

What's Your Entrepreneurial DNA?

Netty'D Founder of Billionaire Babes

“Learn how to adapt new habits to help your entrepreneurial venture.”



Netty'D
ANNETTE LACKOVIC

What's Your ©Entrepreneurial DNA?

How exciting, your results are in and the report has arrived!

Based on your score you will be able to learn about your ©Entrepreneurial DNA (eDNA) as well as tips and strategies to apply it to your business.

Before we get start there are 2 things you need to know:

1) ©Entrepreneurial DNA is **NOT** A measure of Intelligence, skills and experience, education nor personality. It's a scientific study of human behaviour,

Behavior is HOW we do things and personality is WHY we do things, which is measured through value systems and upbringing.

2) **Pure styles** are described below, meaning your **Highest Score** (known as your primary behavioral trait), will be affected based on the intensity of the other 3 behaviour scores on your test. The description below is based on a 100% score of 40 in each behavior style. Treat your personal score as a measurement of intensity, the closer your score is to 40 the more you will match the description, the further away it is the the less you similarities you will have .

Example 1: A score of 15 or less will be close to opposite the styles mentioned below.

Example 2: If you scored 32 or above, this is closest to the characteristic described.

Let's Get Started

The 'D' Entrepreneur = Dominate

©Entrepreneurial DNA: APPLE

You will know when this lady walks into the room, she walks in head high and with purpose. She comes across strong, determined and some see her nearly as aggressive. Flowery words will normally not be present as they tend to say what they think. She is the women that will speak her mind and disagree with you if she thinks you're wrong or if she has an opposing opinion.

This 'D' Entrepreneur values TIME like you wouldn't believe, she is impatient and wants things to move at the speed of light. She's always in a hurry, always running late because she is multi tasking and manages to fit so much more into her day then any other style.

Her number 1 priority is RESULTS. She lives and breaths results, outcome based days and will get upset if at the end of day nothing has been accomplished. The fastest way to piss this girl off is to waste her time, as this is what she believes makes her business tick and allows her to power her way to the top of the food chain.

She is a self starter, she doesn't need or rely on anyone else's opinion. When she has a business idea, she just stamps her authority and bulldozers through it.

What's Your ©Entrepreneurial DNA?

The wonderful thing about the 'D' Entrepreneur is that if something doesn't work they simply dust themselves off quickly and move straight onto the next goal...it's like water off a ducks back.

Extremely GOAL oriented and PERSISTENCE is her second name. Her daring and forceful nature allows her to go further then others would dare, just like Barbra Walters is known to always ask the tougher questions than other journalist, questions they would be afraid of asking due to the possible repercussions.

Continued.....

This Entrepreneur likes to have control and like to know everything that is going on. She seeks control in conversation, easily demands what she wants and likes to be reported to, confirming that everyone has been doing what she has paid them for.

The D likes to be the best, she expects nothing else but to win (2nd place is 1st loser). She is extremely competitive; with others and herself. She likes to stand out and separate herself from the pack and often likes exclusive branded goods when it comes to accessories, cars, clothes and shoes etc...it shows she can and has achieved. She normally is an emotional with spending and will splurge on high ticket items because of her strong ego-strength.

She can run rings around any problems, enjoys solving challenges as they are a breeze and she can make cut throat decisions in a blink of an eye.

The most successful entrepreneurs are the ones who can make decisions quickly, as decision making is part of the recipe of success in moving a business forward. Hence why the highest percentage of successful women have a strong D behaviour.

Entrepreneurialism is a sport and she is determined to win, conquer and be a pioneer for others to follow her footsteps. Think of Apple, currently the leaders in technology.

Pro's & Con's

The Thrill of Victory and agony of Defeat

The High D, can be a risk taker and perhaps not considering all the consequences, so can make very costly mistakes in business as they make decisions without all the information present.

Do's and Don't Communication Tips To Win The D Over:

Do's for D style:

1. Be clear & to the point
2. Stick to business
3. Deal with facts
4. Move quickly
5. Avoid fluff
6. Be confident

Don'ts for D style:

1. **Don't** Ramble
2. **Don't** Make decisions for them
3. **Don't** Take too long
4. **Don't** Speak slowly
5. **Don't** Show weakness
6. **Don't** Ask all the questions

Things to avoid:

1. Avoid lingering on and covering a lot of detail. This will frustrate them.
2. Avoid being overly enthusiastic with this person.

The 'I' Entrepreneur: I= Influential

©Entrepreneurial DNA: Virgin Group

The friendliest of the group, she bounces into a meeting with life in her step. She has a need to be liked and normally very easily likes other...sometimes indiscriminately.

Due to her exploding energy and zest for life, some may take advantage of her high level of trust for others. Being a big picture person and detailed information boars her to death, she makes decisions based on emotion more then fact. At times this has her making some expensive mistakes in business.

She believes the impossible can be done and holds incredible optimism, empowering others around her with her natural knack of verbal influencing.

Her enthusiasm is contagious and makes a great leader. She inspires others to feel and think they are unstoppable just being in her presence, as she connect with the heart and desire of others easily.

Social rejection is a fear of the I entrepreneur, yet ironically she puts herself in a position to stand out, this gal is never going to be a wall flower.

As she is such an emotional human being, if things aren't going well in business it's hard for her to contain. She wears her heart on her sleeve and needs to express her feelings to talk herself back into her normal charming positive self.

She possess a very creative mind and will, if allowed be ingenious in her ability to come up with new, creative ideas and solutions to problems.

She adds fun into her work day and always manages to squeeze in an element of humor into the day with her team or clients.

Being a great team player and loves to be around people, it's essential she has human interaction regularly. If she is a solopreneur who has a strong score on the I scale, she can get very down on herself if she doesn't get to mix with people often. Networking events are perfect for the I entrepreneur as well as variety in her work week.

Her goals normally need to be scaled back to more realistic bite size chunks and needs to work on time management. Yet understand the more control and data based her environment is the more she'll get deflated. Her best bet is outsource/delegate all the fiddle stuff as it's not her strength.

Her Strength is negotiating, not confrontational though, more about persuading others to come to an agreement through her warmth and charm. As long as she can have fun and get her work done, this Entrepreneur will keep at her peak. Think Richard Branson and Lady Gaga - stand out, have fun and get paid as a successful entrepreneur.

continued.....

Do's and Don't Communication Tips To Win The I Over:

Do's For I Style:

1. Let them talk
2. Ask for their opinion
3. Laugh & smile
4. Speak quickly
5. Talk about THEM
6. Be people oriented

Don'ts For I Style:

1. **Don't** Do all the talking
2. **Don't** Be too serious
3. **Don't** Give too much detail
4. **Don't** Be impersonal
5. **Don't** Cut them off
6. **Don't** Not focus on them

Things to avoid:

1. Avoid giving too much detail.
2. Don't do a lot of talking.
3. Avoid being too direct.
4. Avoid being soft or analytical with this person.

The 'S' Entrepreneur : S= Steady Relater

©Entrepreneurial DNA: The Bill & Melinda Gates Foundation

She quietly walks into a meeting, with low expression on her face. Her poker face is great at hiding emotion; you wouldn't know if she has had a terrible personal ordeal or has just won the lottery, never get caught playing poker with this girl. Many take this quiet achiever as weak and soft- especially the D, however the S entrepreneur is solid as a rock and is very receptive of others.

She will only show her cards to those she trusts, the challenge in business with that is there could be many that can help her in time of need or advice.

Her cool calm relaxed demeanor is not easily triggered to have an explosive outburst as it is not in her nature. Though she is the most sensitive of the group, she'll never show it on her nonemotional face!- as I said don't get stuck playing poker with her!

She is extremely patient and a great listener always trying to understand the situation of others. Sometimes this can cost her when trying to sell her services, as she listens to an objection and doesn't investigate the sale any further. Learning negotiation skills is essential for if her business requires face to face or telephone sales, as confrontation is one her her biggest fears and love to feel accepted by others.

In business she develops many long term relationships, as she is extremely sincere and interested in the other persons needs. She doesn't like sudden and unexpected change, so making changes in her business does take calculation, research and mostly get a consensus of other peoples opinions and reviews.

continued.....

Closure of a task is the utmost importance of a high S. They prefer not to juggle to many balls, so they do one task at a time before moving onto the next. Her goals are short term and low risk. Also having the ability to organize efficiently she creates systems to help her get the job done.

The most successful S entrepreneur are ones who are working for a greater cause, she really like to make a difference in peoples life's. Think Bill & Melinda Gates Foundation currently is the largest transparently operated charity in the world. Main aim to reduce poverty

Do's and Don'ts - Communication Tips To Connect with the S:

Do's For S Style:

1. Show sincere interest
2. Tell them about you
3. Take your time
4. Listen & be patient
5. Provide no risks
6. Move casually, informally

Don'ts For S Style:

1. **Don't** Rush
2. **Don't** Be forceful
3. **Don't** Ask for decisions quickly
4. **Don't** Dominate
5. **Don't** Do all the talking
6. **Don't** Be abrupt

Things to avoid:

1. Avoid being overly pushy.
2. Don't be too assumptive with this person.

The C Entrepreneur: C= Cautious

©Entrepreneurial DNA: NASA

What's Your ©Entrepreneurial DNA?

Conservatively she walks into the room, normally withdrawn body language and listens to others with arms crossed and or a hand on her chin. She is a perfectionist at her game and takes business seriously. She demands accuracy in everything that she does and everything that a person is saying to her. You will need to prove your case to her as she relies on fact. (Hence the back age of this report is for my C Entrepreneurs)

Her biggest factor is fear, the higher the C score the higher the fear, hence why they are 'by the book' and only do things that are low risk.

She has the patience to research days on end ensuring the next move is the right move. Hating to make a mistake, creates an analytical mine field, as precision is the only way this Entrepreneur will move.

Due to her ability to draw on data (maybe to much at times), prolongs her decision making and sometimes creates perfection paralysis, meaning no decision at all. *Continued.....*

Having a desire to be right which usually means that she will come down on the safe side of the problem, where it is less risk. She would rather be cautious then brash, conventional then bold.

She is extremely dedicated and loyal, when it comes to business, brands, friends (professional and personally), as making a decision on anything she brings into her life normally hasn't happened by chanced.

What makes this entrepreneur stand out is they set a standard that keeps everyone else closer to reality. Further more their significant contribution in asking the questions ensuring there is no shallow or weak plan. These girls are rare to find and every organization needs one in it, as the little things make a big difference in business. Think NASA (The **National Aeronautics and Space Administration**) strong research and accuracy to continually allow man to land on the moon!

Do's and Don'ts - Tips on how to communicate with a C

Do's For C Style:

1. Be prepared
2. Present specifics
3. Answer questions
4. Use dates & facts
5. Take your time & persist
6. Give time to make decision

Don'ts For C Style:

1. **Don't** Be disorganised
2. **Don't** Be vague
3. **Don't** Over promise
4. **Don't** Push too hard
5. **Don't** Touch them
6. **Don't** Be casual

Thing to avoid:

1. Avoid being too enthusiastic otherwise it will make them overly suspicious.
2. Avoid not answering their questions and not giving them details.

Daily Examples of the 4 Styles

	D Dominant	I Interacting	S Steady	C Cautious
1) Seeks	Control	Recognition	Acceptance	Accuracy
2) Strengths	Administration Leadership Pioneering	Persuading Enthusiastic Entertaining	Listening Teamwork Follow-through	Planning Systems Orchestration
3) Weakness	Impatient Insensitive to others Poor listener	Inattentive to detail Short attention span Low follow-through	Oversensitive Slow to begin Dislikes change	Perfectionist Critical Unresponsive
4) Dislikes	Inefficiency Indecision	Routines Complexity	Insensitivity Impatience	Disorganisation Impropriety
5) Stressed	Dictatorial Critical	Sarcastic Superficial	Submissive Indecisive	Withdrawn Headstrong
6) Decision Making Pattern	Decisive	Spontaneous	Conferring	Deliberate

*This product is based on the study of the **DISC assessment, which** is a personality assessment tool based on the DISC personality theory of psychologist [William Marston](#). Marston's theory centers around four different personality traits: Dominance, Inducement, Submission, and Compliance. This theory was then developed into a personality assessment tool (personality profile test) by industrial psychologist Walter Vernon Clarke (July 26, 1905 - Jan. 1, 1978). The version used today was developed from the original assessment by [John Geier](#), who simplified the test for better, more concise results. Annette Lackovic (aka Netty'D) is an Entrepreneurial coach for sales and personal performance with women in business. Based on Netty'Ds 17 years of teaching and using DISC, she has blended it based on her knowledge of studies from her clients. For more information on Netty'D and Billionaire Babes follow the web address www.billionairebabes.com.au or www.annettelackovic.com and learn more about her services today.*