

8 ATTRIBUTES OF AUSTRIAN ENTREPRENEURS

and how to understand them in the context of your entrepreneurial career

WHAT ATTRIBUTES DO GREAT ENTREPRENEURS HAVE?

An entrepreneur plays the role of identifying a need, imagining a future where that need is met, and taking action to assemble the right resources to deliver a product or service which meets that need. The individual who thrives in this role exhibits some special character traits and personal attributes.

EMPATHY

The entrepreneur's most valuable trait. A deep feeling for the needs and dissatisfactions of customers.



CREATIVE COLLABORATION

The ability to listen, accept negative and positive feedback, and use it to continually improve your offering.



ADAPTABILITY

A special relationship with uncertainty – accepting it, embracing it and adapting flexibly to unexpected changes in the business environment, while mitigating risk through informed decision-making.



INTERCONNECTION

Business organization today thrives on interconnecting with resources, skills, assets and expertise that you don't own but can utilize collaboratively. Proactive entrepreneurial interconnectors succeed.



LIFELONG LEARNING

The new knowledge model is continuous learning and taking action based on new knowledge. Sometimes you create it, sometimes you assemble it.



TIME PREFERENCE

Entrepreneurs must think long term, and be willing to sacrifice today in order to be more successful tomorrow.



GRIT

Grit is the personification of adaptability. Accept the blows and delays, overcome them, last the course, stick to your overarching goals.



INDIVIDUALISM

Entrepreneurs search for differentiation and distinctivity. They make decisions that others wouldn't. They need a strong sense of individuality: doing their individual best to serve others.

