



The 7 Entrepreneurial Skills®

I. Building Vision, Faith & Commitment

Creating and sustaining a vision, having confidence in your vision and knowing that this is your path—along with commitment in the face of those who doubt or question what you are creating (especially you)—is essential to making your vision real.

1. Creating a vision
2. Believing your work is your calling
3. Having confidence and belief in yourself
4. Contributing to something greater than yourself

II. Utilizing Your Strengths

Knowing and understanding your strengths allows you to focus on what you do best in the service of your vision and purpose and find ways to support the areas outside your core competencies.

1. Building on your strengths and passions
2. Acknowledging weaknesses
3. Commitment to professional development

III. Creating a Niche

By creating your niche through choice, you can focus your energies and resources in one area so that people can identify with who you are and whom you serve.

1. Finding one thing you love and being the best at it
2. Maintaining a clear, compelling focus on your target market
3. Becoming established as an expert—creating a name for yourself

IV. Planning & Follow Through

Regularly taking time for planning, creating a clear business plan that includes financial projections, and follow-through with accountability to yourself and others brings vision to life.

1. Regularly scheduling dedicated time for planning
2. Creating a living business plan with written goals
3. Committing to your word by following-through
4. Establishing accountability with yourself and others

V. Engaging Risk & Reality

Risk taking without assessing reality is just stupidity or naiveté. Efforts to assess reality with total accuracy is a recipe for paralysis. There are no guarantees. You must engage both risk and reality simultaneously to strike a balance that enables you to move forward with faith and commitment.

1. Practicing financial discipline
2. Embracing failure
3. Trusting your gut

VI. Partnering

The ability to ask for help and to create synergistic relationships is essential to being a successful entrepreneur—your business success depends on a network of relationships.

1. Building relationships
2. Asking for and getting help
3. Being a resource

VII. Negotiating

Being clear about your value proposition, what your product or services are worth to prospective clients, and the ability to ask for it—without hesitation—are at the heart of the ability to negotiate.

1. Knowing your value proposition
2. Creating win-win agreements
3. Knowing your bottom line/Being willing to walk away