

CHARACTERISTICS OF THE SELF-EMPLOYED



Self-Supporting

- Self-motivated and proactive
- Disciplined, committed to hard work and long hours needed to build, manage and grow a business
- Comfortable with being the decision-maker



Risk Tolerant

- Possess realism and common sense, accept the uncertainty associated with all business
- Willing to take calculated risk
- Financially and emotionally prepared for lower income or possible losses while building a business



Goal Driven

- Ability to set reasonable and specific goals, manage them, and achieve them.
- View temporary set-backs as part of the journey to meet goals
- Determined, persistent, resilient



Creative and Resourceful

- See everyday challenges in business as unique opportunities to problem-solve
- Ability to adapt to difficult situations by coming up with solutions
- Willing to listen, learn and get the resources needed to constantly improve



Inter-Personal Skills

- Ability to build relationships, provide leadership, and build a network
- A good listener, driven to understand the needs of customers, partners and employees
- Good communication skills, and able to sell their ideas



Business Knowledge and Skills

- Understand their market and target customers, and have fundamental financial knowledge
- Functional business-management and time-management skills
- Have experience or training related to the type of business they want to build