
ACTIVITY 3

Ratings of traits by entrepreneurs

A. Most important for success

perseverance (18)
desire and willingness to take the initiative (15)
competitiveness (14)
self-reliance (11)
a strong need to achieve (3)
self-confidence (16)
good physical health (2)

B. Important for success

a willingness to take risks (4)
a high level of energy (1)
an ability to get along with employees (9)
versatility (17)
a desire to create (5)
innovativeness (19)

C. Least important for success

ability to lead effectively (20)
a willingness to tolerate uncertainty (8)
a strong desire for money (7)
patience (13)
being well organized (10)
a need for power (12)
a need to closely associate with others (6)

Source: Based on testing reported in "That Urge to Achieve," by D. C. McClelland in *Entrepreneurship and Venture Capital*, Prentice-Hall, 1975. (The numbers in parentheses correspond with the numerical listing shown for Activity 2.)