

ENTREPRENEUR

(ASSERTIVE)

ESTP-A

ROLE: EXPLORER

Observant (S) and Prospecting (P) personality types, known for their spontaneity, ingenuity, and ability to live in the moment.

STRATEGY: PEOPLE MASTERY

People Masters seek social contact and tend to have very good communication skills. These types are confident in their abilities and don't hesitate to express their opinions.

TRAITS

Extraverted (E) individuals prefer group activities and get energized by social interaction. They tend to be more enthusiastic and more easily excited than Introverts.

Observant (S) individuals are highly practical, pragmatic and down-to-earth. They tend to have strong habits and focus on what is happening or has already happened.

Thinking (T) individuals focus on objectivity and rationality, prioritizing logic over emotions. They tend to hide their feelings and see efficiency as more important than cooperation.

Prospecting (P) individuals are very good at improvising and spotting opportunities. They tend to be flexible, relaxed nonconformists who prefer keeping their options open.

Assertive (-A) individuals are self-assured, even-tempered and resistant to stress. They refuse to worry too much and do not push themselves too hard when it comes to achieving goals.

RESEARCH INSIGHT

Assertive Entrepreneurs are the most likely personality type to be a fan of sports.



STRENGTHS

Bold: Entrepreneurs are full of life and energy. There's no greater joy for them than pushing boundaries and discovering new things and ideas.

Rational and Practical:

Entrepreneurs love knowledge and philosophy, but not for their own sake. What's fun for Entrepreneur personalities is finding ideas that are actionable and drilling into the details so they can put them to use.

Original: Combining their boldness and practicality, Entrepreneurs love to experiment with new ideas and solutions. They put things together in ways no one else would think of.

Direct: Entrepreneurs have a knack for making excellent use of social interactions and prefer to communicate clearly, with direct,

factual questions and answers. Things are what they are.

WEAKNESSES

Insensitive: Feelings and emotions come second to facts and "reality" for Entrepreneurs. For them, emotionally charged situations are awkward, uncomfortable affairs.

Impatient: Entrepreneurs move at their own pace to keep themselves excited. Slowing down because someone else "doesn't get it" or having to stay focused on a single detail for too long is extremely challenging for Entrepreneurs.

Risk-prone: This impatience can lead Entrepreneurs to push into uncharted territory without thinking of the long-term consequences. They sometimes combat boredom with extra risk.

Defiant: Entrepreneurs won't be boxed in. Repetition, hardline rules, sitting quietly while they are lectured at – this isn't how Entrepreneurs live their lives.



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ENTREPRENEUR

(TURBULENT)

ESTP-T

ROLE: EXPLORER

Observant (S) and Prospecting (P) personality types, known for their spontaneity, ingenuity, and ability to live in the moment.

STRATEGY: SOCIAL ENGAGEMENT

This strategy is adopted by sociable, energetic and success-driven types. Social Engagers tend to be restless, perfectionistic individuals, prone to experiencing both very positive and very negative emotions.

TRAITS

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Thinking (T) individuals focus on objectivity and rationality, prioritizing logic over emotions. They tend to hide their feelings and see efficiency as more important than cooperation.

Prospecting (P) individuals are very good at improvising and spotting opportunities. They tend to be flexible, relaxed nonconformists who prefer keeping their options open.

Turbulent (-T) individuals are self-conscious and sensitive to stress. They are likely to experience a wide range of emotions and to be success-driven, perfectionistic and eager to improve.

RESEARCH INSIGHT

Turbulent Entrepreneurs are the least likely personality type to watch documentaries.



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