social entrepreneurship is a type of entrepreneurship in which entrepreneurs recognise a social problem and tailor their activities to create social value. Such entrepreneurs develop services, solutions or products to solve critical social issues and bring about social change. This social change could be related to environment conservation, animal rights protection or philanthropic activities for the underserved community. The motivating factor of social entrepreneurship is achieving social benefits. Working in a social enterprise means prioritising transformative social change while ensuring financial sustainability.

These organisations use ethical practices such as conscious consumerism and corporate social responsibility to facilitate success. Instead of making profits and earning wealth for the owners, social entrepreneurship aims to make the world a better place to live.

Non-profit organisations are the best social enterprise examples.

Related: [Problem-Solving Skills: Definitions and Examples](#)

6. Environmental entrepreneurship

It is also known as ecopreneurship and green entrepreneurship. Profit generation and a concern for the environment drive the primary goal of such businesses. An ecopreneur adopts highly environmentally responsible business values and practices. They also try to replace the existing product or services with products that are environmentally safe to use. In short, environmental entrepreneurship prioritises the business impact on people and the environment besides profits.

Impact blogging, publishing an audiobook and creating SaaS software are a few examples of environmental entrepreneurship as they protect the environment by not cutting trees.

7. Technopreneurship

Technopreneurship is what you get on uniting technology with entrepreneurship. It is also known as technology entrepreneurship. A technopreneur merges entrepreneurial talent and skills with the technical prowess to develop a business that thrives on the intensive use of technology. Technopreneurs undertake calculated risks that have chances of earning profits. In short, these are

entrepreneurs who have the ability to revolutionise the prevailing economic conditions and introduce breakthrough products for the customers. The foundation of the products and services of such a business is technology. Such a business prefers to employ creative and technology-savvy people who are passionate about bringing technological change.

8. Hustler entrepreneurship

A hustler entrepreneur is a self-starter motivated by their goals and aspirations to succeed in entrepreneurship. Such people start small and work hard to grow their business. Instead of using money or capital to achieve their business goals, they put in their best efforts. They never wait for opportunities to come because they create opportunities. Hustlers do not have a give-up attitude, have a big risk-taking appetite and are always ready to face challenges.

9. Innovative entrepreneurship

The foundation of innovative entrepreneurship is inventions and new ideas. These entrepreneurs can think about novel ways of doing business and have the potential to turn a new idea into a successful venture. They are business leaders and contribute significantly to the economy. Moreover, such companies strive to make life better by providing products, solutions and services which other companies have not. Innovative entrepreneurship is ambitious and requires significant investment to turn a new idea into a breakthrough service or product.

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10. Imitative entrepreneurship

This entrepreneurship mimics or imitates existing business ideas and works hard to improve them. Such companies imitate already functioning products and services in the market, usually under a franchise agreement. Such entrepreneurs have no interest in innovation, though they are ready to work on and improve the existing processes. Imitative entrepreneurship works by adopting current technologies worldwide and modifying their existing technologies to suit the local conditions. Fast food companies and multinational conglomerate companies are the best examples of enterprises running on imitative entrepreneurship.

11. Researcher entrepreneurship

Researchers are those who conduct in-depth research on the market and opportunities before launching their business. Such entrepreneurs believe that with the right set of information and preparation, they have a higher chance of achieving success in their entrepreneurial business. Rather than their instinct, they rely on facts, data and logic. Before launching their business, they require a detailed plan and in-depth report of the research findings to minimise the probability of failure.

12. Cyberpreneurship

Cyberpreneurs or cyber entrepreneurs are people who leverage the benefits of information technology to do business. They come up with new ideas to provide products and services to customers via the internet. These people understand the digital age and remove the hassle of going to a physical store. Such entrepreneurship exists only online and is known as a virtual business.

Ecommerce stores and over-the-top (OTT) entertainment platforms fall in the category of cyberpreneurship.

Related: [10 Common Leadership Styles](#)

Characteristics of entrepreneurship

Here are a few characteristics of entrepreneurship:

- **Creativity and innovation:** Entrepreneurship is about coming up with new and creative ideas and implementing them to achieve substantial profits. For example, service innovation could be coming up with technologies to reduce cost and increase productivity.
- **Risk-taking ability:** The willingness to bear risk is the essential characteristic of entrepreneurship. Risk occurs when you implement a new idea and it fails. Entrepreneurs take calculated risks because they enjoy the challenges that come up with implementing a new idea.
- **Profit-making:** Except for social entrepreneurship, all other types of entrepreneurship work with the sole aim of making a profit. It is the reward that entrepreneurs get for taking a risk with a new idea.
- **Economic activity:** Entrepreneurship involves creating, managing and running an organisation. Moreover, it generates employment and ensures optimum utilisation of resources to earn the maximum profit.