

Abilities and competencies of successful Cultural and Creative entrepreneurs (CCEs)

Not all people can become successful entrepreneurs. Therefore, when one wants to get involved in an entrepreneurial activity, it is at least advisable to conduct a self-examination to see to what extent one has at least the main characteristics and qualities of a successful entrepreneur. A good knowledge of the qualities and skills of a successful entrepreneur along with self-knowledge gives you only advantages.

Through self-knowledge, you are able to know your weaknesses and thus have the opportunity to improve yourself. Even though we are all influenced by the opinions that those around us have about us, it is not advisable for a person who wants to become an entrepreneur to ask someone for advice on a possible estimate of the chances they would have in starting a business on their own. We believe that the best judge on the possibilities and ability to succeed in business remains the person who wants to become an entrepreneur.

If a person knows the main qualities and characteristics of a successful entrepreneur, and if he appreciates that his personality is approaching them, he will set out with much more courage. If, after self-assessment, a person finds that he has few of these characteristics, he will either struggle to improve himself or think about whether it is good to become an entrepreneur.

The **main characteristics** of a successful CC entrepreneur are the following:

1. The desire to achieve. The person who wants to develop his own business is a man of action. He wants to exploit every opportunity he is offered, he is attracted to challenges, and he wants to work hard to succeed in life. He who wishes to succeed does so out of the desire to demonstrate on the one hand to himself that he can do something better than someone else, and on the other hand to show others his worth, in order to gain their respect and recognition. Those who have the psychology of entrepreneurs set goals that they can achieve, that give them satisfaction and give them the opportunity to show others that they have succeeded. Of course, of the total population only a small part feel an attraction for the challenges of life, feel the desire to do something new, new, to create something

2. Self-control. When a person succeeds in an action, he or she considers that the result is either due to his or her own strength, or to their ability and perseverance, or to the help he or she has received from others, or to luck. When a man believes that he can with his own strength, ability, and perseverance determine to a great extent the achievement of success, that is, when he believes in self-control, he has an important characteristic of being a successful entrepreneur. People who believe in self-control often forget their failures.

3. Resistance to weights. The female is an optimist, and any obstacle she encounters considers her a challenge to her qualities and abilities. The obstacles make it more effort to overcome them. They believe in their power to influence the course of events. Thus, an important feature of successful entrepreneurs is that they have great resistance to the difficulties they face, proving perseverance in pursuing the goals they set themselves. Of course, sometimes perseverance can

become stubborn in achieving what you set out to do despite all the obstacles. However, the entrepreneur must not set goals superior to his forces. Many cases of business failure are due to this. The objective assessment of personal possibilities and capabilities is an important factor for business success.

4 responsibility. The person who possesses the qualities described above is a responsible person. The successful entrepreneur has a strong sense of responsibility for his actions. She is responsible for all decisions made in connection with the establishment of the business, its future development, responsible for any shortcomings or mistakes that will occur in the operation of the company. An entrepreneur also shows responsibility if he concludes that he can find no solution to the problems that have arisen in his company. When the entrepreneur, following considerable efforts to solve the problems he is facing, considers it necessary to seek the help of specialists, he also shows good self-knowledge. It is not a disaster not to be able to solve a problem. Sad is when you don't try to solve it and when you don't admit that you can't solve it yourself. In such cases, you should ask for the help of a specialist in the matter.

5. Ability to communicate. An important quality of a successful entrepreneur is having a good communication capacity with others. The lover must be kind, have the ability to listen to others, and be able to accept their character and whims. The support of the employees and their collaboration in solving the problems that arise in the company can not be obtained, especially the stimulation of their creative-innovative spirit, if the attitude of the entrepreneur is one of superiority, independence and lack of communication. Excessive authority and insulting employees also contribute to straining relationships with employees. In such situations, the chances for employees to come up with solutions and proposals to improve the company's activity are minimal. Having good communication skills by entrepreneurs is also necessary to have relationships with suppliers, customers, bankers, other people outside the organization.

6. Taking average risks. The gambler is not a gambler. She is willing to take average risks that she strives to minimize as much as she can. He prefers to set realistic goals that he can achieve. If they take certain risks, they prefer as far as possible to be risks that can be calculated and reinsured. Successful entrepreneurs are realistic, they don't overestimate their possibilities. Of course, what for an entrepreneur, who has carefully assessed its risks, represents an accepted and controlled risk, for those around him who are deprived of the evaluation made by the entrepreneur, can appear as an adventurer who risks everything, taking considerable risks. Research on successful entrepreneurs shows that they, far from taking a crazy risk, are people who evaluate with great discernment the risks involved in their actions. Although they often can't explain clearly how they do this, sometimes citing inspiration, the same research shows that they have actually developed a certain paradigm about their business and the environment in which their business activities are carried out. It is this paradigm that allows them to evaluate more realistically than others the situation they and their company are in and to make action decisions that appear risky to an outsider.

7. Adaptability. The entrepreneur, when faced with difficulties she did not anticipate, does not give up her plan and tries to adapt to the new conditions on the go. Especially nowadays, when the pace of environmental change is particularly rapid, we can no longer speak of business success if the entrepreneur does not have a large capacity for adaptation. Moreover, the entrepreneur must have the ability to anticipate the trends of the business environment. Adaptability alongside vision are valuable ingredients in building an entrepreneur's profile. We emphasize that adaptability refers both to the ways of achieving one's own and/or the firm's objectives, as well as to the nature and level of those objectives. Innovation capacity joins the adaptive capacity and gives the successful entrepreneur the opportunity to find new ideas for developing products, services, to develop new businesses in new ways.

8. The insistence. Successful entrepreneurs are ambitious, they do not give up the fight easily, they are particularly insistent. They make exemplary efforts to overcome difficulties and achieve their goals, especially when competing with other entrepreneurs. Especially at the beginning of the business, the entrepreneur's desire to grow her business makes her work more and be more insistent. A successful entrepreneur will not give up at the first weight, at the first problem facing his business.

9. Organizational capacity. Being a good organizer and a good manager are qualities absolutely necessary for the successful entrepreneur. These qualities are necessary because the entrepreneur:

- establish the objectives of the company;
- organizes and conducts the work of employees, so as to achieve the objectives set;
- select employees;
- appoint the managers who run the different functions of the company;
- he's concerned about developing his own business.

In addition to all these qualities, **successful entrepreneurs must also possess a high working power and a state of health** that will enable them to make substantial efforts to strengthen the business, especially in the early stages of the business. The future of the company depends on these capacities of the entrepreneur, because she is the only person responsible for the essential decisions that are made at the level of the company.

Useful is also the list of the main 10 Key behaviors of successful creative entrepreneurs according to CIDA Co model, presented in detail in the power point "Motivation for becoming an entrepreneur".

The 10 key behaviors are:

1. Values-led
2. Conceptual thinking
3. Strategic thinking
4. Commercial aptitude
5. Project management

6. Risk taking
7. Customer sensitivity
8. Networking
9. Leadership
10. Innovation.

We recommend to use the Self-Assessment Tool of a Creative Entrepreneur, you will find it on the TraCCE course platform at this module, and which was developed by CidaCo.

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The Self Assessment tool in pdf format is next to this documents.

Questions for reflection

1. Why is it necessary to know what are the main qualities and skills of an entrepreneur in order to be successful?

2. Do you think you have these qualities, qualities and abilities? Take the Self-assessment test and identify them.

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