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THE CULTURE OF THE ENTREPRENEUR: FACT OR FICTION₁

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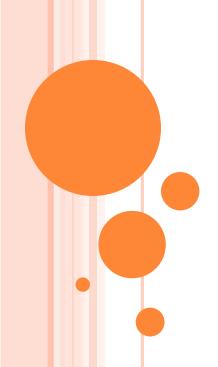


Table 3 Cultural Statements Showing 10% Variance

	Entre- preneur		Diff
TIME The private life and time of an employee is properly a matter of direct concern to his company	44	33	+11
HAVING RIGHTS MEANS Every citizen can influence political decisions	55	40	+15
CHANGE Of social status is open for everyone	68	57	+11
BEING AN ENTREPRENEUR MEANS Not being able to find a job	16	5	+11
BEING SUCCESSFUL IS ASSOCIATED WITH Owning your own company	62	43	+19
THERE IS A DUTY To offer a service in return when someone has provided you with a personal favour	61	47	+14
DECISION MAKING SHOULD BE CHARACTERIZED BY			144
People feeling uncomfortable when they make a decision different from their boss	41	21	+20
WORK IS PERCEIVED AS More desirable if it's within a large organization	on 3	14	-11
STARTING A COMPANY MEANS A RISK OF Not getting your past employment back	33	46	13
Jeopardizing your family's security and status	45	60	-15
Uncertainty, but adds to the excitement of life	86	74	+12

Table 4
The Cultural Values of 'Other Canadians' as Perceived by Respondents

'OTHER CANADIANS' CULTURAL VALUES EXPRESSED BY	Entre- preneur	Non-entre- preneur	Diff- erence
TIME IS A limited resource	65	82	-17
COMPETITION IS CHARACTERIZED BY Doing more harm than good if found among employees	37	26	+11
HAVING A LOT OF MONEY MEANS You can buy political favours	71	60	+11
HAVING POWER RESULTS FROM Owning property/land	67	53	+14
Being a man	7	44	-37
FAILURE IS ASSOCIATED WITH You weren't meant to succeed	14	25	-19
You'd better not fail - there are no second chances	34	23	+11
THE MANAGER YOU WOULD PREFER TO WORK UNDER Usually consults with employees before reaching a final decision	57	68	-11

Table 5 Strongly Positive Statements (>85%)

- Time is a limited resource.
- Having rights means having to accept responsibility to earn your rights.
- Being an entrepreneur means being able to identify market opportunities.
- Being an entrepreneur means being creative in terms of time and money.
- There is a duty to be true to yourself and your ideals.
- There is a duty to honour all agreements you make, both verbal and written.
- Starting a company means a risk of investing money to make a profit.

CONCLUSIONS

The results of this study suggests that entrepreneurs have high self-esteem, as is evident by the difference in their perceptions of their values relative to those they think other Canadians hold. High esteem in the make-up of an individual enhances motivation and, increases the chances of success; important characteristics in any entrepreneur.

Because there is little real difference in ideology, culture and personality between the entrepreneur and the non-entrepreneur, entrepreneurial aptitudes and abilities may be more widely distributed in the population than previously believed, which would have policy ramifications in both the private and public sector.