

## ATTRIBUTES OF SUCCESSFUL BUSINESS OWNERS

1

**PERSISTENT**

Realistic and willing to take advice, but dogged in pursuit of outcomes they require.

2

**CAPABLE OF DEALING WITH UNCERTAINTY**

Able to keep sight of long-term objectives while dealing with short-term highs and lows.

3

**SELF-DRIVEN, SELF-MOTIVATED**

Self-motivated and internally driven – not reactive.

4

**STRATEGIC THINKER**

Big-picture, visionary thinkers, but with an ability to monitor detail.

5

**LEADER AND INFLUENCER**

A degree of charisma that allows them to influence the way people think about their value proposition.

6

**SELF-CONFIDENT BUT NOT ARROGANT**

Self-aware i.e. recognise both strengths and weaknesses and be willing to seek support.

7

**PROBLEM SOLVER AND DELIVERY PERSON**

Practical and a 'doer' who can bring resources together to deliver a consistent offering.

8

**SHARER**

Able to share vision with market, staff, partners etc. to engender their interest and involvement.

9

**IDEAS PERSON WITH COMMERCIAL FOCUS**

Innovative thinkers with understanding of what can be commercialised and how.

10

**TRUSTING**

Able to identify and accept others who can be trusted to assist where needed.