

Entrepreneurial StrengthsFinder

By 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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Editorial Review

From the Inside Flap

Who has the most talent for building and sustaining a business?

How can we find these people who are so crucial to the future of the American and global economies?

What are the personality characteristics and behaviors that lead to business building and success?

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 any venture.

Building on the runaway success of *StrengthsFinder 2.0*, which has sold more than 4 million copies, *Entrepreneurial StrengthsFinder* focuses on the world's rare business builders — and what drives them to start, sustain, and grow a successful company.

In the book, Gallup Chairman Jim Clifton, author of *The Coming Jobs War*, trumpets the essential role entrepreneurs play in reviving the American and global economies. And Sangeeta Bharadwaj Badal, Ph.D., primary researcher for Gallup's Entrepreneurship and Job Creation initiative, spells out the 10 talents of successful entrepreneurs.

The book includes strategies and action items for building successful ventures. It also features an online test that measures readers' entrepreneurial potential.

Written for mentors and coaches of entrepreneurs — and for investors and entrepreneurs who want to start or grow a business — *Entrepreneurial StrengthsFinder* helps readers find, engage, and develop the unsung heroes of the global economy.

About the Author

Jim Clifton is Chairman and CEO of Gallup and author of *The Coming Jobs War*. His most recent innovation, the Gallup World Poll, is designed to give the world's 7 billion citizens a voice in virtually all key global issues. Under Clifton's leadership, Gallup has expanded from a predominantly U.S.-based company to a worldwide organization with 40 offices in 30 countries and regions. Clifton is also the creator of The Gallup Path, a metric-based economic model that establishes the linkages among human nature in the workplace, customer engagement, and business outcomes. This model is used in performance management systems in more than 500 companies worldwide.

Sangeeta Bharadwaj Badal, Ph.D., is the primary researcher for Gallup's Entrepreneurship and Job Creation initiative. Dr. Badal is responsible for translating research findings into interventions that drive small-business growth. Her research has appeared in the *Gallup Business Journal*, *Forbes*, *The Huffington Post*, and *The Washington Post*. Dr. Badal has worked with many profit and nonprofit organizations on issues related to employee engagement, talent, performance management, and gender issues in workplace.

She is the author of the book *Gender, Social Structure and Empowerment: Status Report of Women in India*, which analyzes the complex and multilayered processes that affect women's position in India. Dr. Badal earned her doctorate in anthropology and geography from the University of Nebraska-Lincoln (UNL).

Users Review

From reader reviews:

Todd Pfeifer:

The feeling that you get from Entrepreneurial StrengthsFinder is the more deep you searching the information that hide into the words the more you get considering reading it. It doesn't mean that this book is hard to understand but Entrepreneurial StrengthsFinder giving you excitement feeling of reading. The article writer conveys their point in a number of way that can be understood by simply anyone who read the item because the author of this publication is well-known enough. That book also makes your personal vocabulary increase well. Therefore it is easy to understand then can go together with you, both in printed or e-book style are available. We suggest you for having that Entrepreneurial StrengthsFinder instantly.

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