**15216, Christine Reyes**  
  
Good Evening Ladies and Gentlemen,

Having the right combination of personality and career choice is imperative if you want your business to be a success. Some people go into business because they have a specific dream or vision of what they want to do with their life. But, many people choose the business they form because of more basic reasons. Sometimes it may be continuing or expanding a family business, such as Father and Son, Inc. Sometimes they love the idea of the business but they don’t research it to understand all the different hats they will need to wear as a business owner.

Starting a business is a serious consideration that entrepreneurs must take seriously. They need to look at the creative part of the business, but they also must consider that there is a logical, business side of the endeavor. When considering a business an entrepreneur must consider his/her skills and talents, but they must also consider whether their personality is suited to the business they plan to build, or at least their role in the business.

If you choose to build a business that requires cold call sales, but you are an introvert, you may have a problem. If you intend to make this type of business a success, you will want to find a way to overcome your introverted tendencies. One example is that of authors who make writing a full time business. In order to do that authors must not only write and edit the books, but must also go to public book signings. Here they must meet and greet the public while making a sales pitch to every person they meet so they can sell as many books as possible. One such author, C. Hope Clark, wrote a book titled, The Shy Writer, where she instructed authors how to come out of their shell and learn to market and promote their books. Clark, who is an introvert, has built her writing business from nonfiction books, to a website www.fundsforwriters.com that produces a paid and unpaid newsletter, and now has a fiction series with more to come. The mission for her writing website is to offer other writers real ways to earn money from their writing, regardless of whether they are introverts or extroverts.

Another example might be a person who is very logical and task oriented, but they have trouble seeing the vision of what their business might become. A business needs to create a brand and that requires creativity. A logical task oriented person might be able to come up with some ideas, but it would probably be wise if that person hired a graphic designer and/or a copywriter to bring their ideas into reality. Or the opposite might be the case. The person might be a creative genius, able to create the most beautiful artwork you have ever seen. But, they couldn’t add a column of numbers to save their soul. This person might be able to learn the basics of bookkeeping and should learn some. But, for the success of their business, they might want to hire an accountant to do the bulk of the accounting. What if the business person is an extreme extrovert? They are a person who is in constant motion and they’ve never met a stranger. What if the business they decide to start is one that requires sitting at a desk in an office, or one that requires lengthy business meetings with investors? They have to decide if this is something they really want to do for the next decade or more. If so, they will need to learn to reign in all that extroverted energy.

Being an entrepreneur requires a personality that is willing to take a challenge. It requires a person with vision and passion. If you want to continue the family business and it’s your passion that is a wonderful thing. But, if you’re only doing it to please dear old dad, you might not see the success you desire, or have the satisfaction you desire. That’s because being an entrepreneur requires a combination of things to succeed. It requires having a clear vision of the business you want to build. Do you want a large business or a small business? Do you want an internet business or a brick and mortar business? Do you want to sell products or services? What business format will you have, sole proprietorship, partnership, Limited Liability Corporation or a full corporation? All these are logical decisions you will have to make as a business owner. Regardless of your business acumen and your business training, it would be to your advantage to seek out good business counsel.

Beyond the legal and physical attributes of your business, you must decide if you have what it takes to succeed in the business you decide to build. A wise business person will weigh all the facts of what it will take for their chosen business to succeed. They will seek out counsel in every area of their business all along the way from idea to fruition so they have the greatest chance at survival.

When entrepreneurs understand what their chosen business requires, then they must look inside themselves to see if they have everything it takes to make their business a success. If they do lack in any area, then they must decide how they will fill that gap. If that lack is related to their personality then they must decide if it’s something they can learn or something they must hire out, or if their chosen business is even suited to them. Most people are not one true personality type, but a personality mix with certain attributes stronger and others weaker. That means that once a person does a serious introspection of themselves and determines what they lack, it’s very possible they can learn how to adjust their natural personality to the personality type their business requires to succeed.

The creative author was able to learn business acumen to make her business financially successful. The shy writer learned how to promote herself as an author and sell more books or garner more writing assignments. The introverted inventor can learn how to meet his possible customers and promote his invention. The extroverted sports hero can learn how to tone down his excitement when talking to prospective investors for his newest business in a formal business meeting. The quiet accountant can learn how to prepare a spreadsheet and a PowerPoint presentation and then learn how to get up and give that presentation. Maybe he’ll learn how to speak by joining Toastmasters, Inc. Maybe he’ll take a short course on how to create a PowerPoint presentation. He probably already knows how to create a spreadsheet and break even chart. But, if the prize is worth it, the entrepreneur will do what is necessary to make the business a success, or they may decide to start a different business more suited to their personality.

The important thing in all of this is that the prospective entrepreneur must do their due diligence in researching the business they want to run and see what personality, what skills and what talents are necessary for the business they choose. Then, they must do a serious introspection of themselves to see if they have what it takes to succeed. If the first business they consider becomes one they decide they don’t have the necessary personality for, that doesn’t mean they can’t succeed as an entrepreneur. It only means they need to find one more suited to their personality. A thorough soul searching of one’s personality is a valuable experience for everyone, but it’s especially good for a prospective business owner. It will not only help this person to succeed as a business owner, but as the business grows, it will help them as they move upward and onward and begin hiring employees. They will learn how to choose which candidates may be a better fit for the positions available and which ones might not even be a good fit for the company.

Everyone here today is an entrepreneur. Have you ever taken a personality test to discover your personality type? There are a couple of well-known tests, the Myers-Briggs test which shows you sixteen different personality combinations, or the ABCD Personality Test which shows four basic personalities. These can be a guide to your type of personality, but as I said previously, people are not one solid type, but rather, a mixture, and each person is unique. Most of our lesser personality traits can be strengthened with a little effort and help from the right source.

It’s not important what personality type you possess. It’s important what you do with your personality. These tests are meant to be a guide, not a permanent label. Personalities are not inherited from your parents and even the traits you are born with are not written in stone. Just as you can learn new physical and mental skills, you can also learn new personality skills.

I would encourage each of you to discover your personality type and see how it matches up with your chosen business, and how you can best use your personality to achieve the success you desire.

Thank you.