



Whom to rely upon to **implement change**?

The challenge

Many executives and managers complain about having too few entrepreneurs in their teams. Finding employees able to initiate new projects and successfully see them through is one of the keys to success, isn't it?

This disappointment often results from a flawed vision of the notion of entrepreneur. An entrepreneurial spirit can indeed manifest itself in many different ways, all useful and complementary. Rather than looking for one ideal theoretical profile, learn to identify all types of entrepreneurs in your teams.

Four typical entrepreneurial profiles

There are different styles of entrepreneurs, able to play a driving role in different contexts.
Learn to identify the behaviors that reveal one or other form of an enterprising spirit.

