



# Entrepreneurial StrengthsFinder

*Jim Clifton, Sangeeta Bharadwaj Badal*

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*Entrepreneurial StrengthsFinder* delves into the psychology of the entrepreneur. Gallup research shows that decisions and actions, influenced by the personality of the entrepreneur, affect the survival and growth of the venture.

*Entrepreneurial StrengthsFinder* is about understanding what drives entrepreneurs to start, sustain, and grow a successful company. What are the personality characteristics and behaviors that lead to venture creation and success? Can one learn to be an entrepreneur, or is it a quality a person is born with? The book attempts to answer these questions with the hope that if you are planning to start a business or are managing one, you can discover your entrepreneurial talents and in the process, increase your potential to start or grow your venture.

Written in an engaging, conversational style, *Entrepreneurial StrengthsFinder* includes strategies and action items for building successful ventures. It also features an online test that measures readers' entrepreneurial potential.

*Entrepreneurial StrengthsFinder* is meant for several audiences — from those who are planning to start or grow a business to investors and coaches who can help identify talent and then foster and support that talent to start or grow a business.

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