



1. 2 The Entrepreneurial mindset

1.2.1 Character traits of entrepreneurs

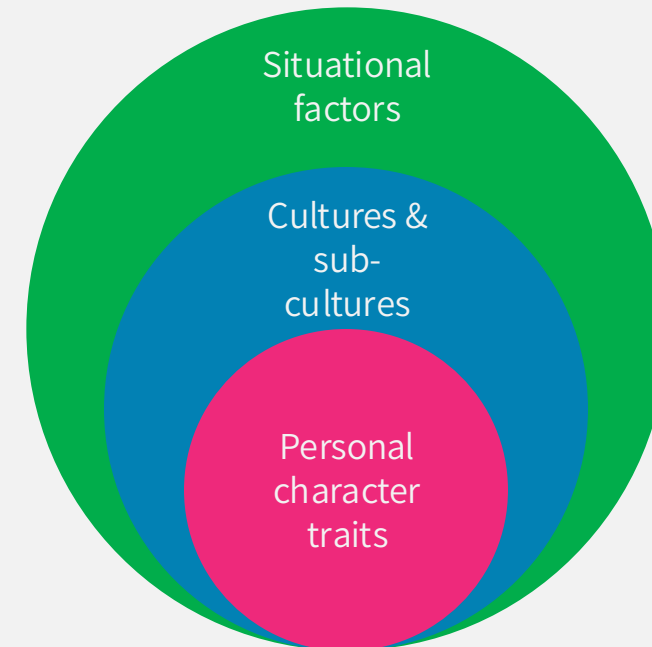
1.2.2 Entrepreneurial behaviour

1.2.3 Cultural influences on creativity

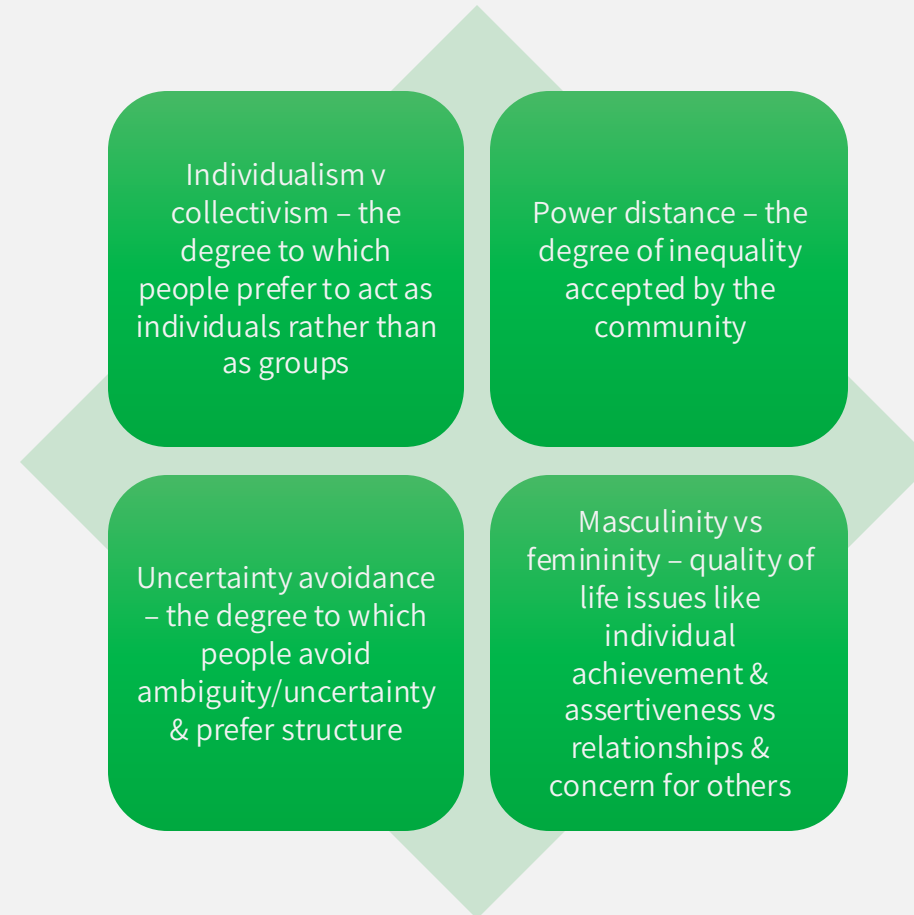
Influences on our character traits



- Nationality
- Education
- Age
- Family
- Partnering
- Gender
- Immigration & ethnicity



Dimensions of culture



Hofstede's dimension of National cultures



Low		High
South America, Saudi Arabia, Pakistan	INDIVIDUALISM	USA, UK, France, Australia, Canada
USA, UK, Germany, Scandinavia	POWER DISTANCE	South America, France, Malaysia, Saudi Arabia
USA, UK, Hong Kong, Singapore	UNCERTAINTY AVOIDANCE	Greece, France, Portugal, Uruguay, Saudi Arabia
North Europe	MASCULINITY	USA, Austria, UK, Japan, Germany
	Entrepreneurial cultures	

Entrepreneurs – born or made?



This video discusses whether entrepreneurs are predominantly born with certain character traits or whether these traits result from their various cultural influences

Meyer's cultural influences



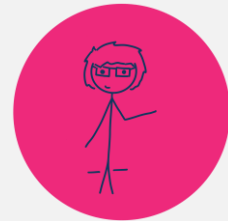
Communicating
simple vs
nuanced



Evaluating
direct vs
indirect
criticism



Persuading
theory vs
application



Leading
high vs low
power distance



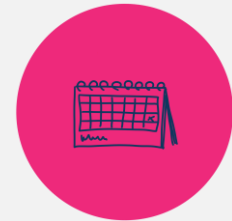
Deciding
group vs
individual



Trusting
task (head) vs
relationship
(heart)



Disagreeing
comfortable vs
uncomfortable



Scheduling
flexible vs
inflexible

Assignment



Take Meyer's cultural influences test . Consider whether this explains any of the characteristics shown in the GET2 test. Discuss the results with the rest of the class, trying to understand the reasons for similarities and differences.



Meyer's cultural assessment tool

Acknowledgments



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Project Partners:



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