



The 'ten-year ahead' personality matrix: are you a true entrepreneur?

The median age of Californian IPOs...has been in the 9-10 year range since [2016]. High fiscal impact IPOs tend to happen within a dozen years of a firm's founding - Legislative Analyst's Office of California

The personality matrix of 'ten-year ahead' thinkers

THE NATURAL:

- Suits natural long-term planners and visionaries
- Personality types: Architect (INTJ), Commander (ENTJ) Executive (ESTJ), Debater (ENTP)
- Motivated by thinking in terms of risk/EV



THE GENERALIST:

- Are you happy making quick decisions outside of your area of expertise?
- Do you muck in and learn quickly on the job?
- Traits: confidence, resilience, humility

DOES IT FIT YOUR STAGE OF LIFE?

- Is a start-up suitable for your family and private life circumstances?
- Apprentice, journeyman or master? May not suit someone starting or closing their career



CAN YOU CHANGE WITH THE BUSINESS' LIFE CYCLE?

- Start-ups transform from scrappy tribes to structured professional firms. Can you adapt with it?
- What is your track-record of transformation?

Leaders are often told to cultivate long-term thinking – but what does this really mean? In the world of start-ups, we can put a number to it – the average time from founding to IPO. A true entrepreneur needs to be a 'ten-year ahead' personality to succeed. However, a decade that is a significant portion of one's career to dedicate to a single project with an uncertain chance of success. If it doesn't fit your personality, it's a very big risk. Here is our six-point personality matrix for those who can truly think in decades. Answer the questions, and take the measure of your own personality: **do you have what it takes for start-up success?**

FULL OF FAITH:

- Can identify your deep convictions and positively create from them
- Willing to keep faith in ideas and people
- Types: Advocate (INFJ), Defender (ISFJ)



FULL OF FIGHT:

- Traits: tenacity, healthy aggression
- Energised by crisis or moments of doubt
- Respond to critique and feedback by pivoting and taking fight to others

WHERE DO YOU FIT? The arrows in the matrix above represent tensions between different personality drives. Across a decade, an entrepreneur must shift along and between these tensions. If you can inhabit all six elements at different moments, then you have a true 'ten-year ahead' personality.