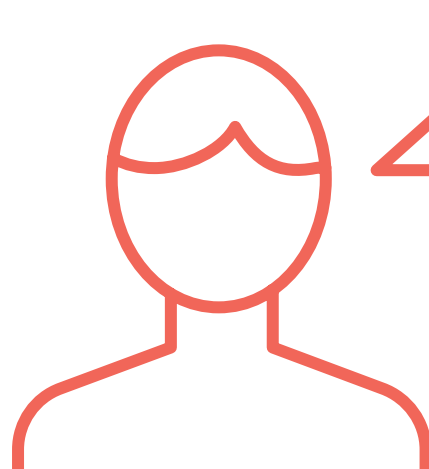


10 Practices of Highly Effective Entrepreneurs



"I've engaged with thousands of entrepreneurs over the years. As I think about the handful who impressed me enough for me to take out my checkbook, the following 10 attributes stand out.

— Brian Cohen, author of *What Every Angel Investor Wants You to Know*

The most highly effective entrepreneurs:

1 Focus outward, not inward



They are customer-centric in every decision. They live inside the customer's head.

2 Make decisions, lots of decisions

An entrepreneur told me things were not going well. I asked, "How many decisions did you make last week?" She said, "Very few." I asked, "Then how do you expect things to change?"



3 Are cheerfully in control



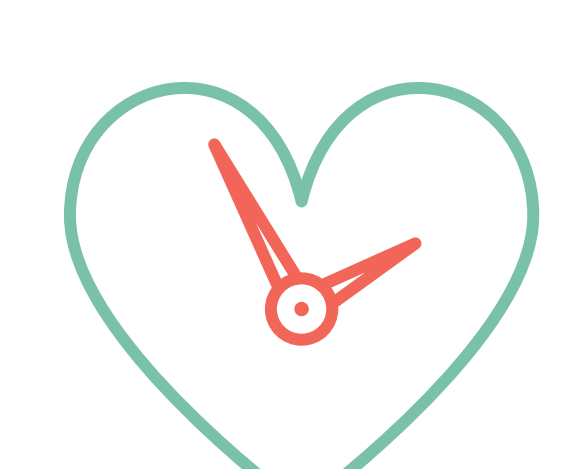
They believe with every fiber of their being that they can make a difference and enjoy the process. Celebrate everything you can.

4 Want to serve before being served

It's about generosity and always creating value and service. A true entrepreneur is sensitive to the needs of employees, partners, investors, etc.



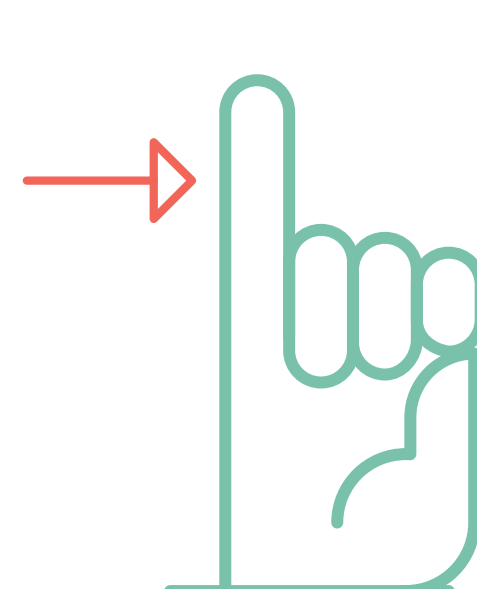
5 Don't waste time



It's your most precious commodity.

6 Keep their promises

On both personal and organizational leads.



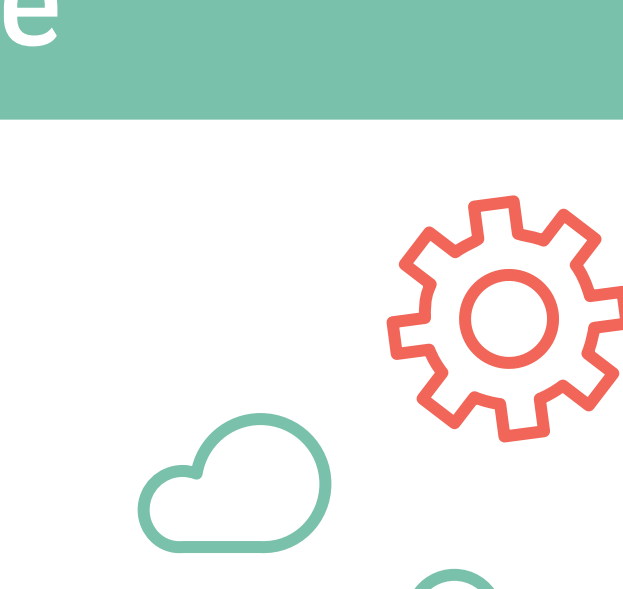
7 Are great communicators



There's a hint of vaudeville in their presentations, formal and informal.

8 Look at the big picture

The best leaders are not myopic. They're focused on the business, by all means, but they see how their business interacts and connects to multiple possibilities.



9 Are smart fast



It's not enough just to be smart. It's not to be fast. You need to be smart fast. If you think you're smart, get smarter. If you think you're fast, get faster.

10 Zero-base their assumptions

Constantly challenge yourself to question what you knew to be true yesterday.



Approximately **90%** of startups fail because they overlook one of these guidelines. Instead, stand with the 10% of companies that are valued at \$40 million or more.