

Four Traits of Successful Entrepreneurs: Heart, Smarts, Guts and Luck



= Purpose, Passion, & Sacrifice



= Pattern Recognition (not just book IQ!)



= Initiation, Endurance, & Evolution



= Attitude & Relationships

Entrepreneurial Aptitude Test

Behind the Numbers (www.HSGL.com)

70% *of successful founders did NOT start with a business plan*

61% *of founders are Heart-driven*

25% *of entrepreneurs are Luck-dominant*

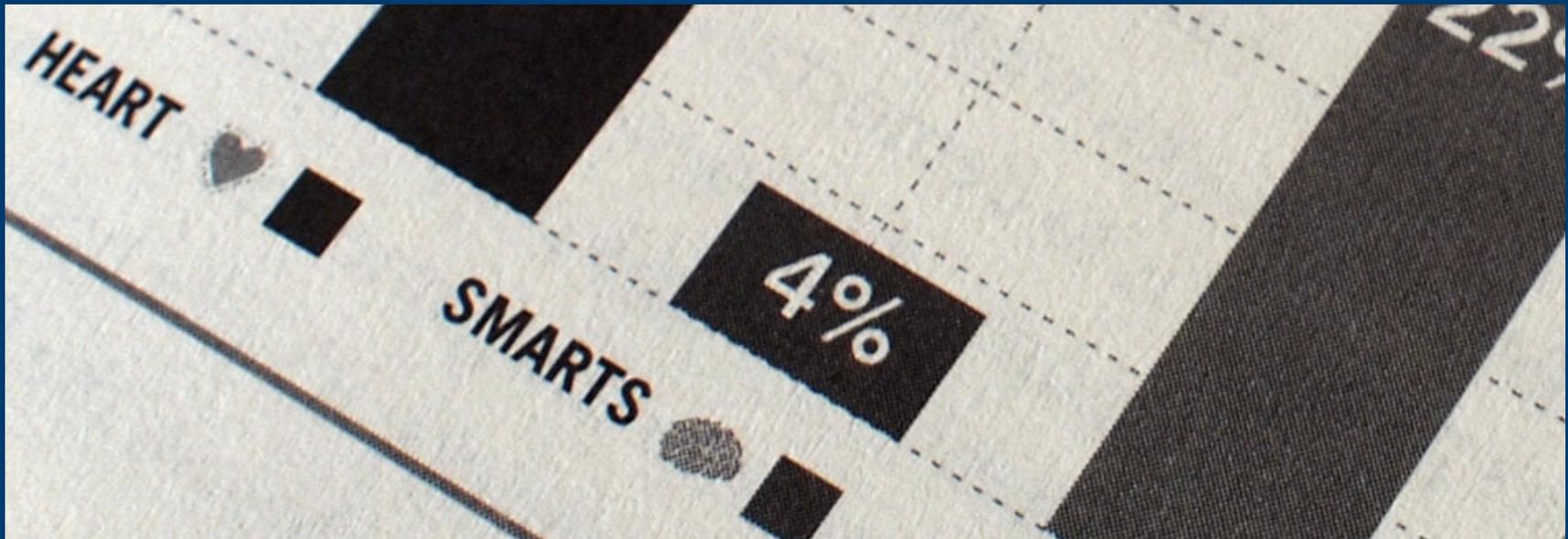
65% *of founders had a childhood venture*

Self-Awareness is Critical

- ✓ *Understand the trait that drives your decision-making*
- ✓ *Everyone needs some of all four traits, but is dominant in one or two*
- ✓ *Self-awareness around your “Entrepreneurial DNA” lets you understand your strengths and weaknesses*

Take the Entrepreneurial Aptitude Test!

www.HSGL.com



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HEART Smarts GUTS and LUCK

WHAT IT TAKES TO BE AN ENTREPRENEUR
AND BUILD A GREAT BUSINESS

ANTHONY K. TJAN, RICHARD J. HARRINGTON, TSUN-YAN HACHE