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Traits of a Successful Entrepreneur

Take a look around at the businesses in your community. From local mom and pop stores to corporate chains, the story is the same. Each business began because someone had an idea and took the necessary steps to turn that idea into a reality.

The Merriam-Webster dictionary defines an entrepreneur as “one who organizes, manages, and assumes the risks of a business or enterprise.” Have you considered opening your own business? I’d like to share three traits of successful business owners to keep in mind as you pursue your entrepreneurship dreams.

- 1) **Passion.** Successful entrepreneurs believe in their product, their mission, and themselves. Passion drives the business owner to push toward goals, even when it would be easy to give up.
- 2) **Flexibility.** The COVID-19 pandemic has shown us first-hand how important it is for business owners to be flexible in order to succeed. In business, you can’t control the competition and it’s difficult to keep up with constant changes in technology. Being able to adapt no matter what the circumstance is key to entrepreneurial success.
- 3) **Determination.** Entrepreneurship is attractive to those who wish to be their own boss. Business ownership is risky, so the successful entrepreneur must be a self-starter and willing to put in the extra time and effort that comes with building and maintaining business ownership.

There are many other traits associated with successful entrepreneurs, however most will somehow circle back to these top three. Not everyone is wired for entrepreneurship, certainly not me. I like the assurance of a steady paycheck and a structured support system. However, as I look around at the businesses in our communities, I am thankful for those willing to take the challenge of entrepreneurship and commit their lives work to bettering our local economies and providing much needed services to rural Kansas.

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