

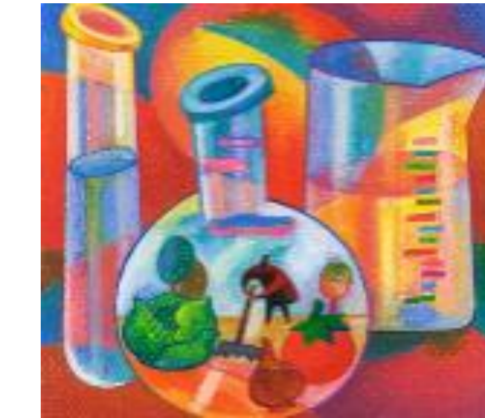
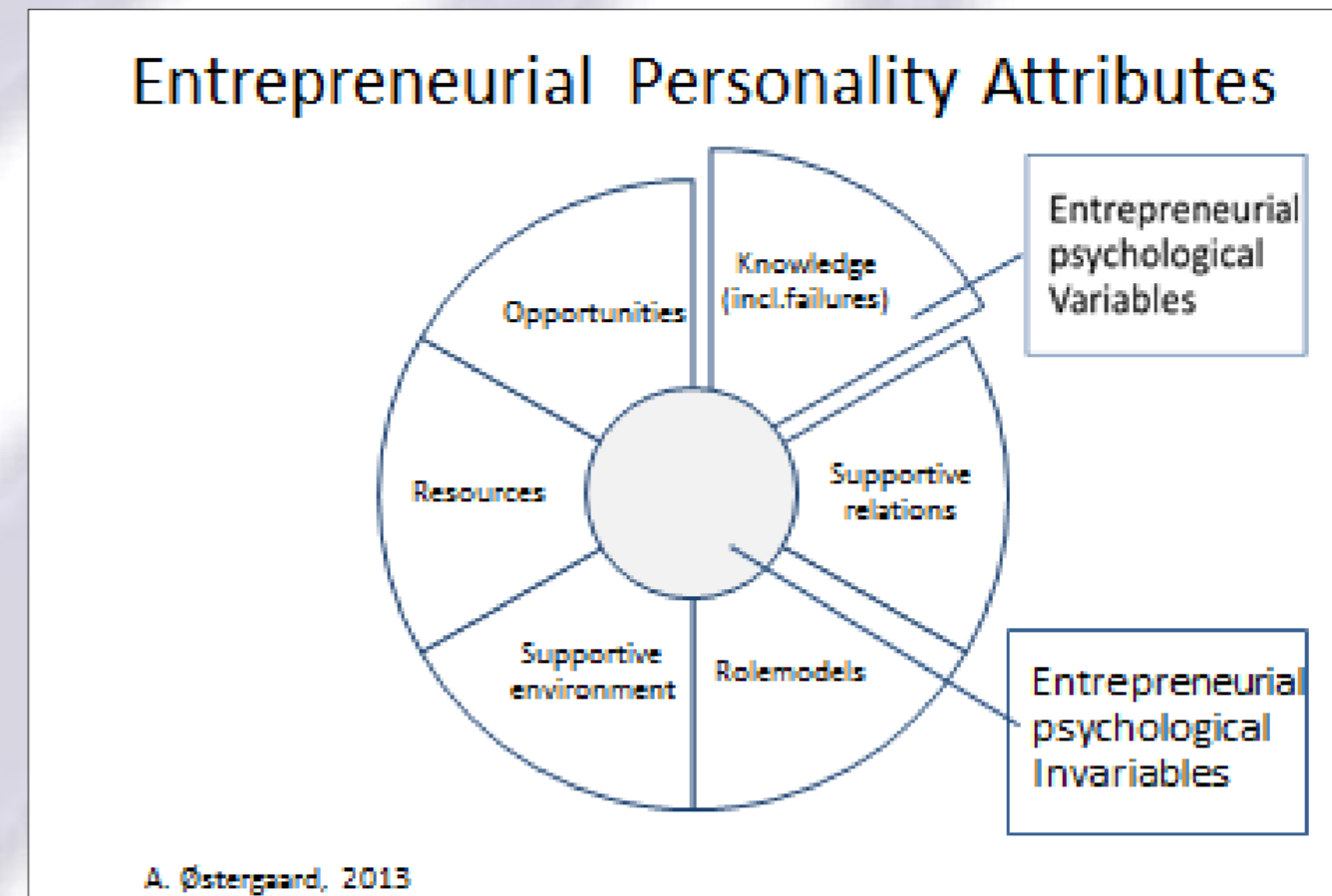


# The Earth is not flat. We know that. Do we know the Entrepreneurial Personality?



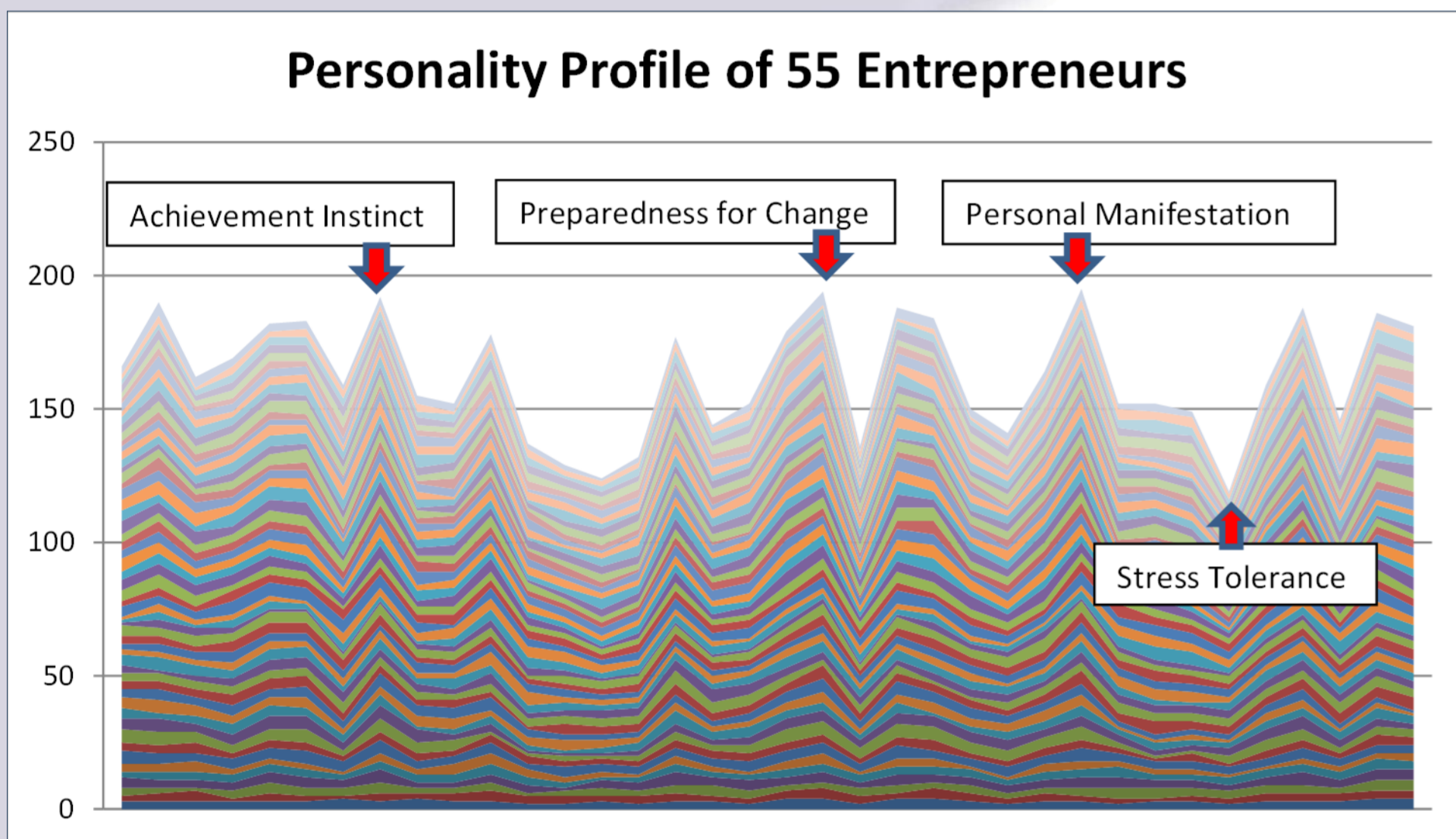
### ABSTRACT

The concept of personality has developed over time. From ancient time, Hippocrates and other physicians used the personality to understand the needs of a person and his way to recover from illness. At Freud and Jung's time, the European physicians, psychiatrist and psychologist used personality to get mainly women in contact with their unconscious needs. Personality is contemporary used in Assessment Centre and in medical issues. The personality field is now dominated by psychiatrist and psychologist in the medical environment and by consultants with a broad educational background in the vocational environment. For measuring the personality, the most important tool is the personality test. The discussion about the entrepreneurial personality is pivoting, whether it is innate or learned. Secondly, the entrepreneurial personality is classified surrounding the concept of personality as a mind-set or an identity. The reasons for failed investigations seem to be a "home brew" of a few, wrong or commonsense personality variables that are used to explain the entrepreneurial status which often is answered subjectively by the respondent. By drawing a parallel to the myth about the Earth being flat and the map drawer's lack of appropriate measure tools, this paper attempt to recognize the measurement tools as the obstacle to overcome in purpose to comprehend the entrepreneurial personality.



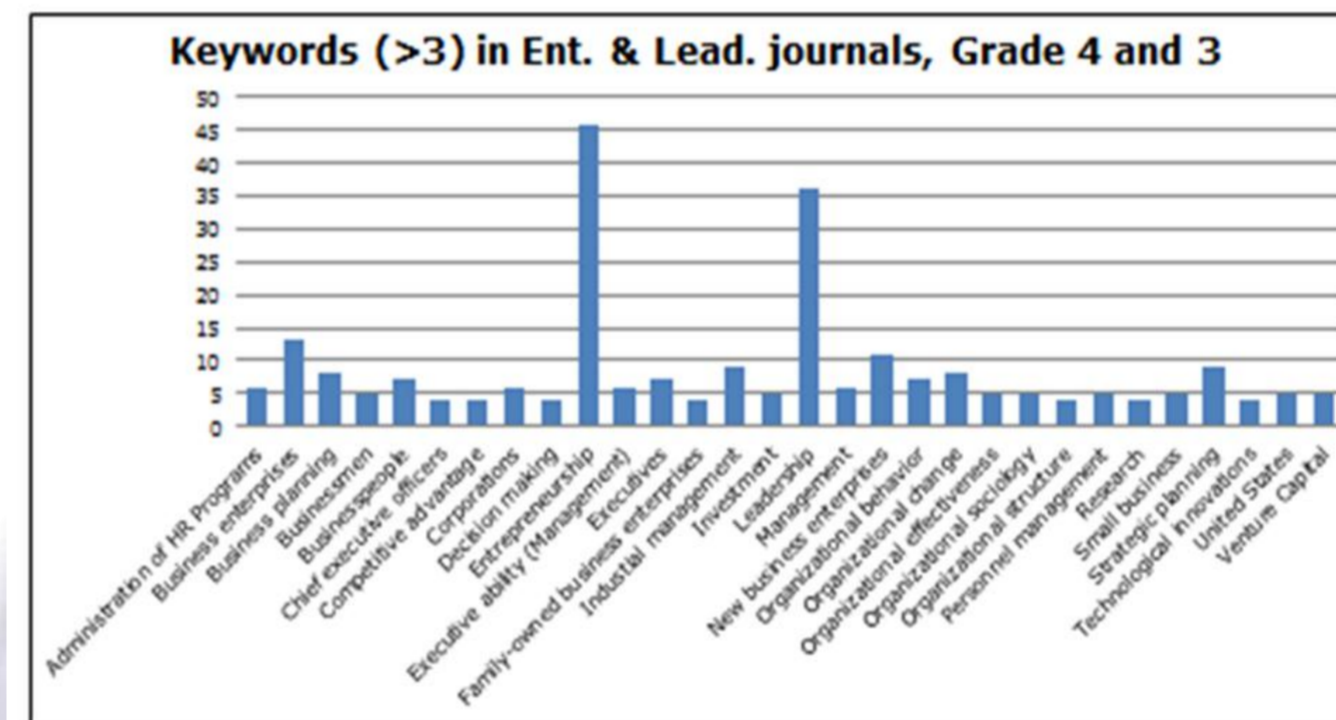
### DEFINITION

The concept of personality is defined as a specific individuals steady organized conglomerate of psychological characteristics which in a unique differentiation creates current recognisability and future predictability in relation to perception, thoughts and behavior.



### The usability of personality tests

- Isabel Briggs Myers (1897-1980)
  - Home-schooled, political science
- Katharin Cook Briggs (1875-1968)
  - Autodidact development of personalities
- Paul T. Costa
  - Human development
- Robert R. McCrae
  - Personality psychology



### METHOD BRIEFLY

The survey is conducted on 55 entrepreneurs in a Danish incubation park, Nupark Innovation via a standardized personality test that contains: 4 Basic Aptitudes, 12 Functional Categories as subscales with each 3 Personality Traits.

Furthermore, the survey contain a Leadership Preference Test with 90 items and a comprehensive Questionnaire on e.g. role models, life-changing events, reasons of starting the enterprise etc.

The personality test is standardized on 840 individuals and validated through more than 8.000 interviews.

The reliability coefficient is + 0,9 over 1 year and + 0,7 over 5 years. With a total of 480 items, the personality test is comparable with MMPI and CPI. Additionally, 21 - 52 items leads to each personality trait to verify the statement. The items are on a Likert scale ranging from 1 (total disagree), to 4 (total agree) avoiding the middle score.

### CONCLUSION

Consequently, the optimal framework to measure any individual covers the full picture on psychological variables and invariable plus the process, which mean that longitudinal studies is desirable. The latter is supported by scholars in general. (Davidsson, 2005; Davidsson, 2008; Gartner, Shaver, Gatewood, & Katz, 1994; Gartner, 1989; Valencia-deLara & Araque-Hontangas, 2012) Unfortunately, this is not always the case, and scholars have to limit the optimal measurement framework. Then, the value of considering the full picture of both the psychological variables and invariables combined with an adequate measurement tool and measurement methods becomes crucial. That is with the precondition that limited survey is announced in which way, they are limited according to the optimal framework.

As a result of measuring the full personality with all known variables and invariables, it is suggested that the answer on for instance why there are fewer female entrepreneurs that masculine entrepreneurs, as it appears in Europe and similar environments.

The only way to make a qualified research is first to differentiate entrepreneurs and map their behavior as much as possible. (S. Sarasvathy, 2008; S. D. Sarasvathy, 2003) Then, the behavior need to be translated to the psychological mechanism that causes behavior, according to the definition in this paper. Third, the adequate personality has to be developed in the track of known personality tests strengths and weaknesses based on the full picture of the concept of personality. Then, and first then: The measurement.

Behavior is an exact picture of the personality. Everyone knows that, exactly like a child that precisely know when to behave well or not, according to an adult. It is not motives or intention, but the behavior that bring the personality to light.

The advantage on a full personality test measurement is suggested by Table 3: Not only the highest personality trait score is revealed but at the same time both the highest and the lowest score, which gives an overview on e.g. how Entrepreneurial Supporting ought to be designed. From the survey results, it is suggested that one main reason for entrepreneurs not to succeed is an increasing amount of specific, individual related stressors that affect the entrepreneur negatively according to effectiveness. In addition, the major problem according to the survey result is the preference on working alone and "knowing best". This social immature tendency requires patient, mature, and charitable mentors, business angels, and coaches that are familiar with the overall theme and in best cases are entrepreneurs themselves. In conclusion, the entrepreneur enhances his or her chances to spot the overwhelming stressors and find solutions by a supporting environment with the right social relationships. Governmental programs that are developed to increase the success rate of entrepreneurs must investigate further on these issues.

According to the headline, this article suggest to measure the full personality profile until we know for sure, exactly which personality traits belong to a certain type of entrepreneurial mindset, behavior and type. By then, it is sufficient to measure the adequate personality trait to conclude on personality trait. A similar process is suggested, when it matters about the personality with all variable and invariable. Besides personality traits, the additional invariable that is not covered by traits, in case trait does not cover all invariables. Finally, we will know how to measure the entrepreneurial part by only measuring part of the entire personality and furthermore, we will know by which measurement tool, the wanted information is able to reveal.

### Ranked Score on 55 Entrepreneur's Personality Traits

Ranked Score	Personality Trait	Functional Category	Basic Aptitude
<b>HIGHEST 1-6</b>			
1	Personal Manifestation	Vitality	Innovation Potential
2	Preparedness for Change	Growth	Innovation Potential
3	Achievement Instinct	Efficiency Management	Leadership Potential
4	Risk Willingness	Change Management	Leadership Potential
5	Autonomy	Integrity	Potential of Effectiveness
6	Vigour	Power	Innovation Potential
<b>LOWEST I-VI</b>			
I	Stress Tolerance	Integrity	Potential of Effectiveness
II	Social Maturity	Co-operation	Social Potential
III	Tolerance	Co-operation	Social Potential
IV	Democratic Attitude	Co-operation	Social Potential
V	Experience of Well-being	Growth	Innovation Potential
VI	Adaption Capacity	Interaction	Social Potential

Source: Østergaard Personality Survey, 2012

Table 3 Ranked score on the Six Highest and the Six Lowest Personality Trait, the Functional Categories and the Basic Aptitudes



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