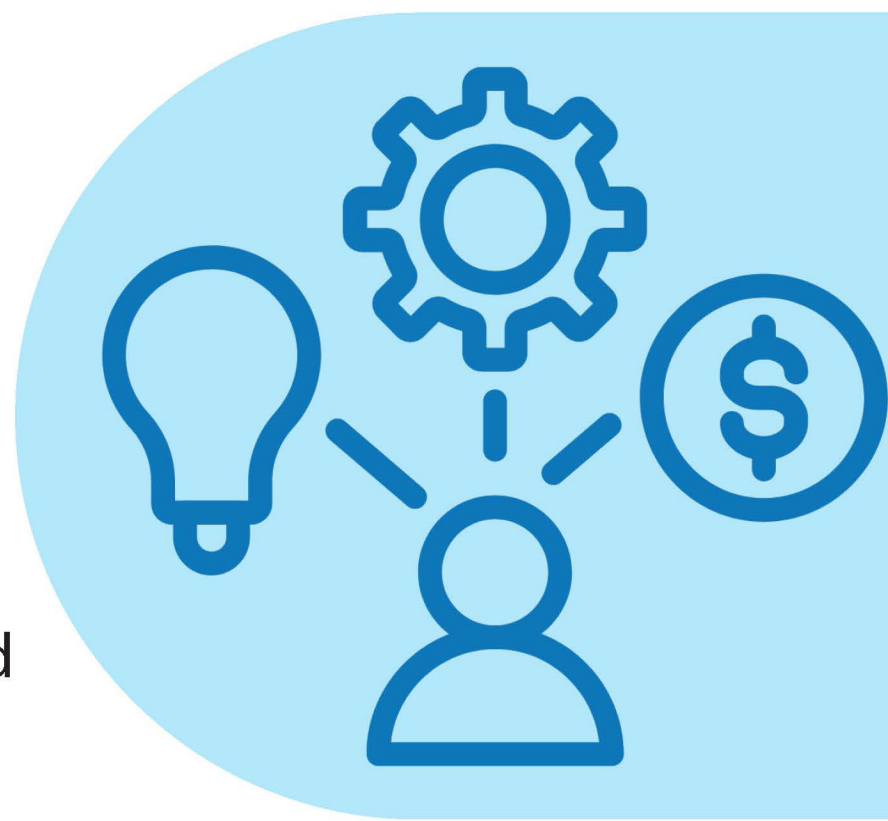


WHY ENTREPRENEURSHIP MATTERS

Entrepreneurship is not just about starting a business. It's about creating a legacy, making an impact, and continuously growing both personally and professionally.

Personality Traits of Successful Entrepreneurs ³

- **Openness to Experience:** Embracing new challenges and ideas.
- **Extraversion:** Building relationships and networking.
- **Risk Tolerance:** Willingness to take calculated risks.
- **Leadership:** Guiding and inspiring teams.
- **Persuasiveness:** Influencing others and driving sales.
- **Vision:** Seeing the bigger picture and setting the direction.

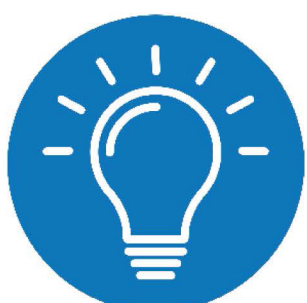


Top 10 Entrepreneurship Skills ²



Business Management
Communication and Listening
Critical and Creative Thinking
Strategic Thinking & Planning
Branding, Marketing, & Networking
Teamwork and Leadership
Time Management & Organizational
Sales
Stress Management
Financial Knowledge

Why Entrepreneurship Matters? ¹



Innovation:

Driving the introduction of new products and services.



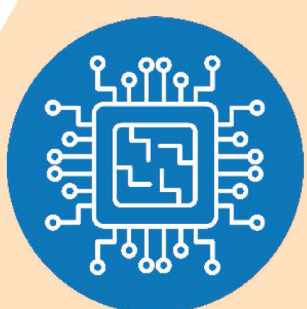
Job Creation:

Boosting employment and supporting local economies.



Market Competition:

Improving quality and pricing for consumers.



Technological Advancements:

Leading tech innovation and industry revolutions.



Social Change:

Addressing social issues and creating positive changes.



Economic Growth:

Generating revenue, paying taxes, and enhancing international trade.

1. Goddard, Emily. "How to Become an Entrepreneur." Forbes, 10 May 2023, <https://www.forbes.com/advisor/business/how-become-entrepreneur/>.
2. Emeritus. "From Intrapreneurship to Entrepreneurship: Essential Skills for Success." Emeritus, <https://emeritus.org/blog/entrepreneurship-to-entrepreneurship-skills/>.
3. National University. "Skills Needed to Be an Entrepreneur." National University, 8 March 2023, <https://www.nu.edu/blog/skills-needed-to-be-an-entrepreneur/>.