



Growing an entrepreneurial workforce the psychological way

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What is psychology?

Study and understanding of how the mind works

What is an entrepreneur?

Someone who sees an opportunity and grasps it

What is an entrepreneurial workforce?

A herd of cats

Psychological characteristics of an entrepreneur

v Do not care what others think

§ Innovativeness

o *Passion*

∅ Proactiveness

§ *Opportunity seeking*

• Cannot imagine failure

ü Risk taking

v *Strong personal control*

∅ High achievement motivation

The building blocks for an entrepreneurial leader



Psychological characteristics of an entrepreneurial workforce

- Ø Innovative
- Ø Problem solving
- Ø Achievement motivation
- Ø Passion
- Ø Risk takers

Growing an entrepreneurial workforce – criteria of success for organisations

- q Clear, unambiguous purpose
- q Atmosphere of confidence
- q Respectful behaviour towards each other
- q Teams where anything is discussed without humiliation
- q Staff who 'go the extra mile'.
- q Staff who offer more than is expected
- q Organisations that challenge their staff
- q Organisations that treat everyone with fairness and understanding
- q Staff who are driven towards organisation and personal success –
intellectually, financially, socially and emotionally

Growing an entrepreneurial workforce

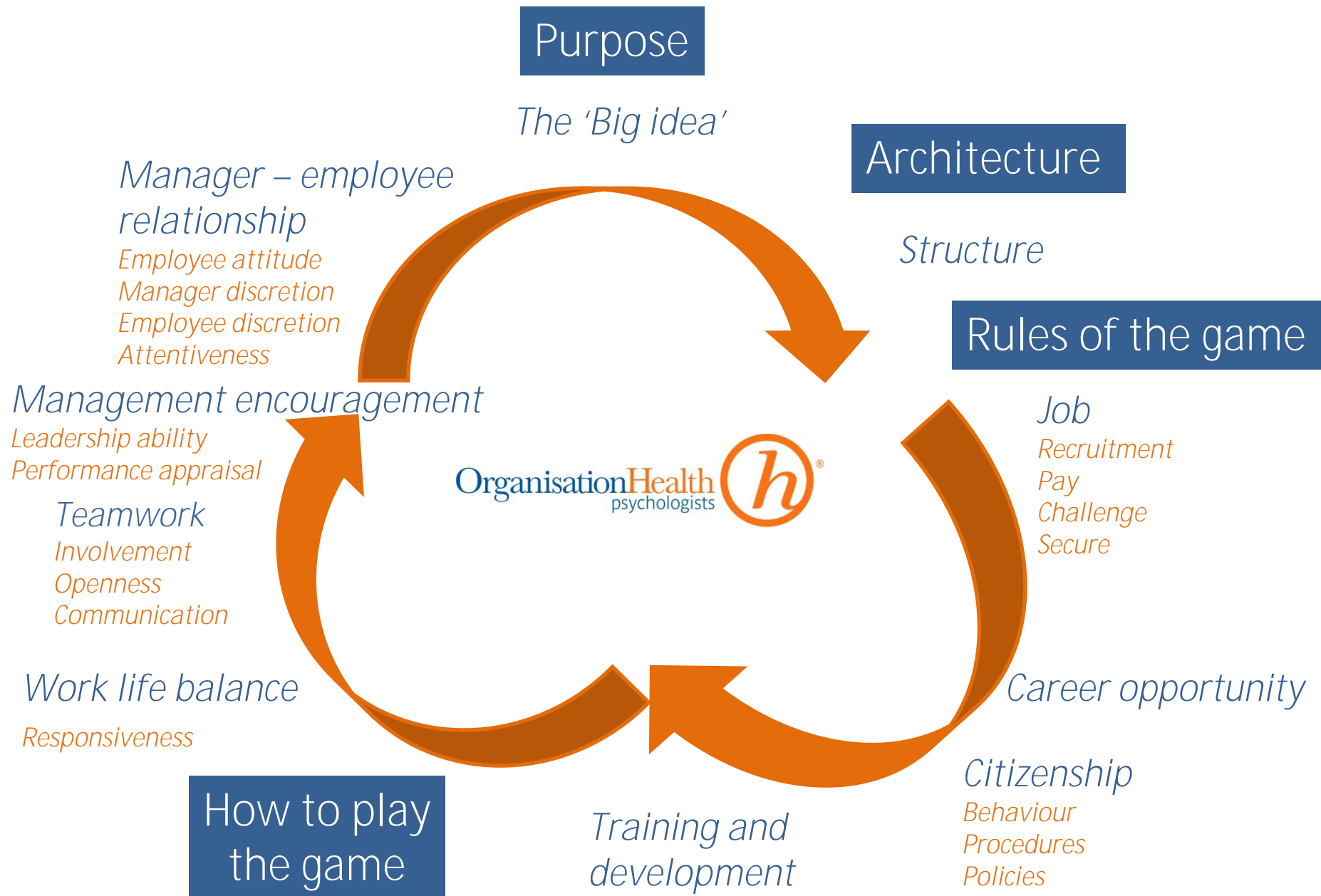
An entrepreneur needs to achieve the following with his/her workforce:

∅ Ability

• Motivation

v Opportunity to participate

Growing an entrepreneurial workforce



How to grow an entrepreneurial workforce

Workshops

+

Learning sets

+

Action