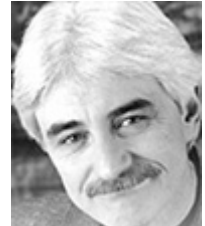


Succeeding as an Entrepreneur – *YOUR* Way

You may not be a “natural” entrepreneur, but you can be wildly successful by learning to capitalize on your strengths, recognize your blind spots, and implement proven **Success Strategies** that work best for people like you.

At one time or another, most people in business have been introduced to the notion of Personality Type, popularized by the well known Myers-Briggs Type Indicator®. Used daily by 89% of Fortune 100 companies, the most common applications of “Type” are helping managers motivate employees, enabling teams to work more productively, and assisting individuals to make the most appropriate career decisions. But Personality Type can be a powerful tool for entrepreneurs enabling them to understand and capitalize on their natural, in-born strengths, and compensate for potential blind spots.



Paul Tieger,
SpeedReadPeople

For example, “Intuitive” types tend to be quite visionary – good at imagining possibilities, looking down the road, and seeing the big picture. Hence, many **Intuitives** are gifted at imagining a product or service for which there is a need that has not yet been met. But **Intuitives**, like *all* types, also have their blind spots – one of which is not being terribly realistic about finite resources such as time and money.

Similarly, their counterparts – **Sensors** – tend to be *very* realistic, and particularly good at implementing systems that have already been established (such as running a successful franchise operation), but may lack the long term vision and imagination that lets them see and seize opportunities not immediately apparent.

These are just *two* aspects Personality Type, and one way it can be helpful. But there are many other practical applications – not the least of which is helping you communicate more successfully with prospects, clients, customers, and vendors – all the important people in your professional and personal lives.

To learn more, attend the next Breakfast Seminar Series Program:

Tuesday, January 25, 2011

7:45 AM - 9:45 AM

University of Connecticut, Greater Hartford Campus, Information Technology Center

To Register visit: <http://www.whchamber.com/SeminarSeries.aspx>

Note: Each attendee will receive a personality type survey specific to the program in advance. Completing it before will help guide the seminar discussion.