



What Makes A Good Business Person?

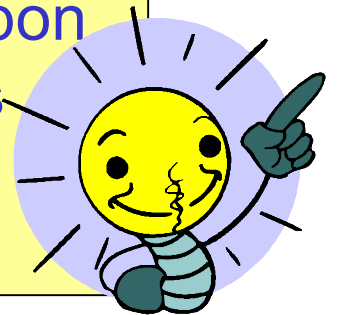
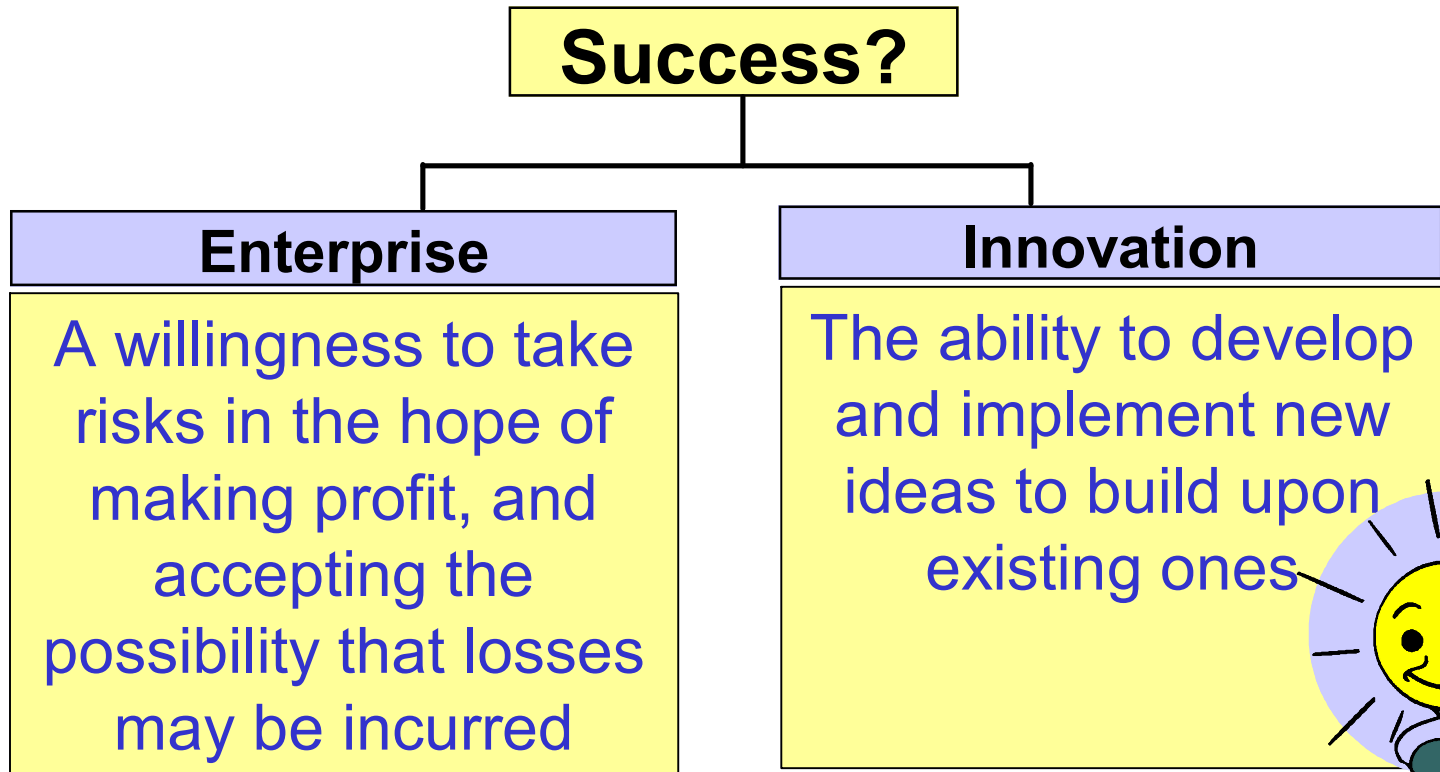
- Which of the following features do you think is MOST important in a successful business person?
 - Good organisational skills
 - Able to motivate other people
 - Having good ideas
 - Confidence

- Which of the following features do you think is MOST important in a successful entrepreneur?
 - Good organisational skills
 - Able to motivate other people
 - Having good ideas
 - Confidence



Enterprise and Innovation

- A successful business requires enterprise, innovation, and a lot of luck!
- But what does enterprise and innovation mean?





What Makes a Good Entrepreneur?

- Its impossible to say
- Most successful entrepreneurs do share some common features:
 - They are passionate about everything they do
 - They are able to motivate those around them
 - They are determined to succeed – and don't like admitting defeat
 - They have a great deal of self-belief





Innovation

- Innovation involves developing new ideas
- It is not easy to be innovative
- It is extremely important to be innovative in very competitive markets, e.g.:
 - Pharmaceuticals
 - New Technology
- This is because such markets are constantly changing

