Entrepreneurial Leadership Skills

Five Essential Entrepreneurial Leadership Skills Necessary for Business Success

“Anyone can start a business, but only leaders succeed. Often the difference between success and failure isn’t just tactical, it’s personal,” according to entrepreneur and Princeton University Professor of Entrepreneurship Dr. Derek Lidow in his new book, “Start Up Leaders – How Savvy Entrepreneurs Turn Their ideas into Successful Enterprises.” He shares insights to improve your chances for success by sharing five essential entrepreneurial leadership skills. How do you measure up in developing these five skills?

1. **Self-awareness**
   How well do you “know thyself,” your traits and skills, strengths and weaknesses? Are you maximizing them? We all have natural tendencies. For some, its marketing and sales, others, operations or finance. Rather than focusing your energies on an area of weakness, focus on your strengths. Delegate or outsource your weaknesses.

2. **Enterprise basics**
   How well do you understand the basics of how your business operates-through projects, processes and cultures? Have you examined your business systems and people alignments to better understand what your enterprise and its stakeholder expect from you?

3. **Relationship building**
   How well do you understand the multi-relationships of your team and business, the shared objectives that two people care about and experience through cooperation, competition, or retreat;? What are you proactively doing to create, structure and manage relationships? How are your communication skills?

4. **Motivating others**
   How well do you understand the principles of motivation and how to make the people who help you to feel masterful, purposeful, included and autonomous? Businesses rise and fall based upon people.

5. **Leading change**
   How well do you understand how to put into place and keep in place the five perquisites for change: 1) comprehension, 2) motivation, 3) skills, 4) resources, and 5) communication?

The five skills will not guarantee your success as an entrepreneur, but developing these skills will better prepare your for your entrepreneurial journey. Enjoy the ride.

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“As an entrepreneurship catalyst, I am personally committed to educating, training and empowering entrepreneurs and intrapreneurs of any age, for success in business and life.” Stephen Christensen