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Abstract

In spite of the fact that anyone can start up a company, certain personal characteristics and behavior patterns may benefit running an enterprise. Entrepreneurs as individuals differ from other people, i.e. entrepreneurs' personality structure is supposed to differ from the average, at least statistically. Of course we must not forget that entrepreneurs of different fields or different forms of enterprising might be connected with different characteristics of entrepreneurs. In other words, there might be, not only one "true" personality type of an entrepreneur, but many personalities that might favor different forms of enterprising. However, entrepreneurs are often spontaneous, curious, adaptable, and open to what is new and changeable, while most people favor a planned, organized life style avoiding risks and surprises in their daily life. If about 70% of the population favor a planned, organized and predictable life style, are our institutions, especially schools capable of educating entrepreneurial people? In this paper, the psychological types most common to entrepreneurs will be illustrated in the context of more average people. The analysis is based on Jung's and Myers-Briggs typologies, and on an empirical Finnish sample of about 3000 people. Based on this analysis and experiences of training programs arranged, some suggestions for entrepreneurial education will be given.