**Entrepreneur and Small Business Leader Exercise**

(Updated: June 16, 2017)

Indicate which behaviors are: 1) associated with effective entrepreneurs; 2) associated with effective small business leaders; 3) associated with both; and 4) associated with neither.

Be prepared to indicate why you gave the answer you did for each behavior.

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| **Behavior** | **Entrepreneur** | **Small Business Leader** | **Both** | **Neither** | **Notes: Why?** |
| Adaptive |  |  |  |  |  |
| Decisive |  |  |  |  |  |
| Driven |  |  |  |  |  |
| Financially-Optimizing |  |  |  |  |  |
| Growth-Seeking |  |  |  |  |  |
| Indifferent |  |  |  |  |  |
| Inventive |  |  |  |  |  |
| Optimistic |  |  |  |  |  |
| Personable |  |  |  |  |  |
| Persuasive |  |  |  |  |  |
| Pessimistic |  |  |  |  |  |
| Reflective |  |  |  |  |  |
| Reinforcing |  |  |  |  |  |
| Resistant |  |  |  |  |  |
| Retiring |  |  |  |  |  |
| Risk-Accepting |  |  |  |  |  |
| Risk-Avoiding |  |  |  |  |  |
| Risk-Seeking |  |  |  |  |  |
| Self-Confident |  |  |  |  |  |
| Whiny |  |  |  |  |  |