

Should You Be An Entrepreneur?

This 2-Minute Self-Test May Help You Answer That Question

Should you join the millions of people who every year take the plunge and become an entrepreneur? Because not everyone has what it takes to own or start a business, Daniel Isenberg, a Professor of Management Practice, Babson College, developed this self-test – along with the **2-Minute Opportunity Checklist for Entrepreneurs** – to help you answer that question for yourself.

	Yes	No
1 I don't like being told what to do by people who are less capable than I am.		
2 I like challenging myself.		
3 I like to win.		
4 I like being my own boss.		
5 I always look for new and better ways to do things.		
6 I like to question conventional wisdom.		
7 I like to get people together in order to get things done.		
8 People get excited by my ideas.		
9 I am rarely satisfied or complacent.		
10 I can't sit still.		
11 I can usually work my way out of a difficult situation.		
12 I would rather fail at my own thing than succeed at someone else's.		
13 Whenever there is a problem, I am ready to jump right in.		
14 I think old dogs can learn — even invent — new tricks.		
15 Members of my family run their own businesses.		
16 I have friends who run their own businesses.		
17 I worked after school and during vacations when I was growing up.		
18 I get an adrenaline rush from selling things.		
19 I am exhilarated by achieving results.		
20 I could have written a better test than Isenberg (and here is what I would change)		

If you answered "yes" to 17 or more of these questions, you may have much of what it takes to own your own business. But if you want to start a business rather than buy an existing one, you've got a few more questions to answer.

You'll notice that "I like to take risks" is not one of the questions you were asked. People don't choose to be entrepreneurs by opting for a riskier lifestyle. What they do, instead, is reframe the salary vs. entrepreneur choice as between two different sets of risk: the things they don't like about having a steady job — such as the risk of boredom, working for a bad boss, lack of autonomy, lack of control over your fate, and getting laid off — and the things they fear about being an entrepreneur — possible failure, financial uncertainty, shame or embarrassment, and lost investment. In the end, people who are meant to be entrepreneurs believe that their own abilities (e.g. leadership, resourcefulness, pluck, hard work) or assets (e.g. money, intellectual property, information, access to customers) significantly mitigate the risks of entrepreneurship. Risk is ultimately a personal assessment: what is risky for me is not risky for you.

This test is provided as a courtesy by: www.PhilGrisolia.com, a marketing & business coaching service.