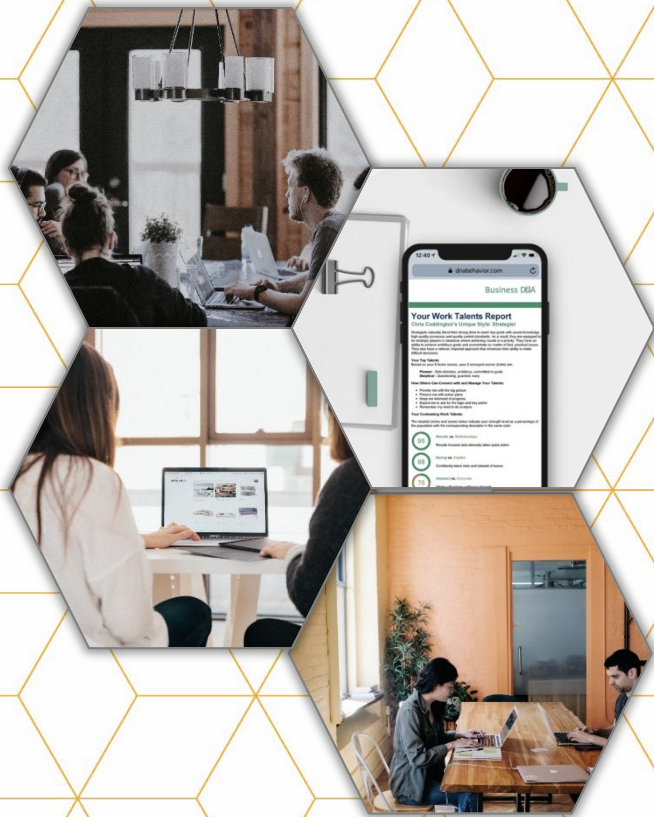


Money Energy for Entrepreneurs



DNA Behavior®

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An entrepreneur is an individual who starts and manages a business venture, taking on financial risks to pursue opportunities and create innovative solutions.

Introduction

Entrepreneurs are essential drivers of economic, social, and technological progress. Their vision, risk-taking abilities, and innovation capacity are instrumental in shaping a better future for communities and the world.

Entrepreneurs are at the forefront of innovation. They identify opportunities, create new products, services, and business models, and drive economic growth. By introducing new ideas and technologies, entrepreneurs contribute to the advancement of society and the expansion of industries.

Entrepreneurs are significant job creators. They establish and grow businesses, creating employment opportunities for others. Small and medium-sized enterprises, often led by entrepreneurs, are major contributors to many countries' job creation and economic development.

Entrepreneurship plays a crucial role in wealth creation. Entrepreneurs generate wealth for themselves and their communities by starting and growing successful businesses. This can lead to increased living standards, improved quality of life, and reduced poverty rates.

Entrepreneurs disrupt traditional industries and markets, challenging existing players and stimulating healthy competition. This drives innovation, efficiency, and better products and services for consumers. Entrepreneurs enhance consumer choices and promote market dynamics by introducing new and improved alternatives.

Many entrepreneurs are driven by a desire to impact society positively. They address social and environmental challenges by creating businesses that aim to solve specific problems or meet unmet needs. This can range from sustainable energy solutions to healthcare innovations, education initiatives, and more.

Entrepreneurs serve as role models and inspire others to pursue their own entrepreneurial aspirations. Their success stories, resilience, and determination motivate individuals to take risks, think creatively, and pursue their passions.

But What Makes an Entrepreneur?

Research conducted by DNA Behavior in 2017 identified five key traits in successful entrepreneurs. These traits include resilience, risk-taking, creativity, work ethic, focus, and external charisma. While these traits provide a strong foundation, entrepreneurs must integrate financial acumen into their skill sets to thrive in today's business world. The five traits link with DNA Behavior Styles as follows:

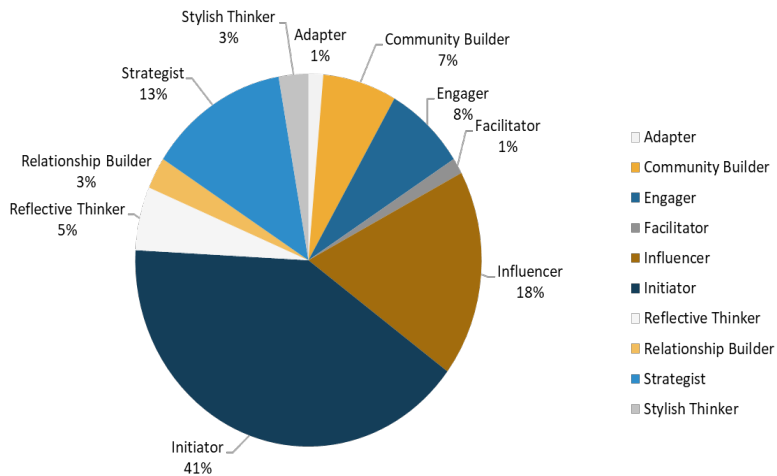
1. Resilience (Fast-Paced Factor) – Manages setbacks and rationally takes quick action.
2. Risk (Risk Factor) – Confidently takes risks and tolerant of losses.
3. Creativity (Creativity Factor) – Uses new ideas to solve problems to initiate change.

4. Work Ethic (Pioneering Factor) – Pursues goals and is often ambitious and competitive.
5. External Charisma (Average of Take Charge+Outgoing Factors) – Ability to engage and inspire others to change.

Whilst our findings indicated those most likely to have entrepreneurial genes and capabilities, it should be said that with the right guidance and approach, and also the support of the right team, other behavioral styles can and are successful entrepreneurs.

The breakdown graph below shows the natural behavioral styles presented in percentage form for those most likely to be entrepreneurs.

Natural Behavior Style	Percentage
Initiator	41%
Influencer	18%
Strategist	13%
Engager	8%
Community Builder	7%
Reflective Thinker	5%
Relationship Builder	3%
Stylish Thinker	3%
Adapter	1%
Facilitator	1%



Forty-one percent of those reviewed in the research study were Initiators. This refers to their DNA Behavior Natural style and generally they possess the five key behavioral traits common to successful entrepreneurs. You will see that Influencers and Strategists also have entrepreneurial behaviors but are more likely to benefit from additional training, self-education, and practice to succeed.

Entrepreneurs Harnessing the Energy of Money

Money is omnipresent it's in the tapestry of life. What business, financial, or life conversation have you ever had, and money is not there? "Money is not everything, but it is in everything." Money is implicated in every choice, situation, and decision a person faces. It can be subtle but is always powerful and quietly there.

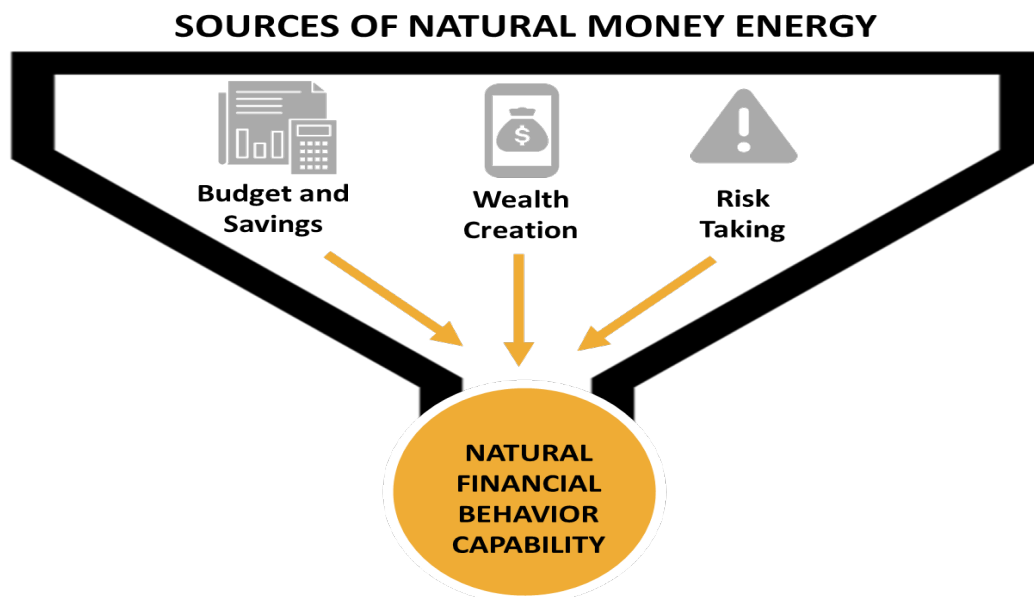
In the world of finance and entrepreneurialism, the power of money is undeniable. It has the ability to exert pressure on individuals and bring out their inherent behaviors. However, it is important to recognize that money can also catalyze exponential growth and quantum leaps rather than just linear achievements or negative consequences.

As entrepreneurs strive for success, it becomes evident that their innate talents and behaviors play a crucial role. However, possessing key entrepreneurial traits is no longer sufficient in today's business

landscape. Another factor significantly impacting an entrepreneur's journey is their level of money energy and financial acumen, and how it contributes to their overall success. Therefore, entrepreneurs must learn to look inward and become aware of what drives their money energy if they wish to unlock their wealth creation potential.

Money energy can be approached and measured similarly to the understanding and programming of quantum science. Just as success knows no limits, money has the potential to both empower and burden us. Therefore, it is crucial for us to comprehend the energetic power of money, making it a fundamental aspect of our lives. To address this, we have developed the DNA Behavior systems, which showcase the correlation between Behavioral Talents (including for Entrepreneurship) and Financial Behavior, as they are intricately intertwined and reveal measurable money energy.

Measurement is critical because it makes the invisible visible. This tells you where their energy is now



and establishes the platform for reducing stress and boosting their ME happiness, success, and health.

Entrepreneurs' natural Financial Behavior Capability (FBC) is influenced by three key components: budgeting and savings, wealth creation, and risk-taking. The natural FBC (natural level of Money Energy) is 95% set by the time the person is 7 years old, along with their entrepreneurial talents.

An important behavioral finding from our research was that while Initiators have the natural talents to be entrepreneurial, they also have a higher level of Financial Behavior Capability (FBC) which reflects their natural level of Money Energy. The FBC is represented by the natural propensity to take risks, save and budget and also wealth creation drive.

The natural FBC (natural level of Money Energy) is 95% set by the time the person is 7 years old, along with their entrepreneurial talents

In addition, the entrepreneur will need to build on their natural FBC with a greater level of financial consciousness and be able to tap it with awareness to boost their money energy and therefore capacity to unlock wealth creation:

1. The ability to make sound financial decisions by being aware of their biases.
2. Understanding their Financial EQ so they can manage emotions and desires when making financial decisions.
3. Awareness of how experiences and circumstances have shaped their patterns of thinking into learned behaviors
4. Cognizance of and open to Opportunities – networking and taking away new ideas, inspired to put new ideas into practice.

While the Initiators, Influencers, and Strategists are the primary entrepreneurial styles from a talent perspective, the Initiators and Strategists have the highest FBC and natural Financial EQ as reflected by the table below for the ten DNA Unique Styles. The Influencers typically have a lower FBC level because they are higher spenders, and they are more emotional in decision-making as reflected by the Financial EQ score.

DNA Unique Style (Median)	Saving/ Budgeting	Wealth Creation	Risk	Natural ME - FBC	Financial EQ	Growth/ Sustain
Adapter	66%	50%	58%	73%	58%	50%/50%
Community Builder	24%	10%	7%	2%	10%	33%/67%
Engager	4%	38%	50%	14%	31%	52%/41%
Facilitator	84%	38%	42%	73%	58%	39%/61%
Influencer	7%	54%	73%	34%	69%	100%/0%
Initiator	66%	73%	90%	96%	86%	75%/25%
Reflective Thinker	97%	31%	24%	73%	31%	0%/100%
Relationship Builder	66%	16%	31%	31%	21%	24%/76%
Strategist	98%	73%	73%	99%	86%	49%/51%
Stylish Thinker	79%	31%	24%	50%	31%	24%/76%

Entrepreneurs Need to Make Sound Business, Financial and Life Decisions

Entrepreneurs must shoulder all financial matters, including mistakes and liabilities within their businesses. This level of responsibility requires resilience and the ability to navigate various challenges. Moreover, entrepreneurs often face external life events that can impact their business and personal finances, emphasizing the need for financial adaptability and strategic decision-making.

The role of spouses and family dynamics is crucial for entrepreneurs, as their personal income and capital are often tied up in their businesses. Balancing financial expectations at home, maintaining personal and professional identities, and managing family tensions can be challenging. Entrepreneurs must navigate these complexities while staying focused on their business goals.

Wealth creation for entrepreneurs lies in harnessing their unique talents, passion, and purpose. Entrepreneurs can avoid dissipating their energy across multiple business ventures by focusing on their X factor and aligning their actions with their identity. This focused approach increases their chances of financial success and fulfillment.



Entrepreneurs often face stress when comparing themselves to others and their perceived level of success. This mindset can lead to chasing unattainable goals and constant dissatisfaction with achievements. To maintain a healthy mindset, entrepreneurs should prioritize personal growth, set realistic expectations, and appreciate their individual journeys. Health must be a priority.

Beyond financial acumen, entrepreneurs must cultivate leadership skills to manage their businesses effectively. Developing various skills, including team management, strategic planning, and decision-making, enhances their ability to lead and grow their ventures.

While entrepreneurial talents and behaviors are essential, integrating financial intelligence and money energy is equally critical for success in today's business landscape. Entrepreneurs can unlock their full potential by recognizing the importance of financial decision-making, wealth creation, and adapting to financial challenges. Embracing these principles, entrepreneurs can navigate the complex world of money energy and achieve.

To learn more about DNA Behavior International and the solutions we offer, please visit: www.dnabehavior.com

If you have any questions or would like to discuss Money Energy with an executive on our team, please email us at: inquiries@dnabehavior.com

