

# MBTI types for Entrepreneurs

People of any MBTI type can be successful entrepreneurs – provided that they leverage the entrepreneurial strengths of their type and watch out for the pitfalls. Here are the likely strengths and some tips for people who Extravert their favourite process.

## Extraverted Sensing

- ◆ Happy to take risks and 'go for it', generally positive and optimistic
- ◆ Seeks out new experiences, people and things
- ◆ Energetic, unlikely to be deterred by a lack of resources

### Tips

- ◆ You can be distracted/bored easily – don't forget the admin, it does matter
- ◆ Don't switch off if an important contact bores you
- ◆ Remember where you're going and what you can learn from the past

## Extraverted Intuition

- ◆ Enjoys meeting new people and building a network
- ◆ Curious, creative, willing to try new approaches and take risks
- ◆ Flexible, adaptable and generally enthusiastic

### Tips

- ◆ Starting a business can be lonely, so keep in contact with other people
- ◆ Apply structure so you can avoid the last-minute rush to finish things
- ◆ Don't forget that detail, especially financial detail, is important

## Extraverted Thinking

- ◆ Persistent, resilient, drives hard to make things happen
- ◆ Enjoys working with, organising and directing other people
- ◆ Organised, structured, planned and solutions focused

### Tips

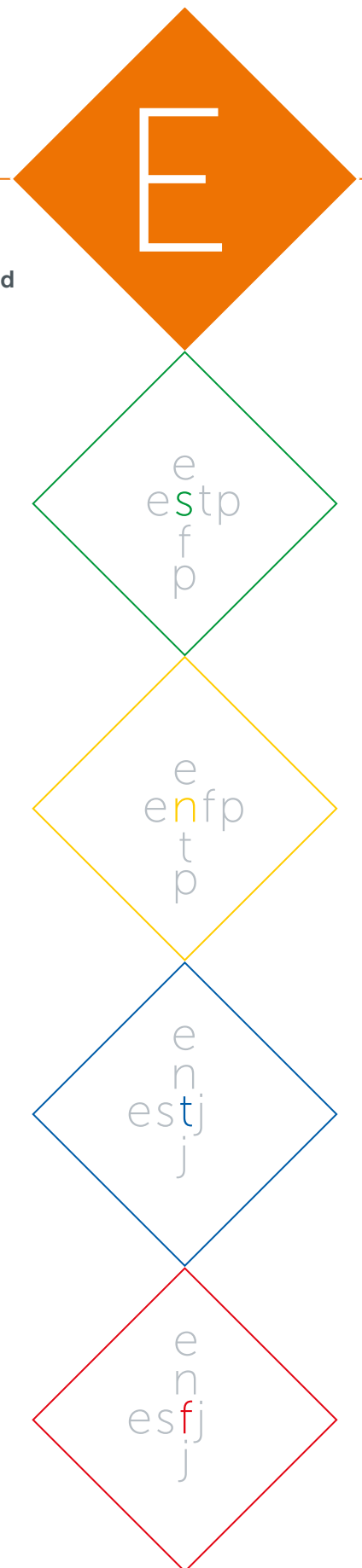
- ◆ Avoid alienating people by being less impatient
- ◆ Your way of doing things is not the only way – don't micromanage
- ◆ You may be unaware of your own faults. Who can be your 'critical friend'?

## Extraverted Feeling

- ◆ Caring, supportive, seeks to empower and develop others
- ◆ Likely to have extensive networks that can be drawn upon
- ◆ Organised and persistent

### Tips

- ◆ Don't let the need for harmony stop you making hard decisions
- ◆ You may find it difficult to work alone, so find other sources of support
- ◆ You will face rejection and criticism, so try not to take it personally



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## Introverted Sensing

- ◆ Structured, organised, detail-conscious, sees quality as important
- ◆ Knowledgeable, can draw on past experience
- ◆ Reliable, hard-working, delivers on schedule

### Tips

- ◆ Remember to try new things, even though you are likely to prefer tested solutions
- ◆ Spend some, but not all, of your time building a network of contacts
- ◆ You may find the uncertainty stressful – think how you can set up a 'safety net'

## Introverted Intuition

- ◆ Tenacious, persistent, works hard till the job is done
- ◆ Enjoys creative problem-solving and constructing a vision
- ◆ Can often draw on a high level of personal integrity

### Tips

- ◆ You can struggle to describe your vision – think ahead about how you will do this
- ◆ Self-promotion may sap your energy – how can you do this differently?
- ◆ Don't over-think the negative possibilities in a situation

## Introverted Thinking

- ◆ Brings a logical, objective focus to problems
- ◆ Flexible, adaptable, open to new ideas or experiences
- ◆ Will often have deep expertise or competence in a specific area

### Tips

- ◆ You may not enjoy networking/self promotion, but try not to avoid it
- ◆ Don't put off admin for something more interesting or involving
- ◆ Don't be too internally focused – check what's happening in the outside world

## Introverted Feeling

- ◆ Strong underlying principles and values
- ◆ Often connects well with others, especially on a one-to-one basis
- ◆ Builds success from a specific skill or knowledge area

### Tips

- ◆ Learn to recognise and stop procrastination, especially to avoid conflict
- ◆ Try to avoid work that opposes your values – it could sap your energy
- ◆ You may dislike networking/marketing – think how to build rapport with individuals

