

The Bright Side Personality And Values Of Entrepreneurs

Jeff Foster
Hogan Assessment Systems

Julie Edge
The Cofounders Project

In December 2013, we collaborated with Julie Edge, Ph.D., to release a white paper outlining the [Dark Side Characteristics of Entrepreneurs](#). Since its release, the paper has been downloaded and viewed dozens of times and sparked a number of questions about HPI and MVPI results from the same sample of 256 entrepreneurs. Figures 1 and 2 present those results. Details concerning the research study and sample can be obtained from the original Dark Side report.

In cooperation with Dr. Edge, a faculty member at Washington University’s Olin School of Business and chief investigator of the Cofounders Project, we continue to track the progress of each organization represented in this sample and look forward to providing additional updates as this ongoing, longitudinal study progresses.

Figure 1. HPI Box Plot Results for 256 Entrepreneurs

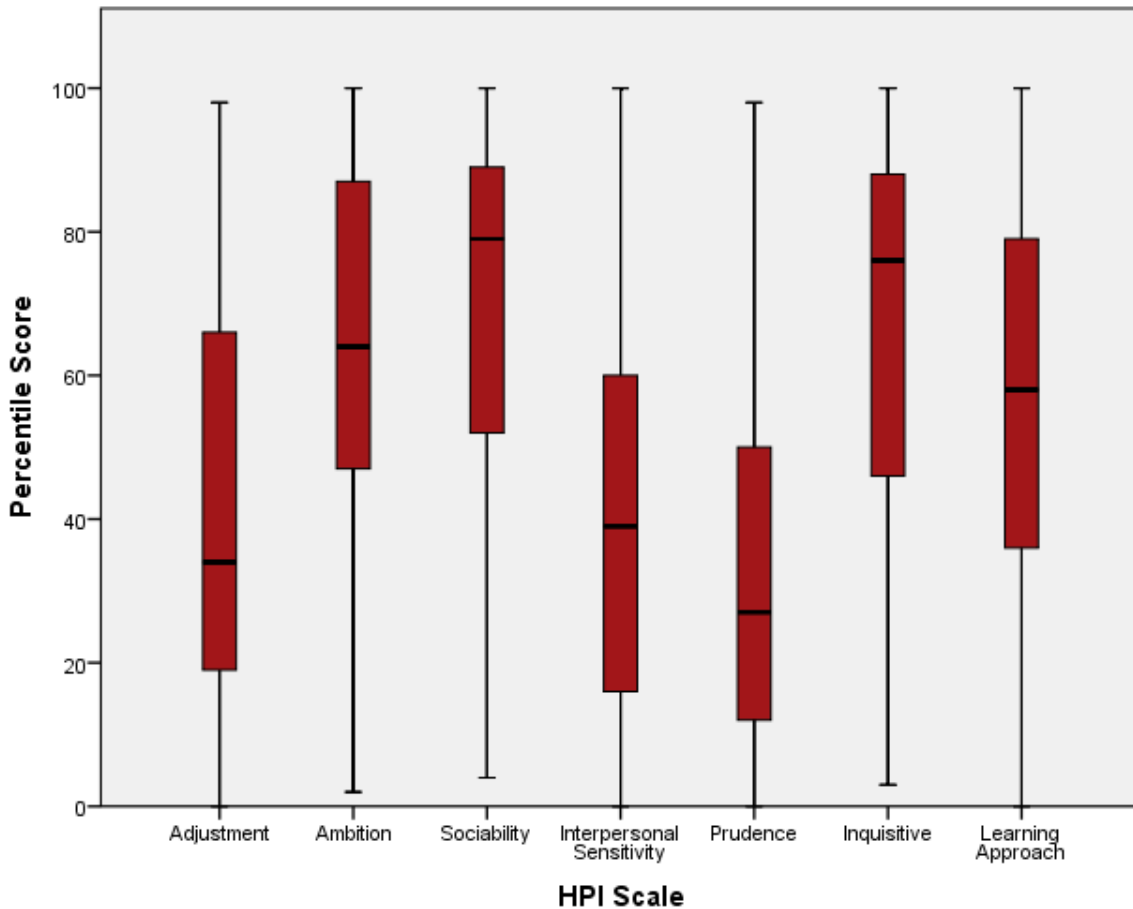
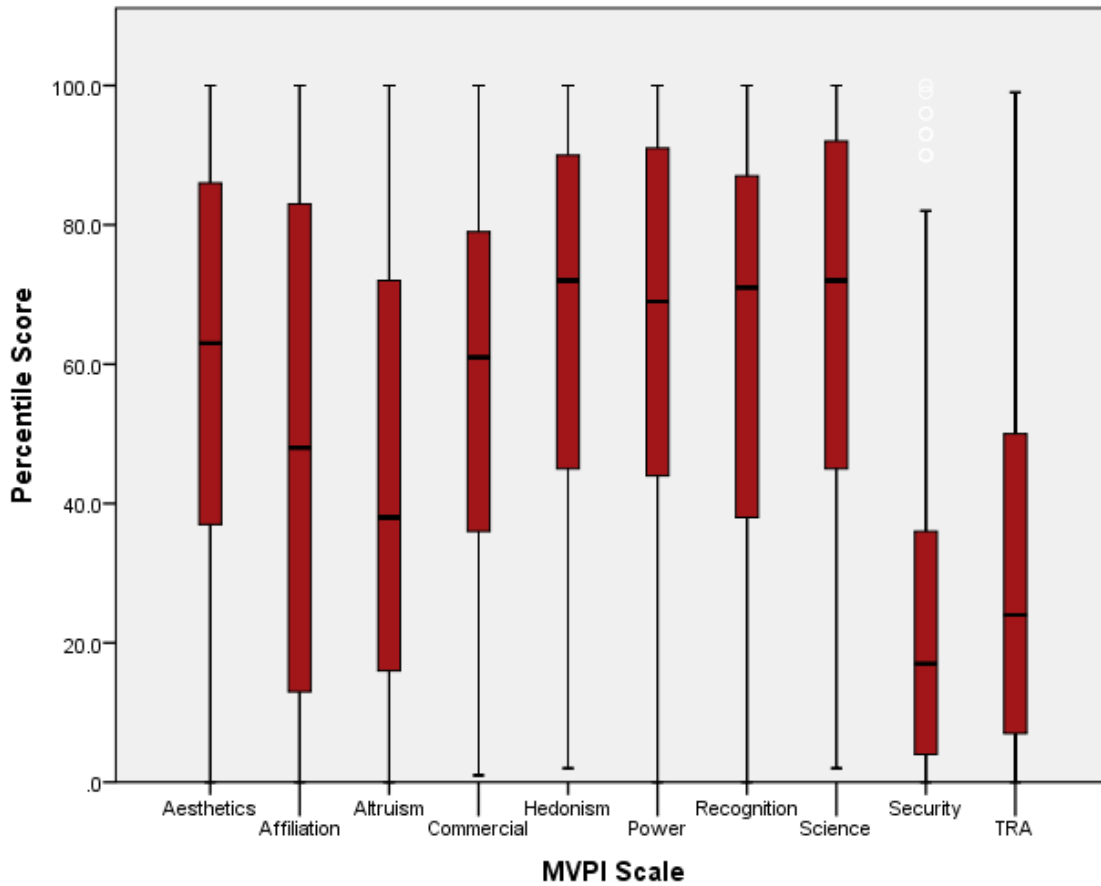


Figure 2. MVPI Box Plot Results for 256 Entrepreneurs



HPI results show that entrepreneurs tend to be driven, enthusiastic, outgoing, and creative. They do not get bogged down in details and are often frank and direct when communicating with others. This paints a picture that resembles previous research and entrepreneurial stereotypes in that they will often be viewed as passionate for new ideas and eager to work outside of typical corporate structures and constraints.

In terms of values, it is no surprise that entrepreneurs are most strongly characterized by their low Security and Tradition scores. Higher average scores on a number of MVPI scales such as Hedonism, Power, and Recognition speak to the group's general drive and passion for success outside of a traditional corporate environment, while higher Science reinforces their interest in new ideas.