



11 Killer Instincts of Entrepreneurship

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Earlier this year in my blog I touched on what I call the “instincts of entrepreneurship”. I’ve continued to research the way true entrepreneurs think and act; and the list of instincts has grown to become “The 11 Killer Instincts of Entrepreneurship”.

The entrepreneurial mindset is a distinct way of thinking, like an genetic mindset, that produces extraordinary results. That’s why I say that an entrepreneur is a different type of “species”, if you will. The mindset I am talking about is instinctual and in my opinion has more impact on professional success than education, connections, good looks, or money.

Instinct is, by definition, “An inborn pattern of behavior that is characteristic of a specific species.”

However you define it, most agree that there’s something “different” about the classic entrepreneur. My intention is to help people everywhere understand these unique characteristics, and develop them. They’re valuable for anyone; business owner, employee or manager. In fact, Jack Welch commented recently in Business Week, “In the end, pedigree is less important than the entrepreneurial nerve...that’s needed to succeed.”

Here's a quick look at the 11 Killer Instincts of Entrepreneurship:

1. **The Solution Instinct:** This is about ideas and always seeing them. It's about seeing new opportunities while traveling, shopping, or working. Seeing problems and potential solutions to those problems is at the heart of valuable ideas and business models.
2. **The Detective Instinct:** This is about fact-finding and due-diligence. It's about letting go of the emotion and excitement of a good idea and taking a venture-capitalist approach. This instinct is something that keeps one constantly assessing how a business model will work, scale, and succeed... without personal bias.
3. **The Great Communicator Instinct:** This is about connecting and constantly selling. It's a constant awareness that every point of communication matters. Whether communicating with partners, investors, vendors, employees, or competitors; every communication is an opportunity to strengthen your company.
4. **The Youthful Genius Instinct:** This is about doing what you love. When we were young, we dreamed big dreams and showed glimmers of what we might become. Tapping into the expectation of our youth is central to successful entrepreneurship.
5. **The Entrepreneurial Heritage Instinct:** This is about how our heritage can reveal some of our natural gifts. What has your family and ancestors been successful at already? Exploring your roots can help one tap into opportunity. There is a reason why many families pass along entrepreneurial success and create "dynasties" of their own.
6. **The Risk-Taker Instinct:** This is about going out on a ledge. No risk, no reward. It's a fundamental factor of business building or almost any major endeavor. Finding the calculated balance of risk and opportunity is key.
7. **The Work-Horse Instinct:** This is about paying the price. Doing whatever it takes. Those "overnight successes" usually require at least 5 years of hard work and incredible sacrifice to get there.

8. **The Thick-Skinned Instinct:** This is about being tough. Resilience, optimism and a positive mindset reside in every great entrepreneur. The fundamental key to success in attaining goals? Never give up.

9. **The Flexibility Instinct:** This is about being willing to change. Emotion and pride must be removed from the process while building a business and paying attention to the best route to take. The right path naturally eventuates; if you're willing to recognize it and take it.

10. **The Human Instinct:** This is about people. Attracting the best people is more important than the business model itself. Treating people well, leading well, and serving with care is a fundamental reason why anything worthwhile should be built in the first place.

11. **The Knowledge-Quest Instinct:** This is about constantly learning. Reading, thinking, listening, observing, absorbing, and applying is a hallmark trait of a great entrepreneur.

These are unique instincts and in my experience, everyone possesses at least a touch of each of them. And it's my observation that every natural instinct can be discovered, uncovered, and developed by anyone interested in doing so.

Look within and uncover your entrepreneurial instincts. You'll find that your personal ambitions and goals will rapidly progress, improve, and materialize.

Read more at the Northstar Thinktank Blog: <http://entrepreneur.northstarthinktank.com/>

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