

6 ATTITUDES

WHICH ONE ARE YOU?

THEORETICAL

Analytical → Understands truth → Analyze

UTILITARIAN

Driver → looking for ROI → Practical

AESTHETIC

Expressive / Supportive → Creativity;
feelings

SOCIAL

Supportive → Compassion , helping others, generosity

INDIVIDUALISTIC

Expressive → Chameleon attitude → masks itself →
Flows through other 5 attitudes

TRADITIONAL

System of principals → Analytical /Supportive →
Focused clear in purpose

ENTREPRENEURIAL CHARACTERISTICS and VALUE STYLE

	CREATIVITY	RISK TAKING	RELATIONSHIP BUILDING	IMPLEMENTATION
THEORETICAL	High	Low	Low	Moderate
UTILITARIAN	Low	High	Indifferent	High
AESTHETIC	High	Moderate/ Low	High	Low
SOCIAL	Indifferent	Low	High	Low/ Moderate
INDIVIDUALISTIC	Moderate / High	Moderate	High	Indifferent
TRADITIONAL	Low	Moderate	Situational	Moderate / High