# 8 ATTRIBUTES OF AUSTRIAN ENTREPRENEURS

and how to understand them in the context of your entreprenerial 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.

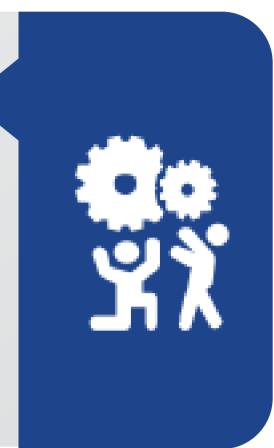
#### **EMPATHY**

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.







